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THE VOICE OF THE
TOURISM INDUSTRY

Media Release

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Support for West Coast adventure tourism operators

Adventure tourism and commercial outdoor operators are being offered support to understand how the new adventure activities regulations will affect their business.

The Tourism Industry Association New Zealand (TIA) and Outdoors New Zealand are running operator workshops in 11 locations throughout New Zealand over the next few weeks. The West Coast workshop will take place in Franz Josef on Wednesday 14 December.

The workshop will update attendees on the adventure activities regulations which came into force on 1 November. Operators will find out whether they need to register with the Department of Labour and if they need to undergo a safety audit.

They will also find out about the new adventure and outdoor safety website www.supportadventure.co.nz and how this web-based tool will contribute to safety in their business.

TIA Advocacy Manager Geoff Ensor says operators will be asked for input on other review work relating to incident reporting, and competencies and qualifications. There will also be discussion about the activity specific guidelines to be developed next year.

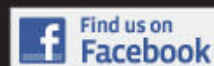
"The review showed that many operators are already operating to high standards. But there is always room for improvement and we want to do all we can to help operators avoid incidents and accidents. Even operators who are not directly affected by the regulations will benefit from attending these workshops."

Workshop registration is free. Go to www.tianz.org.nz/main/adventure-tourism-review to register, and for dates and venues.

Note to editors: The workshops are not open to the media. Please contact TIA for more details.



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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.