

BYATA Position Statement on:

The decision to abolish the Tourism Future's Taskforce report.

BYATA welcomed the opportunity to contribute to the recent Tourism Futures Taskforce report and was looking forward to being part of the conversation with regards a whole of industry response to strengthen and elevate brand Aotearoa for the future.

The recent announcement to abolish this Taskforce before the final report was completed has disappointed many in the sector and left us all confused.

The Taskforce has been working on this report since May 2020 and was tasked to make recommendations about how we can rebuild a tourism sector that is in keeping with the four pillars; more economically, environmentally, socially and culturally sustainable; an industry that delivers on its promises to Kiwis and our international visitors.

Central Government are only now starting to recognise the role that International Youth plays with regards to regional dispersal and in helping alleviate seasonality issues due to the long length of stay of International Youth visitors.

Chris Sperring, the Chair of BYATA says the "International Youth really are the poster children when it comes to true 'High Value Visitors' under the new Four Capitals model. We look forward to welcoming back these high value guests, time and again across their lifetime in the coming future."