

FOR IMMEDIATE RELEASE

BYATA Appoints New Interim Chair to Propel Transformative Initiatives and Foster Future Growth

BYATA (Backpacker Youth and Adventure Tourism Association) Appoints New Interim Chair to Drive Transformative Initiatives and Foster Growth in the Youth Tourism Sector.

BYATA proudly announces the appointment of a new Interim Chair who will lead the organisation in establishing initiatives and driving growth in the youth tourism sector. BYATA bids farewell to Chair Chris Sperring, whose exceptional leadership and unwavering commitment to youth tourism have left an enduring legacy at BYATA.

Under the guidance of Chris Sperring, BYATA has experienced a transformative era, marked by remarkable achievements and advancements. Since assuming the role of Chair in 2021, Sperring's leadership abilities have propelled BYATA to new heights.

Throughout Sperring's tenure, BYATA has championed youth tourism with determination, acting as a vocal advocate and catalyst for change. With a natural ability to inspire and motivate, Sperring has led BYATA through significant milestones.

As BYATA bids farewell to Chris Sperring, the organisation expresses deep gratitude for their visionary leadership, unwavering dedication, and remarkable contributions. The final board meeting held on Friday, 16th June 2023, was a bittersweet occasion as members gathered to convey their appreciation and bid farewell to an exceptional Chair.

With great excitement, BYATA welcomes the new Interim Chair, Haydn Marriner, Brand and Marketing Manager at RotoruaNZ, who brings a wealth of expertise and a passion for advancing youth tourism. Supported by Sarah Christie, Te Pā Tū Sales Manager, as Vice Chair, Marriner will lead BYATA with dynamic vision, ensuring continued growth, promotion, collaboration, and sustainability within the youth tourism industry.

BYATA is immensely grateful to Chair Chris Sperring for their invaluable contributions and eagerly anticipates an exciting new chapter under the guidance of the new Interim Chair. Together, they will embark on a journey to shape the future of youth tourism in Aotearoa, New Zealand.

For media inquiries, please contact:

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About BYATA:

Since 2003, BYATA has been the independent voice of the backpacking and adventure travel industry in New Zealand.

BYATA has over 200 members from across the Tourism Industry ranging from accommodation providers to tour operators. Large multinationals to owner operated businesses.

Youth visitors (those aged 18-34) make up 31% of all international holiday visitors to New Zealand contributing over \$2.2bn per year. It's this common, dynamic, and high value market that brings such our diverse and talented membership base together.

Our mission is to enhance the commercial viability of members by advocating for the backpacker, youth, and adventure tourism sector.

Our vision is for our sector is to be the strongest within the New Zealand tourism industry.