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Media Release

Tourism industry thanks TNZ Chief Executive

Departing Tourism New Zealand Chief Executive Kevin Bowler has played a key role in the strong growth of New Zealand's tourism industry, Tourism Industry Aotearoa says.

The tourism industry is deeply appreciative of Mr Bowler's efforts during his seven years in one of the industry's key positions, TIA Chief Executive Chris Roberts says.

"Kevin's personal support for the development of the industry-led **Tourism 2025** growth framework was very important. It ensured alignment of focus and effort across the private and public sectors.

"As a member of TIA's Board of Directors, he has also made a strong contribution to the industry's overall direction."

While Mr Bowler came to TNZ with no tourism background, his work on behalf of the industry has won widespread respect.

"Under his leadership Tourism New Zealand has continued to be one of the most respected national tourism marketing organisations in the world.

"Tourism New Zealand has been innovative, with the 100% Pure New Zealand marketing campaign developed in new ways, including 100% middle-Earth to reinforce New Zealand's links with the Lord of the Rings and Hobbit movies.

"On behalf of TIA and its members, I would like to wish Kevin all the best for his new role. He leaves at a time of very strong growth for our industry and his replacement will face the challenge of managing and building on that growth."

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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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