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Media Release

Building on tourism industry success sees growth framework update

With New Zealand's tourism industry enjoying record-breaking success, the industry-led growth framework has been reviewed and new priority actions identified.

Tourism 2025 – Two Years On has been released by the Tourism Industry Association New Zealand (TIA) today.

The document reviews progress made under the [Tourism 2025](#) growth framework, launched in March 2014, current challenges and opportunities, and where the industry needs to be focused for the next few years.

Tourism 2025 unashamedly sought to grow tourism into a \$41 billion a year industry by 2025, TIA Chief Executive Chris Roberts says.

“Two years on, and the industry's performance has exceeded all forecasts. We are well ahead of the growth rate needed to reach our \$41 billion goal by 2025,” he says.

“Tourism businesses are reaping the financial rewards and New Zealand society has benefited with more jobs, more economic activity and the vibrancy visitors bring as they travel around our country.”

However, growth brings new challenges that need to be factored into Tourism 2025.

Tourism 2025 – Two Years On reaffirms the Tourism 2025 growth framework and its five themes:

- Insight
- Target for Value
- Productivity
- Visitor Experience
- Connectivity

“The framework, with its five themes, continues to provide a robust way for businesses and other participants in the tourism industry to plan their activities,” Mr Roberts says.

“But we need to integrate specific elements that reflect the challenges of growth and the changing international operating context of tourism, particularly to scale up the overall capacity of the tourism sector and to ensure the sustainability of the growth being generated.”

Tourism 2025 – Two Years On reinforces that continuing efforts are needed to grow shoulder and off-peak travel, and improve the spread of tourism around the country. This would better spread the benefits of tourism and increase the industry’s productivity.

The document also gives increased attention to capacity and infrastructure development, to ensure New Zealand has the facilities needed for sustainable tourism growth.

Tourism 2025 – Two Years On identifies around 30 priority areas for advancement for the next two years, for both the government and the private sector.

“The short to medium term outlook for tourism remains highly positive. Through reviewing, realigning and refocusing *Tourism 2025*, we ensure the tourism industry is armed with a strategic approach that is right for now and which also has a clear vision for the years ahead,” Mr Roberts says.

To read *Tourism 2025 – Two Years On*, go to www.tourism2025.org.nz

Tourism 2025 – Two Years On was released at [TRENZ 2016](#), the New Zealand tourism industry’s premier international trade event, being held in Rotorua. 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 Tourism Industry Association New Zealand (TIA) manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand, Air New Zealand, host Destination Rotorua 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.tianz.org.nz for more information.