

Backpacker Youth Adventure Tourism Association (BYATA) Appoint New Chair & Vice Chair

VisitorPoint General Manager Jenni Powell has been appointed the new Chair of BYATA. Jenni has been acting Chair for the past few months since Luke Taylor stepped down from the position. Jenni is supported by YHA Central Area Manager Chris Sperring as Vice Chair.

Jenni has over nine years' experience in the New Zealand tourism industry and has currently been working for VisitorPoint for over four years. Based in Queenstown since 2011, Jenni has previously worked with Southern Discoveries as their NZ Sales Manager, InterCity Group as Sales Executive and at THL.

"It's a privilege to be voted Chair and continue the awesome work BYATA has been known for over the last 17 years. I'm really looking forward to driving our strategic outcomes, how we can use our resources to most effectively advocate for the backpacker, youth and adventure sector. We have a hugely passionate board which it's an honour to lead. I'm excited to see what we can achieve together to ensure we're driving maximum benefits for our members."

Chris has worked in the travel industry for over 30 years, working in the accommodation sector in Canada, England, Australia and NZ with Hostelling International. Today you'll find Chris providing operational expertise and support to YHA New Zealand Hostels from Rotorua to Franz Josef with a passion for People, Planet and Profit.

"I am proud to be part of the evolution of BYATA, providing advocacy support to our members. I believe that the Youth market is the bedrock of the NZ travel industry and I am keen to see sustainable growth which will continue to keep New Zealand front of mind for future travellers."

Rebecca Annan, General Manager of BYATA said "the execution of the two day strategy session in Auckland last week was focused around the Board's strategic direction, in order to best serve our members. Ensuring continuity and adding value to our members businesses. It is an exciting time for BYATA and we are looking forward to having Jenni and Chris at the helm"