

MEDIA RELEASE
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High-Profile Holiday Park Association CEO set to speak to Nature Coast Tourism Operators

Tourism operators on the Kapiti Coast and Horowhenua will have an opportunity to hear from one of NZ's high profile industry figures when Fergus Brown, Holidays Parks of NZ CEO, speaks at the next Nature Coast Enterprise Tourism Tuesday.

Mr. Brown is expected to touch on the economic return generated by Holiday Parks in New Zealand and specifically the opportunities here on the Nature Coast.

Nature Coast Regional Tourism Manager, Chris Barber, said today - "its great timing to have Fergus at our next tourism Tuesday. The tourism sector is a key driver of our economy and having someone with the experience that Fergus has will be really useful to those involved in local tourism businesses - especially when thinking about how this recession will play out for our industry"

Nature Coast Enterprise hosts its monthly Tourism Tuesday on the second Tuesday of each month. The next one will be at the Nature Coast Enterprise offices at Lindale on Tuesday 14th of April, and anyone involved in the Kapiti and Horowhenua tourism industries is welcome to attend.

RSVP to Samantha@naturecoast.co.nz

Key Facts about tourism in New Zealand:

- Tourism contributes close to 10% of New Zealand's gross domestic product (GDP)
- Tourism employs nearly one in ten New Zealanders (108,100 FTE directly and 73,100 FTE indirectly).
- Tourism in New Zealand is a \$50 million per day industry. Tourism delivers \$24 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$26 million in economic activity every day.
- Total tourism expenditure reached \$20.1 billion for the year ended March 2007. International visitor expenditure accounted for \$8.8 billion or 18.3% of New Zealand's foreign exchange earnings.

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