



MEDIA RELEASE
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Sally Attfield joins Hospitality New Zealand to spearhead accommodation sector plans.

Hospitality New Zealand welcomes the formal appointment of Sally Attfield as General Manager – Accommodation, based at the National Service Centre in Wellington. Sally reports directly to Julie White, Chief Executive.

Attfield has been appointed to lead the accommodation portfolio, and re-establish the Accommodation Association New Zealand (AANZ) within Hospitality New Zealand.

AANZ will be the singular voice of the accommodation industry and will provide member advocacy on issues affecting policy and regulations with local and central government, and help to create initiatives to support and grow the accommodation sector. AANZ will be advocating for targeted sector support from the Government as well as the need for short-term rental accommodation regulation, immigration, workforce training, skill and capability building. Other issues on the agenda will be further advocacy on issues regarding Bed Taxes and similar Accommodation levies such as APTR.

Hospitality New Zealand Chief Executive, Julie White, says “In creating the role of General Manager – Accommodation and the formalised appointment of Sally, Hospitality New Zealand will endeavour to protect the interests of accommodation owners, managers, community groups and end-users across the numerous accommodation provider segments, who each have their own unique challenges,” adds White.

“We are incredibly fortunate to have Sally join our organisation as a well-respected advocate in this industry. Her knowledge of the sector is second-to-none and the vast industry experience she brings with her will mean the team can really hit the ground running. Sally’s skills and expertise will be invaluable as we rebuild post-COVID”.

Attfield brings over two decades of experience in senior management roles within the logistics industry in New Zealand and overseas. Previously at Tourism Industry Aotearoa (TIA), Attfield held the role of Hotel Sector Manager for over six years. Prior roles also include a variety of leadership positions in the Rugby and Cricket World Cups, as well as being a Business Advisor at the Ministry of Science & Innovation (now part of the Ministry of Business, Innovation & Employment). In February 2020, Attfield was elected President of SKAL New Zealand, a global organisation of travel and tourism professionals.

Attfield comments “I’m excited to be part of the team at Hospitality New Zealand, especially as we move towards launching Accommodation Association New Zealand. At a time when our sector, along with others, is continuing to suffer from the devastation of COVID-19, it is important - now more than ever - that we are aligned as an industry, so the incoming government know who to engage with as we move forward in our collective recovery.”

For media enquiries: media@hospitality.org.nz

About Hospitality New Zealand



Hospitality New Zealand is Aotearoa's leading nationwide hospitality industry association covering commercial accommodation and food and beverage businesses. It is a not-for-profit organisation, which currently supports over 3,000 members across the country. The association was first formed in 1902 as the United Licensed Victuallers Association, and has consequently been helping New Zealand's small businesses and communities for over a century. Visit our [website](#), speak to someone at the Hospitality New Zealand National Call Centre 0800 500 503 or connect with us on our social media channels; [Facebook](#), [Instagram](#), [LinkedIn](#) or [Twitter](#).