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## Media Release

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# Discussing Tourism around the country

Tourism businesses around New Zealand are being invited to discuss the big challenges and opportunities facing them and their region at a series of events organised by Tourism Industry Aotearoa.

Starting in Rotorua on 26 July, TIA will take the one-day [Discussing Tourism](#) events to three other locations around the country – Auckland (27 July), Dunedin (2 August) and Christchurch (3 August).

“The annual series of regional events provides an important forum to discuss the issues, challenges and opportunities facing tourism businesses as well as connecting local businesses with industry leaders. These discussions are focused on business learning, with practical tools and tips for attendees to take away and implement in their organisations,” says TIA Chief Executive Chris Roberts.

“There’s a real focus on how we can build an industry that is environmentally, economically and socially sustainable.”

Consultant Futurist Phil Tate of Simplicitate will guide discussions on the industry’s future, how to manage growth and work collaboratively towards a sustainable future.

With the General Election just months away, representatives of the major political parties have been invited to talk about their tourism policies.

“Now is the time for tourism operators to lobby their Parliamentary candidates to ensure they understand the importance of tourism to their community and to introduce tourism-friendly policies,” Mr Roberts says.

The programme also includes presentations from successful tourism operators who are developing their businesses to meet new demands.

Mr Roberts says attendees will have an opportunity to discuss the big challenges of growth from a local perspective, plus plenty of time for networking.

“Discussing Tourism will be a lively and thought-provoking day. With great support from the host regional tourism organisations, we’re looking forward to hearing from grassroots tourism operators around the country.”

Find out more on the [Discussing Tourism website](#).

### TOURISM INDUSTRY AOTEAROA

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Discussing Tourism is supported by the [Tourism Industry New Zealand Trust](#).

*Editors please note: Discussing Tourism events are not open to media but TIA representatives will be available for interview in each region.*

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## KEY FACTS

- Tourism in New Zealand is a \$95 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 \$55 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 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 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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