

TOURISM INDUSTRY ASSOCIATION

TIA Purpose and Mission

The Tourism Industry Association New Zealand (TIA) is the largest representative body of tourism operators in New Zealand. It is a membership-based and private sector trade organisation with about 1500 members who collectively make up 85% of New Zealand's tourism turnover.

Every New Zealand tourism business, from the smallest B&B to the largest airline plays a part in the success of our important and exciting tourism industry. In such a diverse industry, there is only one independent organisation that stands up for tourism operators of every size and sector –TIA.

TIA exists to lead the tourism industry and create an environment that helps our members grow and flourish. TIA's vision is leading and supporting a vital and healthy visitor economy in New Zealand.

How TIA Helps Tourism Operators

- TIA keep the tourism industry at the centre of political and public attention. We do this through education and advice, business savings on core expenses, political influence and being available to our members when needed.
- We successfully influence government policy that impacts on tourism businesses.
- The information and advice we provide helps members stay up to date with tourism industry issues, respond to trends, take advantage of opportunities and overcome challenges.
- We instigate forums aimed at addressing key industry issues, plan for future prosperity and celebrate success. TRENZ, our annual flagship event brings tourism operators face to face with the world's most influential travel buyers.

<http://www.tianz.org.nz/main/about-tia>