

12 November 2018 [by email](#)

Rt Hon Jacinda Ardern  
Prime Minister  
Parliament  
Wellington

Dear Prime Minister,

On behalf of the tourism industry, I am writing to you with a simple request – can you please appoint an Associate Minister of Tourism.

You will be well aware that the tourism industry is our biggest export earner, one of our biggest employers and a significant driver of regional development. Tourism in New Zealand is now worth around \$38 billion a year, with that annual value having grown by around \$10 billion in just four years. It is no exaggeration to say that tourism has been a major contributor to New Zealand's recent economic success. Further growth in value is expected.

The tourism industry is working closely with your Government and its agencies to manage that growth and to ensure the benefits of the visitor economy are enjoyed by all New Zealanders in terms of job opportunities, better facilities, greater commercial services and heightened community vitality. A great place to visit should be a great place to live.

There is close alignment between the industry's Sustainable Growth Framework: Tourism 2025 & Beyond; and the draft Government Tourism Strategy. TIA has a good working relationship with senior officials, and with the Minister of Tourism, Kelvin Davis.

TIA supported the appointment of Kelvin Davis as Minister of Tourism as we felt it was important that tourism continued to have a strong advocate on the front bench. However, an inevitable consequence of a senior minister holding the portfolio is that it must compete with their other portfolios for time and attention.

Tourism happens in every corner of the country. The tourism industry is incredibly diverse, and the challenges and opportunities it faces are many faceted and complex. As a result of this, the industry has multiple events, forums, conferences where the involvement of a Government Minister is desirable.

The appointment of an Associate Minister to assist Minister Davis would be widely welcomed by the tourism industry. I can assure you there would be no shortage for work for someone appointed to the role!

TIA's long-held position has been that the size and importance of our industry justifies a high ranking Minister supported by an Associate Minister. The previous Government went one step further and had a Minister of Tourism, Associate Minister of Tourism and a Parliamentary Undersecretary for Tourism.

The [TIA Board](#) has passed a formal resolution requesting the appointment of an Associate Minister of Tourism, and I hope you can give this request careful consideration.

Ngā mihi

A handwritten signature in black ink, appearing to read 'C. Roberts'.

Chris Roberts  
TIA Chief Executive

cc: Hon Kelvin Davis