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Media release

Central North Island tourism operators discussing their future

Tourism operators from across the central North Island are today Discussing Tourism in Tauranga at the first of the 2019 series of regional forums organised by Tourism Industry Aotearoa.

TIA is taking the one-day Discussing Tourism events to three other locations around the country – Auckland (24 July), Queenstown (29 July) and Christchurch (31 July).

“The annual series of regional events provides an important forum to discuss the issues, challenges and opportunities facing tourism businesses, and connects local businesses with industry leaders,” says TIA Chief Executive Chris Roberts.

“Our industry has now entered a new phase where the growth will be less spectacular than the past five years. What can we expect and how do we better plan, fund and manage sustainable growth and ensure tourism enhances Aotearoa for future generations?”

The programme includes presentations on innovation, and how uncovering a business’ purpose will assist in delivering customer value. Attendees will also find out how measuring their carbon footprint is the first step to a meaningful and effective reduction plan, and hear from GO Rentals on the steps they’ve taken to make a difference.

With local government elections taking place in October, operators will also be encouraged to take the opportunity to raise awareness among Mayors, Councillors, election candidates, council officers and communities of the value of hosting international and domestic visitors.

TIA is releasing its new [Local government elections 2019 – A toolkit for tourism operators](#) today. The Toolkit includes the top industry priorities for Councils to address, and tips on how to get involved with local councils, along with tourism facts and figures.

The document shows that visitors to Tauranga City Council’s area spent an estimated \$840 million in the year to May 2019. That comprised \$652 million spent by domestic visitors and \$188 million from international visitors.

“Tourism contributes to the economic and social vitality of every region in New Zealand. As an industry, we want to work collaboratively with local government to develop the visitor economy and ensure growth is being managed in a sustainable way,” Mr Roberts says.

TOURISM INDUSTRY AOTEAROA

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For more details, go to the [Discussing Tourism website](#).

Discussing Tourism in Tauranga is being held at Trinity Wharf Hotel and is supported by the [Tourism Industry New Zealand Trust](#), [Blue Ocean](#) and [Tourism Bay of Plenty](#).

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KEY FACTS

- Tourism in New Zealand is a \$107 million per day industry. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand's foreign exchange earnings (year ended March 2018).
- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 people are working in the visitor economy.
- The [Tourism 2025 & Beyond](#) sustainable growth framework/Kaupapa Whakapakari Tāpoi has a vision of growing a sustainable tourism industry that benefits New Zealanders.

Visit www.tia.org.nz for more information

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