

Introducing the New Board of Backpacker Youth Adventure Tourism Association (BYATA) for 2023/2024

The Backpacker Youth Adventure Tourism Association (BYATA) is thrilled to announce its newly appointed board for the term 2023/2024. The dynamic team is set to lead BYATA into a new era of growth and innovation.

Taking the helm as the Chair of BYATA is Haydn Marriner, a seasoned professional with a wealth of experience in adventure tourism. The Brand and Marketing Manager for RotoruaNZ, Marriner brings a genuine passion for fostering connections within the backpacker and youth travel industry, making him the perfect guide for BYATA's future endeavours.

Laura Crowther, a respected figure in the industry from Tourism Adventure Group, takes on the role of Vice Chair. Crowther's extensive background in youth travel ensures that BYATA remains in touch with the evolving needs and preferences of young travelers.

Debbie Guptill retains her position as Treasurer. As the General Manager of Velocity Valley, Guptill plays a vital role in maintaining the association's financial well-being and sustainability.

Ensuring stability and continuity, BYATA President Brian Westwood will continue to serve on the board, playing a pivotal role in BYATA's ongoing journey.

The new board members join the ranks of the existing board, reinforcing BYATA's commitment to diversity and representation. Brett Duncan, representing Adventure Hostels, Sharyn Hight from JENZA, and Ceri Jenkins from International Travel College continue their invaluable contributions to the association.

Bringing fresh perspectives to the table are the newly appointed members: Steve Thornton from Ngai Tahu Tourism and Lucy Haslam from Kiwi Experience. Their industry expertise promises to enrich BYATA's initiatives.

"We're thrilled to welcome our new board members and embrace their expertise at BYATA," said Haydn Marriner, the newly appointed Chair. "Together, we're committed to advocating for the interests of youth and backpacker travelers and advancing industry standards."

BYATA looks forward to an exciting journey under the leadership of its newly elected board. Their passion, dedication, and collective vision ensure a vibrant and thriving future for the association and the backpacker and youth adventure tourism industry as a whole.

For media inquiries, please contact:

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BYATA is the organisation and advocacy voice of the Youth Tourism industry, bringing together over 130 members, members from the accommodation, transport, attractions, and activities sectors. International youth travellers represent a quarter of all holiday arrivals and pre-Covid generated. \$1.5 billion in foreign exchange earnings, higher than any other age demographic.

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