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Auckland Airport announces \$100,000 tourism industry development grants

Auckland Airport has announced that it will invest another \$100,000 this year to help tourism operators develop seasonally-themed regional tourism experiences.

The two grants of \$50,000 each will be awarded to businesses that demonstrate innovation in growing seasonal regional tourism experiences for visitors from India, Australia, China or the United States.

Norris Carter, Auckland Airport's general manager - aeronautical commercial, says the funding grants will help to further grow tourism by creating even more reasons for our international tourists to visit regional New Zealand.

"We want to inspire regional tourism businesses to come together and think innovatively about creating new experiences to attract Free Independent Travellers, or FITs".

"Last year we awarded a total of \$100,000 – four grants of \$25,000 each – to four tourism operators. The grants supported the development of new food and wine, adventure and cultural experiences for tourists. The experiences were: food and wine tours in Auckland and Marlborough by ZeaYou Travel; a Ra Karakia sunrise ceremony in Auckland by Ngāti Whātua Ōrākei; new summer and winter itineraries in Auckland and Northland by Explore Group; and Chinese social media programmes for seasonal itineraries by YHA New Zealand".

"Each of the four new tourism products supported by our 2015 tourism development grants has further enhanced New Zealand's appeal to international visitors. As a result,

Auckland Airport is delighted to provide another \$100,000 this year to help the tourism industry develop,” says Mr Carter.

Auckland Airport announced the \$100,000 funding for the 2016 tourism development grants at its International Travel Summit. The Summit is an annual gathering of approximately 200 of the country’s tourism operators, travel buyers and media to share the latest industry information on growing travel markets, tourist perceptions and insights, and how to tailor tourism experiences and product development.

More information about Auckland Airport’s 2016 International Travel Summit and the 2016 tourism development grants is available online www.travelsummit.co.nz

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