



THE VOICE OF THE TOURISM INDUSTRY

ANNUAL REPORT 09/10



// COVER IMAGE: WINE TOUR IN MARLBOROUGH - IAN TRAFFORD

CONTENTS

	1	FROM JOHN KEY		12	TOURISM ENERGY EFFICIENCY PROGRAMME
	2	CHAIRMAN'S REPORT		13	FREEDOM CAMPING
	3	CHIEF EXECUTIVE'S REPORT		14	TIA ADVOCATING FOR THE TOURISM INDUSTRY
	4	HIGHLIGHTS OF TIA'S YEAR		16	COMMUNICATIONS AND MEDIA
	6	NEW TOURISM INDUSTRY EVENTS		17	MEMBERSHIP
	8	KIAORAMAI		18	ANNUAL EVENTS TO SUPPORT THE TOURISM INDUSTRY
	9	TOURISM AND CONSERVATION		20	FINANCIAL PERFORMANCE AND POSITION
	10	ADVENTURE TOURISM		IBC	2009-10 BOARD OF DIRECTORS
	11	LOCAL GOVERNMENT			

A STRONG UNIFIED VOICE

IS ESSENTIAL TO TOURISM'S FUTURE SUCCESS.
TIA IS THE VOICE OF NEW ZEALAND'S TOURISM INDUSTRY.



// HUKA JET ON THE WAIKATO RIVER

From John Key



You can be proud that visitor numbers held up during last year's global economic recession. It's testament to our world-class tourism industry, our attractiveness as a destination, and the resilience of our tourism businesses.

The tourism industry has huge potential to contribute to economic growth and help secure a brighter future for all New Zealanders. If we are to deliver on that potential, we need to make the most of every opportunity coming our way – especially the

Rugby World Cup 2011. Hosting the World Cup represents an opportunity we simply cannot afford to miss.

Thank you to the Tourism Industry Association for your hard work. You are making a valuable contribution to the sector, and I'm looking forward to working alongside you in the years ahead.

Best wishes

RT HON JOHN KEY
Prime Minister and Minister of Tourism

Chairman's Report

As the economies in many of our tourism source markets picked up, international visitor arrivals to New Zealand returned to growth from September 2009, and in 2009 we ended up with arrivals at the same level as 2008. That was an outstanding result for New Zealand tourism when considered against a 4% decrease in world tourism, as estimated by the UN's World Tourism Organization.

Certainly New Zealand would not have fared so well in 2009 were it not for the excellent performance of the Australian market which now accounts for 45% of our international visitors to New Zealand.

The fact that tourism to New Zealand did not decline during what economists believe is the worst financial crisis since the 1930s was due to the resilience of individual tourism businesses and also to the significant step-up that the government gave tourism in the form of additional funding for Tourism New Zealand (TNZ).

The government invested an additional \$2.5 million for tourism promotion in Australia early in 2009. This was further boosted in November 2009 when we were delighted with the government's announcement that it would invest an additional \$20 million into marketing Destination New Zealand internationally, with \$5 million being earmarked for joint venture promotions with eight groups to market their regions.

By injecting more funding into tourism promotion and providing opportunities for private sector and regional tourism organisations to partner with TNZ, the government has handed the industry an opportunity to grow New Zealand's share of the world's tourism markets and to increase the contribution the industry makes to New Zealand's GDP.

With opportunity comes responsibility. As we head into the 2010-11 year it is critical that we are as well placed as possible to adapt to the changing environment we face and to deliver the growth we need for our own businesses and to contribute to growing the New Zealand economy.

A strong and proactive industry association is vitally important to ensuring we adapt to the rapid pace of change we face, including the dramatic shift in where our visitors will come from, changes in consumer travel patterns and the impacts of GST increases and the Emissions Trading Scheme on our sector. But perhaps more importantly, we need to ensure we are taking advantage of the many opportunities we have. Included in these is the Rugby World Cup 2011 and we must do all we

can to ensure its success, and maximise both short and long-term returns from the event.

Wins for TIA

There were a number of "wins" by TIA over the past year that have been instrumental in establishing tourism as one of the most important sectors for New Zealand.

This government's investment in marketing was a direct result of TIA's advocacy work in presenting tourism's case at the highest levels.

In addition, the government took action on most of the top six priorities highlighted in our 2008 Tourism Industry Election Manifesto.

Our success in encouraging Prime Minister John Key to take on the tourism portfolio is certainly paying off. Mr Key has been a highly visible and engaged Tourism Minister, attending TRENZ and the inaugural NZ Tourism Leaders Symposium, launching the KiaOraMai Essential Service Skills programme and allocating \$50 million to a national cycleway.

We look forward to continuing our strong relationship with him and working together to ensure New Zealand can maximise the benefits of a vibrant visitor industry.

Thanks

I am fortunate to chair a group of directors who have worked well together to ensure TIA has the tools and capability to go forward.

I thank all the directors for their efforts over the past year and look forward to working with them further in future.

I also extend my appreciation to the TIA team for their hard work and dedication through a challenging year. They are an enthusiastic and dedicated group of tourism professionals.

Finally, I would like to thank you, the members. Your determination and flexibility to ensure New Zealand tourism did not go backwards in the face of reduced tourism demand in many of our markets has been inspirational. As we move into a new era of tourism which will see the pace of change accelerate and new challengers emerge, it is essential that our members are represented by a strong and high-profile industry association.

We need your support and input to be effective advocates for the tourism industry. I encourage you to continue backing your industry organisation as we seek to continually improve the environment for tourism in New Zealand.

The 2009-10 year marks the beginning of the recovery in world tourism demand and new era of opportunities for New Zealand tourism.



NORM THOMPSON Chairman

Chief Executive's Report

When I look back over 2009-10, I'm proud of the way our industry rallied to meet the challenges forced on us by the global financial crisis.

There was a real spirit of working together to overcome the difficulties, a realisation that we must cooperate for the benefit of all.

This was evident through the NZ Tourism Regional Leadership Series and Inaugural NZ Tourism Leaders Symposium that TIA staged in September-October 2009. I got a sense that the industry want to be part of something important – they want to make an even bigger contribution to the development of tourism as a major economic force in New Zealand's economy.

Opportunities

With the Prime Minister as Tourism Minister, tourism has never before enjoyed such a high profile with the public and in the media.

TIA is committed to helping the industry make the most of the opportunities this offers.

We are meeting regularly with Prime Minister John Key, Associate Tourism Minister Jonathan Coleman and other Ministers with influence over tourism, including Rugby World Cup Minister Murray McCully, former Conservation Minister Tim Groser and his successor Kate Wilkinson.

We have formed a strong relationship with Tourism New Zealand's new Chief Executive, Kevin Bowler, since he took up his position in January 2010. The Ministry of Tourism has worked with us on a range of projects this year, and I thank them for their support.

We have also been working to grow relationships with our Australian counterparts, with the aim of collaborating on issues that impact on both our visitor industries. I have met with representatives from ATEC (Australian Tourism Export Council), TTF (Tourism and Transport Forum) and PATA (Pacific Asia Travel Association).

One issue that we have agreed to work together on is the potential for European governments to increase taxation on long-haul air travel, to our collective disadvantage. By speaking with one voice, we can have more influence than we could individually.

Collective action

The strength of collective action continues to be at the heart of TIA's work. We have worked hard to support our members through these difficult times, firmly placing the association as "the voice of the tourism industry".

We've been vigorous in representing you and the issues that matter to tourism businesses to the highest levels.

This is all part of our effort to build TIA into a high value, highly respected and indispensable organisation that helps build the tourism sector as a strong, vibrant and responsible bedrock industry for New Zealand.

This goal is at the heart of TIA's three year strategy and our Business Plan for 2010-11.

In January 2010, TIA's board of directors and managers attended a planning retreat, where we looked at practical ways TIA could be even stronger and provide ongoing leadership to the sector. We considered blue sky opportunities that could be integrated into TIA's work plans and discussed ways TIA could become a more financially sustainable entity that could provide increased depth of service to its membership.

Our aim is to build a "high value and indispensable" TIA.

As a result, our focus in the next three years will be firmly fixed on:

- Providing informed leadership to the industry
- Enhancing industry performance and economic contribution by actively influencing political decision making at all levels of government
- Providing business support services that add real value to your business.

A challenge for TIA continues to be financial sustainability, especially given the expectations and objectives that a diverse membership base has of the organisation. How TIA tackles these challenges, and the need to maintain and build a strong and coordinated industry voice, will be at the core of TIA planning in coming months.

We appreciate all the support we have received, from members, other tourism organisations and agencies, and other stakeholders. It is only by working together that we will build our industry to its full potential.

Last, but by no means least I would like to thank my board and team for their support through another dynamic period for New Zealand tourism.



TIM COZZAR Chief Executive

Highlights of TIA's year

// TIA CEO TIM COSSAR AND OPERATORS

// APR 2009

- TIA meets DOC concessionaires, Christchurch
- NZ Freedom Camping Forum meeting
- Submission on Resource Management Act amendments
- Pandemic Influenza A (H1N1) 'swine flu' outbreak



// MAY 2009

- **TOURISM LEADERS DINE WITH PRIME MINISTER**
- Tourism Energy Efficiency Programme launch
- Operator meetings about Mount Aspiring National Park plans
- Parliamentary Select Committee appearance on emissions trading scheme



// MT ASPIRING:
FROM LAKE WANAKA TOURISM

// JUN 2009

- **TRENZ 2009**
- Quad bike sector workshop, Wellington
- TIA makes submission on Mount Aspiring National Park plans



// TIA CEO TIM COSSAR

// JUL 2009

- New TIA website launched
- Regular tourism segment begins on TV3
- Agreement on improvements to temporary work permit processing
- Meeting with Queen Charlotte Track operator group

// AUG 2009

- PM announces GST law change for inbound tour operators
- TIA energy efficiency workshop, Queenstown
- Holidays Act review submission
- TIA makes oral submission on Draft Stewart Island/Rakiura conservation management plans

// SEP 2009

- **NZ TOURISM REGIONAL LEADERSHIP SERIES**
- TIA joins Land & Water Forum
- **PM CALLS FOR ADVENTURE TOURISM SAFETY REVIEW**



// PHOTO BY PETER CLINTON-BAKER

//OCT 2009

- INAUGURAL NZ TOURISM LEADERS SYMPOSIUM
- TOURISM INDUSTRY AWARDS 2009
- FLY BUYS/COLMAR BRUNTON MOOD OF THE NZ TRAVELLER SURVEY LAUNCH
- KiaOraMai Essential Service Skills programme launch
- TIA energy efficiency workshop, Hawke's Bay

//NOV 2009

- Govt announces extra \$20m tourism funding
- TIA submission to ACC on proposed levy increases



// MACKENZIE COUNTRY: PHOTO FROM DESTINATION MT COOK MACKENZIE

//DEC 2009

- Submission on Mackenzie dairy farm applications



// OUTDOOR SAFETY CODE

//JAN 2010

- Outdoor Safety Code launched

//FEB 2010

- Submission on status of tourism in Auckland Super City
- TIA calls for world-class cruise ship terminal for Auckland

//MAR 2010

- Aviation energy efficiency stocktake results released
- Govt announces proposals to mine some conservation lands
- Westland Tai Poutini National Park 50th Anniversary weekend
- Work permit holders permitted to access industry training

// TIA CEO TIM COSSAR AND CONSERVATION MINISTER KATE WILKINSON



New tourism industry events

NZ Tourism Regional Leadership Series

SEPTEMBER 2009, 10 LOCATIONS AROUND NEW ZEALAND

Inaugural NZ Tourism Leaders Symposium

6 OCTOBER 2009, TE PAPA, WELLINGTON

In September 2009, TIA met well over 500 tourism operators in a series of 10 workshops around the country. The aim of the New Zealand Tourism Regional Leadership Series was to identify the most pressing challenges facing tourism businesses in the current climate and, more importantly, establish agreement on potential solutions.

Although tourism businesses are operating in a tough and uncertain environment, they are adapting quickly to a changing world. In the face of challenges, they demonstrated confidence, positivity and a guarded optimism.

Above all, they expressed fierce pride in the regions they work in, as well as an unwavering commitment to the 100% Pure promise and the environmental responsibility it implies.

In the short-term, the immediate priority for operators around the country was to find ways to lift international and domestic demand for New Zealand tourism product.

But crucial to the long-term success of the tourism industry was the need to redefine and build partnerships with decision makers, to actively enable the tourism industry to fully develop its potential and contribution to New Zealand's economy. Robust partnerships at both central and local government level are essential to reach this goal.

The Series culminated with the Inaugural NZ Tourism Leaders Symposium, held at Te Papa in Wellington on 6 October 2009. TIA organised this major event for about 200 tourism leaders and key influencers to make the vital decisions about how to maximise the potential of New Zealand's \$21.7 billion tourism industry.

Keynote presentations by international tourism experts and commentators Anna

Pollock, CEO, DestiCorp, and Philip Wolf, CEO and President, PhoCusWright Inc, challenged opinions and offered new ways of thinking.

The energy, ideas and enthusiasm that came out of the Series and Symposium was fantastic. Action is required from both the industry itself and from government at all levels. Our unashamed goal in this process is to make New Zealand tourism the best it can be and cement our place as a bedrock of New Zealand's economy.

New Zealand Trade and Enterprise was a strategic partner in the Series and Symposium which were sponsored by Air New Zealand.

Tourism priorities identified during the NZ Tourism Regional Leadership Series:

1. Lack of international demand and the need for additional, well targeted investment in international marketing
2. Lack of domestic demand
3. Commitment to tourism at all levels of central government
4. Local government support for tourism
5. Lack of suitably qualified people
6. Utility costs and need for investment in infrastructure
7. Building business capability



// TIA REGIONAL WORKSHOP



"A great chance to get a lot of decision makers in the tourism industry in the same room to brainstorm about where we want the industry to go and how to get there. I found it energising to hear other people's thoughts and goals."

HELEN BISSETT
Bush and Beach



Mood of the NZ Traveller

To provide members with up-to-date and useable information about domestic travellers, TIA partnered with Fly Buys and Colmar Brunton to develop the Mood of the New Zealand Traveller survey. Each quarter, 1000 New Zealanders aged 18 and over will be asked about their motivations for travel, what encourages them to travel or prevents them from travelling more. Participants are sourced from Colmar Brunton's Fly Buys panel. The first survey results were released at the Inaugural NZ Tourism Leaders Symposium in Wellington on 6 October 2009.

Dinner with the Prime Minister

TIA arranged for about 20 senior tourism leaders to join Prime Minister and Tourism Minister John Key for dinner at Premier House on Monday 11 May 2009.

The dinner provided a good opportunity for industry representatives to canvass their ideas, plans, issues and concerns for the industry with the new Tourism Minister in a free and frank environment.



Training tourism workers @ successful launch

A new employee training programme designed to ensure that people working in the service sector consistently deliver a unique, memorable visitor experience, was jointly developed and launched by TIA in October 2009.

Having well trained, professional staff with the right skills and attitude is integral to delivering a consistent and outstanding New Zealand visitor experience. KiaOraMai Essential Service Skills aims to increase the economic benefits of major events such as Rugby World Cup 2011, and establish a legacy that will provide lasting benefits to the economy.

KiaOraMai features a mix of on and off the job training and is linked to unit standards on the National Qualifications Framework. This offers employees a career path and a starting place for further training.

The programme was developed with industry input and covers a broad range of skills such as customer service, personal presentation, managing customer complaints, knowledge of New Zealand tourism features, activities and events. It also embraces the value of manaakitanga (hospitality), which is all about ensuring visitors enjoy a unique and memorable New Zealand holiday.

KiaOraMai is a cross-industry initiative, developed by TIA and the Service Industries Training Alliance (SITA), with funding from the Ministry of Tourism and Te Puni Kokiri. Air New Zealand and Nelson Marlborough Institute of Technology (NMIT) were named as the first two training providers.



// TIA CHIEF EXECUTIVE TIM COSSAR AND PRIME MINISTER JOHN KEY AT THE KIAORAMAI LAUNCH



// TIA CHIEF EXECUTIVE TIM COSSAR AT THE KIAORAMAI LAUNCH

Tourism and conservation

"Over recent years, DOC and TIA have worked increasingly well together for mutual benefit. Now DOC is expanding that effort to develop smarter ways to partner with TIA for a future that will benefit all New Zealanders."



AL MORRISON
Director-General
Department of Conservation

"TIA supported the Westland Tai Poutini National Park 50th anniversary celebrations, facilitating a special forum to consider the role of commercial recreation on conservation land. As a major DOC concessionaire operating within the park, we are pleased with TIA's commitment in working with DOC on such an important issue now and in the future."



ROB JEWELL
Chief Executive
Fox Glacier Guiding Company

Improving DOC's understanding of tourism 🕒 making progress

TIA has spent considerable time on a Department of Conservation (DOC) project aimed at fostering commercial activity on public conservation land, particularly activity which contributes significant conservation outcomes. A large number of TIA members rely on conservation land for their business but their relationships with DOC have not always been easy.

In 2009, DOC published a new Statement of Intent (SOI), signalling a strong intention to cooperate with business. It has established a new Commercial Business Unit and TIA is developing a strong working relationship with the unit.

National park management 🕒 some success

TIA met members in Wanaka and Queenstown in May, to discuss DOC's Mount Aspiring National Park Draft Management Plan. Their input formed the basis for TIA's submission to the plan. Our main points included:

- The plan's lack of alignment with DOC's strategic direction and SOI
- Some illogical and overly-prescriptive limits
- Concern that commercial recreation would be prohibited in some areas of the park.

A number of TIA's points led to changes in the final Management Plan, which is awaiting approval by the New Zealand Conservation Authority.

TIA highlighted similar points in its submission on the Draft Stewart Island/Rakiura Conservation Management Strategy and the Draft Rakiura National Park Management Plan at a hearing in Invercargill in August 2009.

Caring for special areas

🕒 success

MACKENZIE

TIA opposed three applications for intensive dairying in the Mackenzie Basin. TIA raised landscape and water quality issues together with the need for a well thought through vision for an area with such high tourism values. The applications were later withdrawn in the face of widespread public opposition.

FIORDLAND

TIA is supporting a project to better manage Fiordland's coastal areas, including Milford Sound. Environment Southland and DOC are working together on the Fiordland Integrated Coastal Management Project to find agreement on their various areas of responsibility. Given the importance of Milford Sound, the number of TIA members who work there, and the potential for this type of approach to be used elsewhere in New Zealand, TIA has taken considerable interest in the progress of this work.

QUEEN CHARLOTTE TRACK

Concern about continued access over private land on the Queen Charlotte Track led to TIA working with local groups and organisations in an effort to reach collective agreement on access provisions that would provide community assurance of track access into the future. TIA is confident that a positive outcome is close to being achieved.

Adventure Tourism

For more information visit
www.dol.govt.nz/news/adventure.asp

Ensuring the safety of outdoor and adventure tourism

© work in progress

On 16 September 2009, Prime Minister and Tourism Minister John Key called for the Department of Labour to lead an investigation into the safety of the adventure tourism sector, expressing concern about a number of recent incidents in the adventure and outdoor commercial sectors. TIA has been heavily involved in the review which is investigating the current situation and ways of improving risk management and safety in the sector.

A final report was delivered to Labour Minister Kate Wilkinson in June 2010. She is expected to release her decisions in August 2010.

Outdoor Safety Code

TIA worked with the Mountain Safety Council and other organisations to develop the Outdoor Safety Code, a set of five simple rules to keep people safe in the outdoors. The Code was launched in January 2010 following concerns that both international and domestic travellers were unprepared for their outdoor adventures.

"TIA's role in facilitating consultation around the Adventure Tourism Review has been much appreciated. Adventure tourism is a big part of Queenstown's offering and it is important that the process is professionally managed. It's great to see positive outcomes from the review and buy-in from various stakeholders."

TONY EVERITT
Chief Executive
Destination Queenstown



// PHOTO BY PATSY NOLAN, WILKIN RIVER JETS



// PHOTO BY JACKIE THOMAS, AORAKI BALLOON SAFARIS

Local Government

"Our bed & breakfast association @home NEW ZEALAND is most appreciative of the support we get from TIA. The guidance and assistance received when dealing with local government, especially with rating issues, has been invaluable."



TREVOR KNIGHT
Chief Executive
@home NEW ZEALAND

Local government ☉ making progress

Local councils are an important partner for the tourism industry. Through amenities used by both residents and visitors, like water, sewerage, toilets and roads, they make a difference to the visitor experience. In some cases, councils also operate visitor attractions like museums, art galleries, gardens, events and sports stadiums.

TARGETED RATING PROPOSALS ☉ SUCCESS

Several councils around New Zealand proposed introducing or increasing rates for tourism businesses in 2009. TIA made submissions to Dunedin City Council, Grey District Council, Buller District Council, Rotorua District Council and Tasman District Council on their targeted rating proposals. TIA's comments varied depending on the exact rating model proposed, but our stance generally is that targeted rates:

- Should only be used where a clearly identified community is provided with an obviously different or superior level of service to that experienced by other ratepayers
- Tend to work better when they are introduced with the agreement of the relevant business group for a specific activity
- Are levied with the strict proviso that the revenue collected from tourism businesses is "ring-fenced" for tourism purposes.

As a result of TIA's efforts, Tasman scaled back their proposal significantly, introducing a much lower levy equally across all businesses. Grey deferred any changes until 2010-11. Buller went ahead with a charge but is levying all commercial businesses. Rotorua is going ahead with a charge but has made some changes to take account of bed & breakfast sector concerns.

AUCKLAND SUPER CITY ☉ WE TRIED

TIA was unsuccessful in persuading the Parliamentary Select Committee considering the future governance arrangements for the Auckland Super City that Tourism Auckland should continue to be a stand-alone agency. It will become part of a council controlled organisation with a focus on economic development.

CHRISTCHURCH GOLF RESORT ☉ SUCCESS

Written and oral submissions by TIA to Christchurch City Council helped bring about a plan change to allow the development of the new Christchurch Golf Resort. If resource consents are gained, work will begin on what is being billed as New Zealand's foremost international golf academy and resort.

Tourism Energy Efficiency Programme

For more information visit www.tianz.org.nz/main/tourism-energy-efficiency-programme

Improving energy efficiency @ success

Fourteen tourism operators discovered opportunities to make large savings in their energy use through taking part in the Tourism Energy Efficiency Programme (TEEP). Of the recommended energy efficiency measures, 60% would have payback in less than 12 months and many would cost operators little or nothing to implement.

TIA and the Energy Efficiency and Conservation Authority (EECA) jointly launched TEEP in May 2009 to improve energy management in New Zealand tourism businesses. TEEP provides practical assistance for tourism businesses in the accommodation and transport sectors to reduce their electricity consumption, fuel consumption and carbon emissions.

TEEP was developed as a regional pilot in 2008 offering a strong incentive for tourism businesses to save energy, improve profitability and help to conserve the natural environment at the same time. The pilot was extended into a national programme for 2009. Results from the programme are available for other tourism operators to reference on TIA's website.

In what is believed to be world-first research, TIA also carried out a stocktake exercise for the small tourist flight operators sector. Seven tourist flight operators took part, with a total of 48 aircraft. They included fixed wing planes, helicopters, float planes and ski planes from around the country. The results from the stocktake were shared with about 45 operators in the sector, to help them improve their overall environmental performance, fuel and energy efficiency.

// HAWKE'S BAY OPERA HOUSE



// ASSOCIATE TOURISM MINISTER
JONATHAN COLMAN, TIA CEO TIM
COSSAR AND EECA BOARD MEMBER
PENNY HULSE AT TEEP LAUNCH

// SKOTEL ALPINE RESORT



// LIME TREE LODGE

For more information visit
www.camping.org.nz

Freedom camping

"The work TIA has done nationally and regionally around freedom camping issues, especially in bringing all sides together for discussions, has been most valuable."



ERNA SPIJKERBOSCH
Queenstown Top 10
Holiday Park "Creeksyde"

Freedom camping ☺ making progress

Efforts continued throughout 2009-10 on finding ways to better manage freedom camping around New Zealand. TIA worked with rental vehicle operators, local government, central government agencies and tourism organisations to educate travellers about acceptable camping practices in New Zealand. We also gained agreement from influential guidebook publishers including Lonely Planet, Rough Guides, AA and Jasons, to include camping information in their publications.

Regrettably, summer 2009-10 did not bring good news about freedom camping. TIA fielded a considerable amount of media attention following growing community concerns about campers leaving behind rubbish and human waste.

Our work in this area will continue with increasing effort in the run-up to Rugby World Cup 2011.



TIA advocating for the tourism industry

For more information visit
www.tianz.org.nz

One of our most important jobs is to tackle the issues that are important to members, no matter how complex they are, and to speak out when it matters. These are some of the issues we dealt with on behalf of members in 2009-10. For more information, visit www.tianz.org.nz

Increased investment in tourism funding ⊙ success

Increased public sector investment for international tourism marketing was one of TIA's top priorities for the new government to address when it was elected in 2008. We have continued to lobby strongly for government support for targeted offshore promotions, with great results. Prime Minister and Tourism Minister John Key announced in November 2009 that he was making available an extra \$20 million in funding for tourism in 2009-2010, bringing the total annual funding up to \$89 million. This would allow Tourism New Zealand (TNZ) to increase New Zealand's visibility in key markets such as Australia, the United States and China. Of the \$20 million, \$5 million was earmarked for Tourism New Zealand to carry out joint venture work with the private sector and Regional Tourism Organisations (RTOs).

Lobbying on new legislation ⊙ some success

HOLIDAYS ACT

Following extensive feedback from members, TIA lodged a submission on the review of the Holidays Act. Included in the submission were results from a member survey, as well as comment on some of the key aspects of the Review, including the calculation of relevant daily pay, the trading of the fourth week's holiday for cash and the transfer of public holidays.

In changes announced by the government in July 2010, relevant daily pay calculations were simplified, employees may cash in a week's leave and more flexibility now exists to transfer public holidays.

RESOURCE MANAGEMENT ACT

A strong response to a member survey on proposed amendments to the Resource Management Act (RMA) resulted in TIA lodging a submission with government in April 2009. The response from members indicated how much the RMA impacts on tourism businesses. TIA said the proposed reforms must find the right balance between preserving the environment and allowing sustainable economic development to occur. We also called for reductions in costs, time and delays. The government is now moving to implement legislative changes to streamline consent processes.

"TIA has been an enormous support in bridging the gap of understanding between government and our company needs, working with Immigration to ensure productivity is maintained. TIA has meant we have had a voice and have been heard."

ROBYNNE WILLIAMS
General Manager
NZONE Skydive



"TIA provided great support in our long-running battle with Inland Revenue on the GST on margins issue. Without their ability to easily access political contacts at the highest level we would have found it much more difficult to get our message across."

PAUL YEO
Chief Executive
Inbound Tour Operators
Council of New Zealand



Clearing the way for tourism workers

⊙ making progress

Where there is a lack of local employees, helping clear the way for foreign workers to work in New Zealand tourism businesses continues to be a focus for TIA. The global financial crisis saw the government tighten up significantly on the approval process for work permit applications, to ensure that no New Zealander was available to fill the vacancy. But many tourism businesses continue to rely on non-residents to fill vacancies in remote or hard to staff positions.

In July 2009, a new arrangement was agreed between TIA, the New Zealand Hotel Council, the Hospitality Association, Immigration New Zealand and Work & Income to improve the process for temporary work permit renewals. It set out a step-by-step guide that begins three months before the applicant's permit expires.

Previously, this process only began at the time the permit expired, so the new process gives employers time to plan.

Immigration New Zealand also committed to advising the applicant whether their temporary work permit would be approved or declined at least 30 days before their current permit expires. TIA is maintaining a close watching brief on this area.

Following policy and advocacy work led by TIA, Immigration Minister Jonathan Coleman signed off a policy change in March to allow non-residents holding New Zealand work permits to access government-funded industry training. This was good news for tourism businesses wanting to upskill their non-resident staff.

Keeping ACC costs down

⊙ some success

TIA, along with the New Zealand Hotel Council, the Ski Areas Association (SAANZ) and the Bus & Coach Association (BCA), met Accident Compensation Corporation (ACC) officials and followed up with a detailed submission about proposed levy increases for 2010-11. The ski sector in particular was concerned at big increases proposed for 2010-11, which would have seen increases of 30-100% for tourism categories. TIA called for staged introduction of the increases over 2-3 years and better recognition of businesses managing their accident risk with discount plans.

After consultation, ACC reduced the proposed levies slightly. TIA is continuing to work with ACC to achieve good results for members.

Keeping passenger costs down

⊙ success

AVIATION SECURITY CHARGES

From 1 April 2010, aviation security charges dropped from \$15 to \$10 per departing international passenger and from \$4.66 to \$4.35 (incl GST) for domestic passengers. TIA and the Board of Airline Representatives (BARNZ) have long been advocating for a drop in charges due to the significant surpluses being accumulated by the Aviation Security Service.

MARITIME SAFETY CHARGES

The cruise ship sector was handed a 300% increase in safety charges for the 2008-09 season, which continued through the 2009-10 season. This presented the risk of some cruise ship companies reducing their port calls in New Zealand. TIA successfully lobbied government to bring the charges down prior to the 2010-11 season and they were reduced by almost \$5 a passenger in May 2010.

Support for inbound tour operators

⊙ some success

TIA supported the Inbound Tour Operators Council (ITOC) to resolve a long-running GST dispute with Inland Revenue Department (IRD) which had the potential to cost operators millions of dollars in backdated taxes. Prime Minister and Tourism Minister John Key announced in August 2010 that legislation would be introduced to make it mandatory for GST to be applied at the standard rate to all inbound tour operators' (IBOs) facilitation fees. A transitional provision for the year to 1 July 2008 would be included to allow IBOs to zero rate facilitation fees charged to offshore tour operators during this period. TIA said this was a pragmatic step.

Achieving better connectivity

⊙ some success

Queenstown and Greymouth were included in the regions to receive ultra-fast broadband after TIA lobbied for New Zealand's top visitor regions to have access to state-of-the-art technology. TIA told the government in our submission on its proposed \$1.5 billion broadband rollout that key tourism regions, including Queenstown, Wanaka, Kaikoura, the Bay of Islands, Northland, the Coromandel, and the West Coast must be included in the rollout. TIA is continuing to lobby for improved connectivity for other tourism regions.

Land and Water Forum

⊙ work in progress

New Zealand's clean, green image is reliant on our plentiful freshwater. Many tourism operators operate on rivers and lakes. TIA is taking part in the Land and Water Forum to make sure the tourism industry's interests are strongly represented when decisions are made on freshwater management.

The Forum includes representatives from the agriculture, Maori, recreational, environmental and energy sectors, central and local government. The Forum made recommendations to the government in September 2010.

Communications and Media

Spreading the word

Keeping members in touch with their industry and communicating the value of tourism through the media are core roles for TIA. The tourism industry's public profile has never been higher, following Prime Minister John Key's decision to take on the tourism portfolio. Tourism is now being treated as one of the key industries for national media to report on.

TIA regularly speaks on behalf of the tourism industry in response to media enquiries about current events impacting on the industry. We also highlight our members' interests and concerns through media releases and contributions to a variety of publications. TIA secured a fortnightly segment on TV3's ASB Business beginning in July 2009. The 'Tourism Talk' segment featured TIA Chief Executive Tim Cossar and other tourism representatives discussing the issues of the day.

To improve information for members, TIA launched its new website in July 2009. New elements on the website include a regular blog, more interactive features, a featured member space, and better information on benefits for members.

Our regular weekly T-Mail newsletter was upgraded, and we began using social media, establishing a TIA presence on Twitter and Facebook.

Tourism Industry Monitor

In response to industry uncertainty in the face of the global financial crisis, TIA partnered with the Ministry of Tourism, New Zealand Hotel Council and Tourism New Zealand on the monthly Tourism Industry Monitor (TIM). The TIM provides individual tourism businesses with regular, up-to-date information on the performance of the tourism sector, including the outlook for the next three months. It is topical and relevant to tourism businesses in a rapidly changing market. The information is designed to help individual businesses understand the current tourism environment, benchmark their performance against the wider market, and plan for the future with greater confidence.

Influenza pandemic

The world's attention was drawn to the risks of travel in April 2009 as concern began to rise about a pandemic swine flu outbreak. TIA quickly became involved in weekly meetings with health officials to ensure members were well briefed on developments, and to ensure that authorities were aware of the needs of tourism businesses. We distributed regular advice to members via direct emails, T-Mail and the TIA website on their roles and responsibilities in relation to the outbreak, as well as the necessary health and safety information to ensure they were able to look after any guests who fell ill.

"TIA adds significant value to our business. I've found their daily Today's tourism news is a great vehicle to catch up with what is happening around the industry."

DAVE HAWKEY
Chief Executive
Real Journeys



Membership

More value for TIA members

Membership of TIA brings access to many services, publications and discounts from participating business partners including Telecom, Westpac, Meridian, Duty Free Stores, Harvey Norman, OfficeMax, AON and many more.

To add even more value to membership, TIA is continuing to add exclusive new services and offers.

In partnership with Business Mentors New Zealand, TIA is now offering full members free access to a business mentor. Business requires a variety of skills and information at different stages and this is where a mentor can greatly assist.

We also set up a group scheme with the Employee Assistance Programme (EAP) at a discounted hourly rate. EAP offers counselling services for staff and business owners, and is particularly useful for performance management issues, employee stress, redundancy and restructuring support.

Photo competition

In late 2009, TIA invited members to enter their favourite photos on the theme of 'Our New Zealand'. The competition was hugely successful, with about 300 entries. The winning photo, a stunning shot of trekkers descending from Ball Pass, Aoraki Mount Cook, was taken by the late Gottlieb Braun-Elwert from Alpine Recreation Canterbury Ltd.

The best photos were printed in a 2010 calendar sponsored by OfficeMax, and copies were sent to members.



// PHOTO BY GOTTLIEB BRAUN-ELWERT,
ALPINE RECREATION CANTERBURY



// PHOTO BY LANCE GODFREY,
KAIKOURA WILDERNESS

Annual events to support the tourism industry

For more information visit www.trenz.co.nz

TRENZ 2009

8-11 JUNE 2009,
ASB SHOWGROUNDS, AUCKLAND

The optimism and resilience of our tourism industry came to the fore at TRENZ 2009. The lead-up to New Zealand's biggest annual international tourism event was overshadowed by the worsening global economic climate and the emergence of Pandemic Influenza A (H1N1), often termed 'swine flu'. Although the number of Exhibitors and Buyers was lower than in recent years, the general feeling seemed to be that this enhanced the event, making it more focused and ensuring the quality remained high.

TRENZ returned to Auckland for the first time since 2003, offering the opportunity to showcase New Zealand's major international gateway to the 255 international Buyers.

Prime Minister and Tourism Minister John Key's attendance at his first TRENZ was a highlight and he was impressed by the range and quality of product on display. These comprised 265 Exhibitor booths, including 26 new Exhibitors and 75 new products.

Close to 60 media delegates participated in the TRENZ 2009 Media Programme which included briefings on Rugby World Cup 2011, future tourism scenarios and a media conference with the Prime Minister. Pre-scheduled appointments for media and Exhibitors were introduced to the Media Programme in 2009, an innovation that was welcomed by delegates.

The TRENZ 2009 VIP Day showcased New Zealand as a high quality international visitor destination to about 140 central government, local government and tourism industry representatives.

"Your organisation of TRENZ was superb. Boutique Hotels & Lodges NZ had a very successful TRENZ, I think we had 62 meetings all up."

SUSAN ROBERTS
Managing Director
Boutique Hotels and
Lodges NZ Ltd



"Congratulations on a professionally-run TRENZ."

NIGEL COVENTRY
Publishing and Research Editor
Inside Tourism



SPONSORS FOR TRENZ 2009



// TRENZ 2009



// DAN STEELE FROM BLUE DUCK LODGE WITH PRIME MINISTER JOHN KEY



// SCENIC GROUP'S NIKOLA BRENT (R) & BUYER

For more information visit
www.tourismawards.co.nz

Tourism Industry Awards 2009

6 OCTOBER 2009,
TE PAPA, WELLINGTON

Two leading tourism industry individuals and an exceptional tourism attraction were honoured in the 2009 Tourism Industry Awards. The 2009 Awards were presented by Prime Minister and Tourism Minister John Key before an audience of 200 tourism leaders and key influencers at the Inaugural NZ Tourism Leaders Symposium.

THE WINNERS WERE:



Department of Conservation
Te Papa Atawhai

- **DOC Conservation in Action Award**
Rainbow Springs Kiwi Wildlife Park, Rotorua – an exceptional tourism attraction that lets visitors get up close and personal with New Zealand's endangered species and educates them about the natural environment



- **PATA Young Tourism Professional Award**
Bryan McChlery, Te Anau Top 10 Holiday Park – an entrepreneurial young businessman who has developed and manages three quality tourism businesses in Fiordland



Horwath HTL™
Hotel, Tourism and Leisure

- **Horwath HTL Sir Jack Newman Award**
Tony Staniford, Chief Executive of the Tourist Industry Federation 1972-1993 – he was heavily involved in the development and expansion of the tourism industry over two decades



The Tourism Industry Awards recognise the most outstanding businesses in the industry. Only three awards were presented in 2009, while the Awards programme was reviewed to ensure it was meeting the needs of today's tourism industry. A refreshed Awards programme is being held in 2010.

Financial Performance and Position

FINANCIAL RESULTS

The financial result for the year ended 31 March 2010 shows a net surplus of \$223,000, an increase of \$129,000 over the 2009 year end surplus of \$94,000.

INCOME

MEMBERSHIP

The 2009-10 annual membership income of \$1,021,000 is a \$46,000 decrease over the previous year. This was a direct result of the financial difficulties many of our members faced due to the global economic recession.

OTHER INCOME

Secretariat fees are payments for the financial, IT, phone, reception and other such services provided to partner tourism and travel trade associations. Secretariat income was \$81,000.

Management fees are charged by the Tourism Industry Association NZ Inc (TIA) to the Tourism Industry New Zealand Trust to deliver major events. TRENZ was the only event run in 2009. Management fee income this year was \$467,000.

The remaining income comprises interest received \$33,000, commission and sponsorship income \$46,000, project income \$384,000 and administration fees from the Tourism Industry New Zealand Trust of \$299,000. This administration fee is an allocation of overhead expenses for rent, utilities, insurance, accountancy etc.

Overall total income of TIA was \$2,363,677.

EXPENSES

Total expenses for the year were \$2,140,000 which is \$239,000 lower than in 2008-09. This decrease was largely due to the one off adjustment to work in progress in 2008-09. There was an increase in expenses for business development costs for new member programmes and website development costs. Project expenses were \$163,000 but these were offset by the project income. Significant savings (\$205,000) were made in employment costs.

SUMMARY

As a result of the above, and detailed further in the financial statements, TIA recorded a net surplus of \$223,000 with year end reserves of \$1,492,000.

CONSOLIDATION

Under Financial Reporting Standards, TIA and the Tourism Industry New Zealand Trust are required to provide Consolidated Financial Statements. The two entities are separate structures with different purposes.



TARSHA TRIPLOW Accountant

INCOME MIX 2009-10



SUMMARY STATEMENT OF FINANCIAL PERFORMANCE

AS AT 31 MARCH 2010

	2010 \$	2009 \$
INCOME		
Continuing Activities		
Membership Income		
Application & Entrance Fees	6,800	7,000
Membership Fees	1,014,235	1,059,965
	1,021,035	1,066,965
Other Income		
Secretariat & Management Fees	547,974	887,537
Interest Received	33,264	31,809
Commission, Sponsorship & Other Income	761,404	488,174
	1,342,642	1,407,520
Continuing Activities	2,363,677	2,474,485
EXPENDITURE		
AGM/Meeting Expenses	33,761	52,850
Business Development Expenses	79,412	6,351
Conference & Subscriptions	12,955	17,138
Depreciation	77,202	78,803
Employment Expenses	1,360,438	1,565,218
Information Technology Expenses	59,220	33,408
Legal & Accounting Expenses	21,863	16,266
Membership & Communications	90,992	25,368
Office Expenses	81,258	59,120
Public Relations	48	19,829
Property & Occupancy Expenses	109,837	139,906
Roadshows & Seminars	842	6,007
Projects & Research	162,709	0
Other Expenses	40,565	350,660
Taxation Expense	9,180	8,765
	2,140,282	2,379,689
NET SURPLUS/(DEFICIT) FOR THE YEAR	223,395	94,796

SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2010

	2010 \$	2009 \$
ACCUMULATED FUNDS		
Balance at beginning of Year	1,268,482	1,173,686
Net Surplus for Year	223,395	94,796
TOTAL ACCUMULATED FUNDS	1,491,877	1,268,482
Represented By:		
CURRENT ASSETS		
Cash & Bank	463,095	24,720
Short Term Deposits	500,000	550,000
Accounts Receivable	730,759	156,122
Prepayments and other Current Assets	161,875	83,667
Loan to Tourism Industry NZ Trust	650,000	650,000
	2,505,729	1,464,509
CURRENT LIABILITIES		
Income in Advance	870,302	14,425
Accounts Payable	74,534	74,470
Employee Entitlements	64,884	70,644
Other Accrued Liabilities	48,878	189,974
GST Payable	98,671	24,510
Taxation Payable	5,229	8,766
	1,162,498	382,789
NET WORKING CAPITAL	1,343,231	1,081,720
NON CURRENT ASSETS		
FIXED ASSETS	148,646	186,762
TOTAL NET ASSETS	1,491,877	1,268,482

For and on behalf of the Association


NORM THOMPSON Board Chairman

DATE 11 August 2010

This is a summary of the full financial statements as at 31 March 2010. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

Financial Performance and Position

FINANCIAL RESULTS

The Trust had a good financial outcome in the 2009-10 year. The number of events were scaled back this year, with the focus being on TRENZ.

INCOME

Income was received from three main sources being interest received, sponsorship and event revenue.

TRENZ

TRENZ 2009 was held in Auckland at the ASB showgrounds, this event was a great success. The event made a surplus of \$291,000 which was higher than budgeted. This result was a combination of additional spend by delegates at the event and careful management of expenses.

EXPENSES

The most significant expense is for the TIA administration fee which allocated office overheads between TIA and the Trust. The administration fee was \$84,000 less than the prior year, this was due to TIA reducing its expenses.

SUMMARY

The Trust recorded a surplus this year of \$68,000. Net equity in the Trust is \$223,000.



TARSHA TRIPLOW Accountant

SUMMARY STATEMENT OF FINANCIAL PERFORMANCE

AS AT 31 MARCH 2010

	2010 \$	2009 \$
OPERATING REVENUES		
Interest Received	62,565	130,938
Commission, Sponsorship & Other Income	60,000	45,022
	122,565	175,960
Event Revenue		
TRENZ		
Income	2,644,736	2,978,792
Expenses	2,353,372	2,531,375
Net Surplus	291,364	447,417
Conference		
Income	-	243,350
Expenses	-	328,125
Net Surplus	-	(84,775)
Tourism Awards		
Income	2,000	257,400
Expenses	1,766	302,681
Net Surplus	234	(45,281)
Pure Luxury New Zealand		
Income	-	242,730
Expenses	-	224,794
Net Surplus	-	17,937
Total Event Revenues	291,598	335,298
TOTAL REVENUES	414,163	511,258
OPERATING EXPENSES		
Audit Fees	4,000	4,240
Bank Fees	(542)	4,465
Legal & Professional Fees	7,101	8,349
Research & Consulting	21,570	11,778
Other Organisations - Subscriptions	1,145	1,145
TIA Administration Fee	298,683	382,309
General Expenses	4,192	7,483
Grants Paid	10,000	-
RWT	-	5,168
	346,149	424,937
NET SURPLUS/(DEFICIT) FOR THE YEAR	68,014	86,321

SUMMARY STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2010

	2010 \$	2009 \$
TRUST EQUITY	222,951	154,937
Represented By:		
CURRENT ASSETS		
Cash & Bank	430,770	144,789
Short Term Deposits	2,190,000	2,340,000
Accounts Receivable	316,735	308,834
Prepayments and other Current Assets	357,797	306,496
Resident Withholding Tax	-	18,673
	3,295,302	3,118,792
CURRENT LIABILITIES		
Income in Advance	2,013,450	1,839,541
Accounts Payable	286,243	335,503
Loan from Tourism Industry Association	650,000	650,000
GST Payable	122,658	138,811
	3,072,351	2,963,855
NET WORKING CAPITAL	222,951	154,937
TOTAL NET ASSETS	222,951	154,937

For and on behalf of the Association


NORM THOMPSON Board Chairman

DATE 11 August 2010

This is a summary of the full financial statements as at 31 March 2010. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

Consolidated Financial Performance and Position

CONSOLIDATED STATEMENT OF FINANCIAL PERFORMANCE

AS AT 31 MARCH 2010


	2010 \$	2009 \$
INCOME		
Membership Income		
Application & Entrance Fees	6,800	7,000
Membership Fees	1,014,235	1,059,965
	1,021,035	1,066,965
Other Income		
Secretariat & Management Fees	80,974	64,529
Interest Received	95,829	162,747
Commission, Sponsorship & Other Income	512,721	150,887
	689,524	378,163
Event Income	758,598	1,158,306
Net Income for the year	2,469,157	2,603,434
EXPENDITURE		
AGM/Meeting Expenses	33,761	52,850
Business Development Expenses	79,412	6,351
Conference & Subscriptions	12,955	17,138
Depreciation	77,202	78,803
Employment Expenses	1,360,438	1,565,218
Information Technology Expenses	59,220	33,408
Legal & Accounting Expenses	32,964	28,855
Membership & Communications	90,992	25,368
Office Expenses	81,861	72,213
Public Relations	48	19,829
Research & Consultancy	184,279	11,778
Property & Occupancy Expenses	109,837	139,906
Roadshows & Seminars	843	6,007
Other Expenses	44,757	350,660
Taxation Expense	9,180	13,933
	2,177,749	2,422,317
NET SURPLUS/(DEFICIT) FOR THE YEAR	291,408	181,117

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

AS AT 31 MARCH 2010

	2010 \$	2009 \$
ACCUMULATED FUNDS		
Capital	10	10
Balance at beginning of Year	1,423,409	1,242,292
Net Surplus for Year	291,408	181,117
TOTAL ACCUMULATED FUNDS	1,714,827	1,423,419
Represented By:		
CURRENT ASSETS		
Cash & Bank	893,866	169,508
Short Term Deposits	2,690,000	2,890,000
Accounts Receivable	1,047,494	464,957
Prepayments and other Current Assets	385,989	390,164
RWT Receivable	-	18,673
	5,017,349	3,933,302
CURRENT LIABILITIES		
Income in Advance	2,883,752	1,853,966
Accounts Payable	223,094	409,973
Employee Entitlements	64,884	70,644
Other Accrued Liabilities	52,879	189,974
Taxation Payable	5,229	8,766
GST Payable	221,330	163,322
	3,451,168	2,696,645
NET WORKING CAPITAL	1,566,181	1,236,657
NON CURRENT ASSETS		
FIXED ASSETS	148,646	186,762
TOTAL NET ASSETS	1,714,827	1,423,419

For and on behalf of the Association



NORM THOMPSON Board Chairman

DATE 11 August 2010

This is a summary of the full financial statements as at 31 March 2010. The full statements have been audited and are available on request from TIA. Please note, this summary has not been audited.

2009-10 Board of Directors



AIR TRANSPORT DIVISION
Norm Thompson (Chairman)
Deputy Chief Executive
Air New Zealand



SURFACE TRANSPORT DIVISION
Sue Sullivan
General Manager Sales
Tourism Holdings Ltd



**ADVENTURE
TOURISM & OUTDOOR
ACTIVITIES DIVISION**
Geoff Gabites
Managing Director
Adventure South



TOURISM SERVICES DIVISION
Oscar Nathan (Deputy Chairman)
Director
24/7 Consultancy Ltd



**ACTIVITIES &
SHOPPING DIVISION**
John Thorburn
Chief Executive
Ngai Tahu Tourism



GENERAL INDUSTRY
Fergus Brown
Chief Executive
Holiday Accommodation Parks
Assn of NZ



DISTRIBUTION DIVISION
Brian Henderson
Chief Executive
Tourmasters South Pacific
(NZ) Ltd



GENERAL INDUSTRY
Grant Lilly
Regional General Manager NZ &
Pacific Islands
Qantas Airways



HOSPITALITY DIVISION
Simon Jamieson
General Manager
SKYCITY Hotels Group
Auckland



GENERAL INDUSTRY
Graeme Osborne
Chief Executive
Tourism Auckland



**HUMAN RESOURCE &
EDUCATION DIVISION**
Semisi Taumoepeau
Head of Programme, Arts,
Hospitality & Tourism
Management Programme
AIS St Helens



Paul Richardson
Vice President
Accor Hospitality NZ & Fiji



REGIONAL DIVISION
Don Gunn
General Manager
Destination Rotorua Tourism
Marketing



tourism INDUSTRY

ASSOCIATION NEW ZEALAND

HERE'S HOW TIA SUPPORTS YOUR BUSINESS

Real support for your business whenever you need it

TIA exists to look after its members and help strengthen the tourism industry. We are at the centre of promoting the development and growth of New Zealand's \$21 billion tourism industry.

We provide leadership in a diverse and exciting industry. We tackle the issues that are important to you, no matter how complex they are, and we speak out when it matters.

We are here for you, our members. We are always keen to hear from you. Call us on 04 499 0104 or email info@tianza.org.nz

Getting the most from government

- TIA is the lead national private sector organisation speaking on behalf of the tourism industry
- We fiercely advocate to every level of government and other decision makers on the issues that matter to tourism operators
- We make sure tourism is noticed, better understood, and better resourced to grow and prosper
- We are committed to assisting individual members or entire sectors on a wide variety of issues

Building capability

- TIA offers tourism-specific business tools and projects designed to help members develop more successful businesses
- We assist members to develop business capability, and improve bottom line and market performance. We do this through one-on-one support, workshops and newsletters
- We create connections and put you in touch with the right people, through events like TRENZ, seminars and personal referrals
- We keep you in touch with your industry with:
 - weekly email news updates
 - links to the major tourism-related headlines in the news each day
 - a quarterly member magazine
 - valuable information and training on our website www.tianza.org.nz

Reducing expenses

- TIA's business partners offer bottom line savings to your business. Visit www.tianza.org.nz for details of significant savings on a wide range of business and personal services and supplies.
- Members benefit from discounts to TRENZ and other TIA events