



WWW.TIANZ.ORG.NZ
THE VOICE OF THE
TOURISM INDUSTRY

Media Release

1 December 2011

New website packed with safety tips for adventure tourism operators

A new website offers adventure tourism and commercial outdoor operators a “one stop shop” for information and advice on running a safe operation.

Launched today, www.supportadventure.co.nz has been developed as a result of the government-led Adventure Tourism Review. The website has been developed by the Tourism Industry Association New Zealand (TIA) with support from Outdoors New Zealand and funding from the Department of Labour (DOL).

“The review found that adventure and outdoor operators would value one central, credible source of safety information. While plenty of information exists on how to keep staff and clients safe, it was widely spread and often difficult to find,” TIA Advocacy Manager Geoff Ensor says.

Content on www.supportadventure.co.nz is based on extensive consultation with the adventure and outdoor sector, including 19 operator workshops attended by more than 300 operators, as well as discussions with a range of individual businesses and organisations. It includes detailed information on how to develop a safety management plan, legislation relevant to the adventure and outdoor sector, and links to other useful websites.

“There are tips and advice on the website that every operator will find valuable, whether they are just starting out or have years of experience. While it will help operators who have to be registered under the new adventure activities regulations to meet DOL requirements, it will also be really useful to volunteer organisations, clubs, schools and tertiary institutions,” Mr Ensor says.

“Client expectations of safety are higher than ever while the tolerance for mistakes is very low. This means that even those operators who will not have to be registered and audited under the new adventure activities regulations should still be aiming to adopt the industry-accepted safety standards set out on this website.”



WWW.TIANZ.ORG.NZ
THE VOICE OF THE
TOURISM INDUSTRY

twitter

Find us on
Facebook

TIA is encouraging operators to use the new website over the summer and give feedback on aspects they think should be improved or altered.

"It's critical that 'adventure' remains in adventure tourism, but let's also be confident that unique, personalised experiences are being delivered within a strong safety framework that meets our 'duty of care' responsibilities," Mr Ensor says.

For further information, please contact:

Ann-Marie Johnson
Communications Manager
Tourism Industry Association (TIA)
DDI: 04 496 5001
Mobile: 027 600 4565
Email: ann-marie.johnson@tianza.org.nz

Key Facts

- Tourism is one of New Zealand's biggest export industries, earning \$9.7 billion or 16.8% of New Zealand's foreign exchange earnings (year ended March 2011)
- Tourism contributes almost 9% of gross domestic product (GDP) for New Zealand
- Tourism directly and indirectly employs nearly one in ten New Zealanders (179,800 total) full-time equivalent jobs
- Tourism in New Zealand is a \$63 million per day industry. Tourism delivers \$27 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$36 million in economic activity every day.
- Total tourism expenditure reached \$23 billion for the year ended March 2011.

Visit www.tianza.org.nz for more information.