

# Budget 2024: TIA, TECNZ have their say

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**In a preview of Budget 2024 today, the Ticker reached out to tourism and hospitality stakeholders to hear what they wanted to see from the government.**



Rebecca Ingram

## **Tourism Industry Aotearoa chief executive Rebecca Ingram**

“We recognise the competing financial pressures that the government is under and acknowledge that there are many competing priorities. As business owners, tourism operators are also under pressure.

“In the current inflationary climate, we believe it makes sense to focus on opportunities to generate income, in a sustainable way.

“The tourism industry is already back to the number two spot in terms of export earnings, earning \$9.9bn last year from international visitors (MBIE, International Visitor Survey). In the year to March 2023, domestic and international tourism spending totalled over \$37bn, or 6.2% of GDP and \$3.5bn in GST (Tourism Satellite Account, Stats NZ).

“It is clear that when tourism does well, the country does well.

“TIA backs continued appropriate investment in Tourism New Zealand. Tourism is a global, and highly competitive industry and we note that Tourism New Zealand’s laser-focussed destination marketing work has a halo effect on our whole export community.

“Marketing New Zealand isn’t a luxury, we risk being invisible in the key markets around the world if we don’t invest appropriately to remain competitive.

“In the Budget and more broadly, TIA is laser-focused on advancing its industry strategy, *Tourism 2050: A Blueprint for Impact*.

“While being realistic, we’ll be looking for initiatives that support tourism developing by design and with future proofing in mind – whether that’s infrastructure investment, clarity regarding Cook Strait connections, data investment, plans for conservation or investment in workforce.”



Lynda Keene

**Tourism Export Council of New Zealand chief executive Lynda Keene**

“TECNZ would like to see Tourism New Zealand’s funding increased to allow it to be more competitive out in the global marketplace.

“Tourism New Zealand does a great job with the funding it has but essentially with the cost of living and increases for marketing and advertising globally, New Zealand’s voice and presence in markets needs to be louder to ensure we don’t lose market share during our international tourism recovery period.

“We support Tourism New Zealand receiving an increase to allow them to have a stronger presence in traditional markets like UK, Germany, Europe and North America as well China, South East Asia and South Korean markets.

“In a more general hope for the Budget, we hope that any initiatives or policy changes will allow for everyday New Zealanders to have a bit more money in their pockets as they contend with a difficult economic environment with high mortgage interest rates and high cost of living putting pressure on families trying to manage a challenging time.”