

The Business of Tourism

Budget 2025: What tourism wants from Finance Minister Nicola Willis

20th May 2025 By Natasha Jojoa Burling | natasha@tourismticker.com | @tourismticker

In series of preview articles for Budget 2025, the Ticker reached out to tourism and hospitality stakeholders to hear what they wanted from the government on Thursday.



Finance Minister Nicola Willis will deliver Budget 2025 on Thursday.

Tourism Industry Aotearoa chief executive Rebecca Ingram

“As we look ahead to the release of Budget 2025 later this week, we know that Tourism is a high potential industry for growth and is a clear priority for the government.

“The minister has made a number of quick investments to boost tourism already this year. The minister’s attendance at TRENZ alongside the prime minister reinforced their

very clear commitment to the tourism industry and appreciation for the potential we represent for New Zealand's economy.



TIA CEO Rebecca Ingram

“We look forward to seeing the outcomes of the budget announcement later this week and will review the detail and commentary closely.

“In particular, we will be interested in seeing a Treasury forecast for the International Visitor Conservation and Tourism Levy.

“The IVL represents a transformative amount of money which could make a significant positive impact on tourism infrastructure and conservation, we’ll also be looking for indications to its ongoing use.”

Regional Tourism New Zealand chair David Perks

“The RTOs will be looking for ongoing certainty of central government support for the tourism sector.

“We hope also for some indication of future approaches that will provide the sector with long term surety of support and investment, that will result in more visitors from overseas and give New Zealanders more reasons to travel.

“Only with certainty will we see the private sector investment in tourism and events that will build successful, productive tourism businesses and the jobs they bring for all our regions.”

Tourism Export Council of New Zealand chief executive Lynda Keene

“The Tourism Export Council of New Zealand is hoping the Budget 2025 announcement will include additional funding for Tourism New Zealand to invest more activity into offshore trade training and events and public-private sector investment initiatives to drive international arrival recovery to 100% and stimulate growth beyond 2027.



TECNZ CEO Lynda Keene

“New Zealand needs to up the ante with its offshore trade marketing to ensure offshore travel agents and tour wholesalers (who sell New Zealand two years in advance) feel valued in promoting New Zealand in a crowded and competitive global environment. The decisions (support) government has made since January 2025 need to continue to inspire interest from prospective international visitors to tick NZ in the next 1-2 years to travel to, not the next 2-5 years.

“It is critical government does not load on any more charges to international visitors as they journey to and around New Zealand. The stalled international visitor recovery is as

a result of increased visa, IVL and other charges (border, aviation fees) that has hampered the recovery.

“We strongly urge government to resist adding piecemeal charges to visitors like car parking and National Park charges at places of interest. New Zealand has hit a price ceiling where we are no longer seen as been affordable to travel to and around.

“Any further charges will make the decision to tick New Zealand to travel harder than it needs to be and could affect the leading role the international tourism sector can play to help government deliver on its economic growth agenda.”

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