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Media release

New technology is coming to tourism – ready or not!

Tourism never stands still, which is why increasingly tourism operators are looking to emerging technology and artificial intelligence, trends that are coming whether we're ready or not.

"Ready or Not!" is the theme of this year's Tourism Summit Aotearoa on 7 November, organised by Tourism Industry Aotearoa, the peak industry group for the tourism industry.

Technology and artificial intelligence (AI) are no longer just on the horizon, TIA chief executive Rebecca Ingram says.

"We're already seeing robots serving in hotels and restaurants, virtual and mixed reality tourism, and new platforms for bookings and operating systems that are developing at an ever-increasing pace.

"To borrow a saying from one of our members, 'Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road.'"

Registrations have opened for the one-day [Tourism Summit Aotearoa](#) in Te Whanganui-a-Tara Wellington and you can view the programme [here](#).

One of New Zealand tourism's flagship events, the Summit will be filled with international viewpoints and inspirational speakers throughout the day.

The Summit begins with important insights into the current state of the tourism industry from Rebecca Ingram, Greg Foran (Chief Executive, Air New Zealand) and Tourism New Zealand.

Artificial intelligence will bring both opportunities and impacts for Kiwi tourism operators, according to our keynote speaker, technology futurist Ben Reid.

We'll hear more about how AI and tourism have already combined in the form of robotics, virtual reality and sustainability, from speakers:

- Les Morgan (Sudima Hotels)
- Soraya Sarwary and Sean Mascarenhas, of SkyMotion
- Annie Lewin (Senior Director of Global Advocacy and Head of Asia Pacific at Google's philanthropic arm, Google.org)

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In our workshops we'll look at demystifying AI, building a resilient business, navigating our future tourism workforce and trying out new AI-powered carbon calculators. Leading us there will be:

- Alex Dykman (Maverick Digital)
- Dr Erica Seville and Dr Tracy Hatton (Resilient Organisations)
- Jason Hill (Tourism Talent)
- Tom Hallam (Carbon Trail)

To wrap up the day, we'll have short presentations from:

- Ara Journeys and Tuwhiri on Augmented Reality (Preserving culture, language, and business growth through interactive mobile games)
- Interislander on their game-changing new ferries
- PredatorFree 2050 on their world-first AI traps

And an inspiring talk from award-winning champion for digital equality, Eteroa Lafele.

The Summit will be accompanied by another evening event, the New Zealand Tourism Awards, celebrating 13 of the industry's outstanding tourism businesses or individuals.

Bring your favourite Kiwi travel stories as we also celebrate the 70th anniversary of Tourism Industry Aotearoa.

For more details and to register, please visit:

The Tourism Summit Aotearoa website <https://tourismsummit.org.nz>

The New Zealand Tourism Awards <https://nztourismawards.org.nz>

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KEY FACTS

- Tourism Industry Aotearoa is New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of New Zealand's large and diverse tourism industry.
- TIA has about 1300 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA is deeply involved in discussions on recovery and what the future of tourism in New Zealand will look like.
- TIA leads implementation of the industry's **Tourism Sustainability Commitment** which aims to see every New Zealand tourism business contributing positively to our people and cultures, our environment and our economy
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and the Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

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