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Media Release

TIA refreshes its identity

Tourism Industry Aotearoa (TIA) has today been launched as the new identity for New Zealand's peak tourism industry organisation.

Formerly known as the Tourism Industry Association New Zealand, TIA has more than 1500 members representing about 85% of total New Zealand tourism business turnover. It is the only private sector organisation to advocate for every sector of the industry, including accommodation, transport, tourism services, activities and attractions.

The organisation's new name is supported by new branding and a new website www.tia.org.nz, TIA Chief Executive Chris Roberts says.

"The tourism industry has changed and grown considerably in the last few years and we feel our new identity better reflects TIA's role as the voice of New Zealand's tourism industry," Mr Roberts says.

"It clearly signals that we are not simply a membership association but are strongly focused on being the advocate for the whole tourism industry. By incorporating Aotearoa into our name we are also deliberately referencing the culture which is the unique attribute of our country's tourism offering."

Mr Roberts says there has been a degree of confusion with the organisation sometimes referred to as NZTIA or TIANZ.

"The correct abbreviation is TIA but those three letters have not previously appeared in our branding. Now there are just two ways to refer to us – Tourism Industry Aotearoa or TIA."

TIA's new logo represents the connectivity and alignment which TIA offers the industry. The natural green and blue of New Zealand's landscape is complemented by the 'Takahe' pink of its native birdlife. It incorporates a koru design that references Maori culture and represents a link to TIA's previous logo.

The new website highlights the diversity and vibrancy of New Zealand's tourism industry while also making it easier for users to find information relating to their sector or interests.

In July, a new TIA members' section will be launched which will give users an improved and more personalised experience.

"We are really excited about this step forward in TIA's evolution. Our mission remains the same – through leadership, influence and action, to achieve tangible

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benefits for the tourism industry and Aotearoa-New Zealand – and our new identity will play an important part in helping us to succeed,” Mr Roberts says.

TIA was formed in 1953 as the New Zealand Travel and Holiday Association. In 1970 it became the New Zealand National Travel Association, then the New Zealand Tourist Industry Federation in 1984. It has been known as the Tourism Industry Association New Zealand since 1993.

Throughout the last 63 years, the organisation has continually championed the interests of its members and the tourism industry.

TIA’s new identity was revealed at [TRENZ 2016](#), the New Zealand tourism industry’s premier international trade event. TRENZ brings together about 300 New Zealand tourism operators (exhibitors) with targeted international travel and tourism buyers and media from New Zealand’s key established and emerging tourism markets. The event directly helps to grow New Zealand’s \$30 billion tourism industry. Hosted by Destination Rotorua, TRENZ 2016 is being held at the Energy Events Centre Rotorua, 10-13 May 2016.

TIA manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand, Air New Zealand and other industry partners.

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KEY FACTS

- Tourism in New Zealand is an \$81.6 million per day industry. Tourism delivers around \$32 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$49 million in economic activity every day
- Tourism is one of New Zealand's biggest export industries, earning \$11.8 billion or 17.4% of New Zealand's foreign exchange earnings (year ended March 2015)
- 12.1% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 295,908 people are working in the visitor economy
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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