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## Media Release

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# Tourism industry backs Christchurch plan to woo events

Tourism Industry Aotearoa is calling on Christchurch City Council to boost funding for events in its 2018-2028 Draft Long-Term Plan.

TIA is supporting ChristchurchNZ's request for an extra \$1.4 million a year to establish a dedicated seed fund to bid for business and major events on behalf of the city, support new events through sponsorship, and test the feasibility of new event concepts.

"The ongoing demands of the earthquake rebuild present the Council with some unique issues and challenges," TIA Chief Executive Chris Roberts says.

"Everybody thinks about events as temporary things that are on for a short period of time, but the reality is that an investment in events is an investment in the long-term. Events build a city's brand, and they attract first-time visitors who may decide to visit again and again. Christchurch can expect to get much repeat business out of event attendees."

TIA has also praised the city's commitment to forward thinking on climate change and roading.

"Climate change leadership' is No. 3 on the city's list of priorities, and that fits right in with our own [Tourism Sustainability Commitment](#) and vision for [Tourism 2025](#).

"We also endorse the Council's focus on getting the city's roading network back up to speed, because a reliable and efficient transport system is as important to visitors as it is to the local community. However, we are also keen to see investment in upgrading wastewater assets."

To read TIA's submission in full, go to:

<https://tia.org.nz/assets/Uploads/TIA-submission-Christchurch-City-Council-LTP.pdf>.

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## KEY FACTS

- Tourism in New Zealand is a \$99 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$59 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2017).
- 14.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 399,150 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](http://www.tia.org.nz) for more information

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