



Annual Report 2023-2024

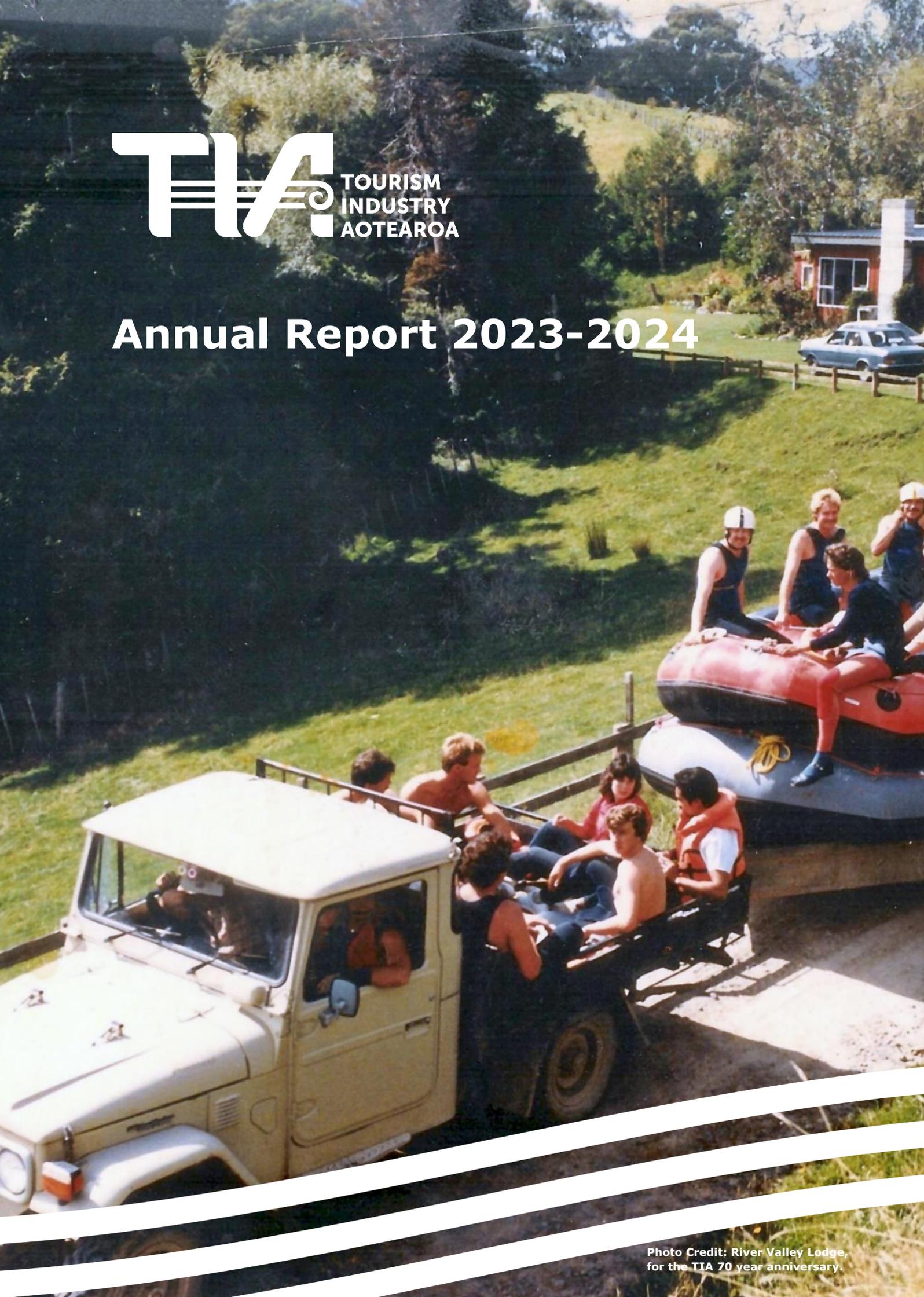


Photo Credit: River Valley Lodge, for the TIA 70 year anniversary.

Annual Report from the Chair & Chief Executive

Kia ora tātou,

The year from 1 April 2023–31 March 2024 saw Aotearoa New Zealand’s tourism industry shake off the pandemic blues and make significant progress on its international tourism recovery. Research we carried out both pre and post the summer season showed 80% of operators were feeling optimistic about the year ahead. By March 2024, visitor arrivals were just over 80% of pre-COVID levels as anticipated. While international visitor numbers returned with some vigour, there was variability across markets and cost of living concerns at home, making it clear that the industry’s ‘new normal’ was still two to three years away.

A major event for TIA this year was the November launch of a new industry strategy, Tourism 2050: A Blueprint for Impact.

The Blueprint, created with broad industry consultation, provides a visionary roadmap for the future with a focus on ‘balanced growth’ where we equally advance economic, community, visitor and environmental objectives.

The Blueprint was well received, and we look forward to progressing its ten Actions and maintaining the industry’s momentum.

Our events during the year included a highly successful TRENZ at Christchurch’s Te Pae, our first big in-person event since 2019. Drawing more than 1300 attendees, it was followed in November by a popular and well-attended Tourism Summit Aotearoa and New Zealand Tourism Awards in Wellington.

We also celebrated TIA’s 70th anniversary, recognizing the essential contribution of the Association to tourism growth and contribution, along with the individuals who have played an important role in leading the association over its lifetime.

Financial performance

Tourism Industry Aotearoa has demonstrated a strong financial performance for the fiscal year ended 31 March 2024.

Overall, the TIA operating result for the year ended 31 March 2024 is a surplus of \$0.260m (compared with a deficit of \$0.565m the previous year).

We view our role as a privilege and are grateful to every business that chooses to carve off some of their hard-earned revenue to support what we do.

In the 23/24 year, TIA continued to work closely with Marsh and Westpac as strategic partners. A number of new industry partners were secured, including BDO.

TIA is grateful for the support of all our partners, who not only provide important revenue for TIA to carry out our work but provide significant benefits to tourism businesses.

Advocacy and engagement

To address workforce challenges and opportunities, TIA conducted three comprehensive workforce surveys. These surveys positioned TIA to advocate effectively for the industry on issues related to workforce, immigration, and training. We secured significant improvements to the Accredited Employer Work Visa (AEWV) process, including the exemption of 27 tourism and hospitality roles from the median wage requirement, maintaining the exemption wage rate, and removing the proposed Restricted Occupation List.

Additionally, the AEWV working period was extended from three to five years. We also achieved increased caps for the Working Holiday Visa and a six-month extension for Visa holders already in the country.

We continued to develop and maintain close working relationships with media, central and local government officials, politicians and other tourism industry groups. Related to workforce we assisted with the former Government's Better Work Action and Environment Plans to address key systemic issues facing the tourism workforce, along with contributing to the Aotearoa Circle's Tourism Adaptation Roadmap, a significant body of work on tourism climate change scenarios.

We also worked diligently to establish relationships across the aisle in the lead up to the election, and quickly met with the new Minister of Tourism, the Hon Matt Doocoy, following the establishment of the new government.

TIA set up an Industry Funding working group and lobbied vigorously for sustainable tourism funding and an industry-managed funding mechanism aimed at boosting tourism infrastructure and industry-good activities.

Our policy and submissions work encompassed a wide range of central and local government initiatives and legislation. These included the Freedom Camping regulations, Fair Pay Agreements, the Emission Trading Scheme, Auckland Council's draft budget, the Future of Local Government, the Natural and Built Environments Bill, Resource Management Act reforms, Department of Conservation processes, the National Climate Adaptation Plan, and the Customs and Excise Amendment Bill.

The Adventure Activities Amendment Regulations came into effect on 1 April 2024 and TIA prepared members in advance to help them understand and implement the changes.

We engaged extensively with the Department of Conservation on several critical projects, including the Tongariro Alpine Crossing, the Milford Opportunities Project, Cathedral Cove, significant site closures, and concession processes.

As part of the Tourism Data Leadership Group, TIA championed the need for more tourism research, leading to the Minister of Tourism and Hospitality endorsing investment in a range of new tourism data to support sector growth.

In our efforts to support education, we advocated for the retention of tertiary tourism programmes at the university level and for tourism to be accepted as a new NCEA subject in senior secondary schools.

We assisted the wider tourism industry by facilitating the Drive Safe programme, the Responsible Camping forum, Accommodation Forum, Hotel Regional Chairs, Small Business Reference Group, and the Tourism Association Network.

TIA's communications drew attention to all the critical industry issues above and celebrated its progressive recovery. We kept our members informed of regulatory changes, events and industry updates through our weekly e-newsletter Te Aka Tāpoi.

Realising the potential of the Tourism Sustainability Commitment (TSC)

TIA's vision is to lead the world's most sustainable tourism industry. The team continues to lead the implementation of the industry's Tourism Sustainability Commitment which aims to see every New Zealand tourism business contributing positively to our people and cultures, our environment and our economy. We currently have over 1900 signatories.

In FY23-24 our tourism sustainability work continued to focus on action by offering sustainability capability services. In partnership with RTOs, TIA helped hundreds of tourism businesses progress their sustainability actions with customised support as well as group workshops and collaborative projects.

A second successful project was run for Tātaki Auckland Unlimited focusing on operators in Matakana and in Auckland central. Work continued on the two and a half year project Te Rūma Kākāriki | The Green Room in the Bay of Plenty. By year end, almost 100 operators had participated in the programme.

In addition, some alternative delivery models were tested including a 1:1 service online with operators in Central Otago. TIA was also approached to run a hospitality version of the programme

by WellingtonNZ, which saw the creation of the LoCarb programme. This involved collaboration with Business Central, Hospitality NZ and WellingtonNZ and touched over 40 venues in a more targeted way.

Evaluation reports indicate that all projects have been very well received and resulted in real-world changes. We continued the annual Tourism Sustainability Commitment (TSC) declaration to better understand our industry's progress on sustainability. TIA continued to assist other associations to deliver their own sustainability programmes, including the New Zealand Cycle Trails and Great South.

In addition, we ran a successful Responsible Tourism Webinar Series that covered carbon elimination, waste elimination and the Tiaki Promise and visitor behaviour change.

TIA is part of the governance group Te Kahui Tautiaki to raise the aware of the Tiaki – Care for New Zealand kaupapa, looking for ways to bring Tiaki to life for our visitors and amongst industry.

Events to enable members and the industry

TIA's events provide a platform for members to connect, be inspired and do business.

TIA enabled the rebound of the tourism industry by delivering TRENZ 2023, drawing more than 1,300 delegates to Te Pae in Ōtautahi Christchurch and elevating New Zealand tourism's profile at home and overseas.

In August we were proud to deliver our first members-only Tourism Election Forum from Parliament, bringing candidates from across the political spectrum together to discuss tourism policy and debate issues prior to the General Election.

Our flagship conference, Tourism Summit Aotearoa, was held in conjunction with the New Zealand Tourism Award Dinner in Te Whanganui-a-Tara Wellington in November. The theme 'Ready or Not!' focused on exploring new technology, future-proofing tourism and developing an innovative and digitally capable tourism industry. The Summit gained strong media coverage and a high satisfaction rating.

Following the Summit, the 13 winners of the New Zealand Tourism Awards were revealed at a Gala Dinner, with 420 delegates attending. These awards are dedicated to raising the profile of tourism, celebrating business and individual excellence within the industry. Zealandia Te Māra a Tāne was awarded the prestigious Air New Zealand Supreme Tourism Award and Malcolm Johns was awarded the Sir Jack Newman Outstanding Tourism Leader Award. Delegates enjoyed an evening of inspiration and celebrating success, with 98% rating the event excellent to good.

TIA also continued to use online webinars to ensure members stayed informed on significant issues, including sustainable business practices, emergency preparedness, adventure activities regulations, and business continuity. Over 600 members attended TIA's webinars, or watched the online recordings, over the period.

Aroha of Tourism

We continued the Aroha of Tourism campaign to engage New Zealanders on the value of tourism to their communities and encourage them to welcome the return of international visitors.

The campaign was seen over 4.6 million times in the first half of 2023 and contributed to improving tourism sentiment in Aotearoa on social media, shifting the balance between negative and positive comments from 7:1 negative to positive to equal negative/positive.

We are very grateful for the support of the organisations which funded this work. The campaign continued in early 2024 as an industry-led communications and social media campaign.

TIA team

This year has been a period of embedding the changes made to TIA's operating model to align with the strategic plan. Staff engagement has remained high with engagement survey results reflecting a team who feel closely aligned to TIA's purpose.

We have welcomed some new faces to the team, including Greg Thomas, GM of Membership and Advocacy, Teeearn Falconer as Member Events Manager and Helen Foo as Membership Coordinator, Digital Communications Specialist Vlad Hartopeau and Member Advocate Laura Cornall.

We have continued to embrace new ways of flexible working that have developed over the past few years. Nearly forty percent of the TIA team are now based outside of Te Whanganui-a-Tara Wellington and this has created opportunities to attract talent and ensure connection with members across the motu.

TIA is a Living Wage employer and continues to strive to be an Employer of Choice through our investment in development for our people.

Thank you

Chief Executive Rebecca Ingram and her team continue to champion the tourism industry and work towards ensuring it has the resources, strategies and connections it needs to chart a successful and sustainable future.

The Board would also like to thank our board, and our chair Dame Kerry Prendergast for her leadership after joining the board in June 2023. A special thanks to our departing board members Jake Downing, Les Morgan, Gráinne Troute, and Trent Yeo.

Thanks also to the entire TIA team for their ongoing commitment to supporting members and the wider industry. The board would also like to acknowledge the invaluable support of TIA's members, the wider industry, and Strategic Partners – Westpac, Marsh and Tourism Industry New Zealand Trust, along with many other partners and event sponsors.

TIA looks forward to continuing to be an essential support to the industry as it embarks on a promising future.

Ngā mihi nui,

A handwritten signature in black ink, appearing to read 'K. Prendergast', followed by a period.

Dame Kerry Prendergast
Chair

A handwritten signature in black ink, appearing to read 'R. Ingram', followed by a period.

Rebecca Ingram
Chief Executive

TIA Board of Directors as of 31 March 2024

Dame Kerry Prendergast was appointed Independent Chair of TIA for a three-year term from June 2023 until May 2026.

Board Members for the financial 23-24 financial year:

Adventure and Outdoor Sector

Geoff McDonald, Chief Executive, Skyline Enterprises Group

Air Transport Sector

Jenna Raeburn, GM Corporate Affairs, Wellington Airport

Attractions, Conferences and Events Sector

Callum Mallett, Chief Operating Officer New Zealand, SkyCity

Culture and Heritage Sector

Teresa Fogarty, Otago Museum, Visitor Experience Manager

General Industry Sector

Nicole Botting, Head of Content & Channels, ChristchurchNZ

General Industry Sector

Anna Black, Executive Director, General Travel

Holiday Parks, Motels and Other Accommodation Sector

Fergus Brown (Co-Deputy Chair), Chief Executive, Holiday Parks New Zealand

Hotel and Lodges Sector

James Doolan, Strategic Director, Hotel Council Aotearoa

Land Transport Sector

James DalGLISH, Chief Executive Officer, Go Rentals

Māori representative

John Barrett, Managing Director, Kapiti Island Nature Tours and Nature Lodge

Regional Tourism Sector

David Perks, Chair, Regional Tourism New Zealand

Tourism Services and Services to Tourism Sector

Kristin Dunne (Co-Deputy Chair), Director of Destination Strategy, Miles Partnership

Water Transport and Cruise Sector

Debbie Summers, Executive Director, ID New Zealand and Chair, New Zealand Cruise Association

Tourism New Zealand Representative

René de Monchy, Chief Executive, Tourism New Zealand

Co-opted Director

Reuben Levermore, Head of Tourism and Regional Affairs, Air New Zealand

Board changes in 2023/24

September 2023

Geoff McDonald, Chief Executive, Skyline Enterprises Group was elected as adventure and outdoor sector representative.

Callum Mallett, Chief Operating Officer New Zealand, SkyCity was elected as adventure and outdoor sector representative.

James DalGLISH, Chief Executive Officer, Go Rentals was re-elected as land transport sector representative.

James Doolan, Strategic Director, Hotel Council Aotearoa was elected as Hotels and Lodges sector representative.

Anna Black, Executive Director, General Travel was elected as general industry sector representative.

June 2023

Dame Kerry Prendergast assumed the role of Independent Chair on 1 June 2023 following completion of Gráinne Troute's term.

TIA welcomes those who have joined the Board in this period. Thank you to those directors who have stepped down and to all continuing directors for their valuable contributions.

Financial Report

Overview of Financial Results for FY 2023-2024

Tourism Industry Aotearoa (TIA) has demonstrated a strong financial performance for the fiscal year ended 31 March 2024, marking a significant recovery and growth compared to the previous year. The overall financial health of the organisation has improved, reflecting increased income across multiple streams and effective management of expenditures.

The membership of TIA at year-end comprised 1,258 members (1,166 the previous year) of which 627 were paying members.

For a full copy of the financial statements, go to the MyTIA member zone: members.tia.org.nz

Income Analysis

Total income for FY 2023-2024 increased by 16.2%, amounting to \$3,584,981 compared to \$3,085,500 in FY 2022-2023. This growth is primarily driven by several key areas:

- **Membership Fees:** Revenue from membership fees surged by 29.4%, from \$961,166 to \$1,244,241. This increase highlights a level of improved revenues across the tourism industry as members move up membership tier levels.
- **Secretariat & Management Fees:** Income in this category rose by 12.4%, totalling \$1,010,738 compared to \$899,016 in the previous year.
- **Interest & Dividends:** The organisation saw a significant rise in income from interest and dividends, which nearly tripled from \$38,364 to \$94,773.
- **Commission, Sponsorship, Event & Other Income:** This category saw an increase of 13.9%, up from \$1,084,596 to \$1,235,229. This reflects successful events and increased sponsorship engagements.

Expenditure Analysis

Total expenses for the year decreased by 9%, from \$3,651,379 in FY 2022-2023 to \$3,324,396 in FY 2023-2024. The reduction in expenditures is noteworthy in several areas:

- **Employment Expenses:** There was a 9.9% reduction in employment expenses, down from \$2,211,774 to \$1,992,469. This reflects the realignment of TIA's operational focus because of the "Future Fit" project implemented in Q1 2023-24.
- **Information Technology Expenses:** IT expenses increased by 18.4%, from \$143,002 to \$169,325, due primarily to increases in subscription rates for TIA core systems and a website refresh.
- **Other Expenses:** This category saw a reduction from \$112,788 to \$89,497, aligning with overall cost-saving measures.

Net Surplus and Financial Position

TIA achieved a net surplus of \$260,584 in FY 2023-2024, a substantial improvement from the net deficit of \$565,880 recorded in FY 2022-2023. This positive shift underscores the organisation's effective revenue generation and expense management strategies.

The statement of financial position reflects a solid financial standing with total accumulated funds increasing to \$1,392,914 from \$1,132,328. Key highlights include:

- **Current Assets:** Increased from \$2,676,651 to \$2,899,614, with a notable increase in short-term deposits, the level of accounts receivable due to an acceleration of the 24-25 membership renewal process with many more members renewing their TIA membership in March 2024 and the unutilised balance from a number of project grants received by TIA but not yet spent.
- **Net Working Capital:** Improved significantly from \$1,115,143 to \$1,378,446, indicating robust liquidity and operational efficiency.

Conclusion

The fiscal year 2023-2024 has been a year of recovery and growth for Tourism Industry Aotearoa. The organisation has successfully increased its income, managed expenditures effectively, and strengthened its overall financial position. These results reflect TIA's strategic focus on enhancing member value, optimising operational efficiencies, and investing in sustainable growth initiatives. The positive financial performance sets a strong foundation for future endeavours and continuous support to the tourism industry in New Zealand.

**TOURISM INDUSTRY AOTEAROA
STATEMENT OF FINANCIAL PERFORMANCE
FOR THE YEAR ENDED 31 MARCH 2024**

INCOME	2024	2023
	\$	\$
Membership Income		
Membership Fees	1,244,241	961,166
Other Income		
Secretariat & Management Fees	1,010,738	899,016
Interest & Dividends Received	94,773	38,364
Commission, Sponsorship, Event & Other Income	1,235,229	1,084,596
Realised gain on investments	-	102,358
Total Income	3,584,981	3,085,500
 EXPENDITURE		
AGM & Meeting Expenses	40,080	35,828
Business Development Expenses	-	54
Conferences & Subscriptions	17,812	17,297
Depreciation & Amortisation	12,241	12,890
Employment Expenses	1,992,469	2,211,774
Information Technology Expenses	169,325	143,002
Legal & Accounting Expenses	85,963	37,378
Membership Events	260,661	230,903
Office Expenses	49,606	58,267
Property & Occupancy Expenses	153,369	141,606
Projects & Research	453,373	462,527
Other Expenses	89,497	112,788
Realised loss on investments	-	187,065
Taxation Expense	-	-
Total Expenses	3,324,396	3,651,379
 NET SURPLUS/(DEFICIT) FOR THE YEAR	260,584	(565,880)

**TOURISM INDUSTRY AOTEAROA
STATEMENT OF FINANCIAL POSITION
AS AT 31 MARCH 2024**

	2024	2023
	\$	\$
ACCUMULATED FUNDS		
Balance at beginning of year	1,132,328	1,698,210
Net Surplus for year	260,584	(565,880)
TOTAL ACCUMULATED FUNDS	1,392,914	1,132,328
Represented by:		
CURRENT ASSETS		
Cash & Bank	1,040,823	1,665,852
Short Term Deposits	1,140,000	150,000
Accounts Receivable	671,914	839,618
Prepayments and other Current Assets	46,890	21,196
Taxation Receivable	(13)	(15)
	2,899,614	2,676,651
CURRENT LIABILITIES		
Income in Advance	1,158,570	1,125,496
Accounts Payable	90,789	74,422
Employee Entitlements	93,862	99,422
Other Accrued Liabilities	42,158	110,749
GST Payable	134,091	149,721
FBT Payable	1,698	1,698
	1,521,168	1,561,508
NET WORKING CAPITAL	1,378,446	1,115,143
NON CURRENT ASSETS		
Fixed Assets	14,468	17,185
TOTAL NET ASSETS	1,392,914	1,132,328

Contact TIA

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