

## Tourism industry overview

Tourism is the world's largest industry, with more than 650 million people traveling globally every year. This makes for a competitive international and domestic marketplace.

In the past decade, Taranaki has come into its own as a destination to visit, work and play.

Our region currently has over 400 tourism operators directly involved in the sector with many more businesses indirectly benefiting from or contributing to the industry.

Due to the number of operators in the industry, Venture Taranaki aims to cluster like businesses into the following groups:

- accommodation
- transport
- activities and attractions
- gardens
- inbound operators
- arts and crafts.

Accommodation has then been sub-divided into:

- hotels
- motels
- hosted (B&Bs, lodges, farm and home stays)
- hostels (backpackers)
- holiday parks.

There are already many active groups working within these clusters such as:

- Motel Association of New Zealand (MANZ)
- @Home
- Holiday Parks Association (HPANZ)
- Fast Forward Hawera Tourism Action Group
- Central Taranaki Tourism Network (CTTN)
- Museums of Taranaki.

These groups share common interests, and as the industry matures, collectives will form to market products together, increasing awareness and success.

### What can Venture Taranaki offer you?

Venture Taranaki Trust is the region's tourism organisation and economic development agency. Made up of integrated teams working in tourism, marketing, enterprise development, events and film, Venture Taranaki works one-on-one with individuals, businesses, small groups, collectives, sectors and industries to grow the economic wellbeing of Taranaki.

Whether you are starting out in business, looking to grow, would like to know about funding for business development or research, or just want some help to make your business work better, Venture Taranaki has a range of services available. What's more, the majority of these services are free.

For more information visit  
[www.taranaki.info](http://www.taranaki.info)

