

Headline: BYATA welcomes new Ministers.

BYATA welcomes all of the new government ministers and looks forward to our first meetings with the new Minister for Tourism and Hospitality, Matt Douche. We can see the logic in including hospitality in the tourism portfolio and hope that the new minister will engage regularly with us to help drive our highly productive sector to new heights and audacious goals, as world leaders in the delivery of tourism experiences.

We also look forward to working with the new cabinet - Minister Brown on Transport, Minister Stanford on Immigration, Minister Lee on Economic Development, Minister Potaka on Conservation, and Minister Jones of New Zealand First on Regional Development. All these portfolios are areas for potential development in our sector and spaces where our members are currently experiencing pain points. It is an exciting time for our industry to begin developing positive working relationships with the new government.

We also wish to acknowledge the friends that our industry has in Minister McClay of Rotorua and MP for Southland Joseph Mooney, both of whom will be strong advocates for the regions and tourism in particular inside our new coalition government. There are a number of significant issues that our country faces, and BYATA will continue to actively lobby and advocate for smart and effective growth of our sector and the ongoing protection of brand "New Zealand" and its values. As our lifetime value model research has clearly indicated, our youth sector is vital to the prosperity of our regions and is the only sector that delivers a visitor at multiple levels, over an entire lifetime of travel.

We formally would like to invite the new Minister of Tourism to our next Board meeting and look forward to showcasing why our sector is so vital to the overall tourism mix and why we are so much fun.

For media inquiries, please contact:

Backpacker Youth and Adventure Tourism Association –

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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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