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Media Release

Auckland to host tourism activity extravaganza

Auckland will host hundreds of influential international tourism representatives next week to an afternoon of exciting activities, ranging from a face to face encounter with a shark to an afternoon of decadence at a local hotel.

“Almost 500 TRENZ delegates will take a break from their business meetings on Thursday afternoon, 11 May, to discover first-hand some of the world-class activities on offer in Auckland,” says Emily Byrne, Director of Events at Tourism Industry Aotearoa which manages TRENZ, the \$35 billion tourism industry’s most important international trade show.

On in Auckland 9-12 May, TRENZ 2017 will be attended by 1200 delegates, including 377 international and New Zealand tourism and travel Buyers, representatives from around 300 of the country’s leading tourism operators and international and domestic media.

“Auckland Tourism, Events & Economic Development has put together a fantastic Activity Afternoon programme featuring almost 30 activities and attractions including adventure, eco-tourism, cultural and food and beverage experiences. It showcases why the Auckland region is one of New Zealand’s most popular visitor destinations,” says Mrs Byrne.

She says this time away from scheduled TRENZ meetings is also an opportunity for delegates to network informally, make new contacts and potentially identify new business opportunities.

ATEED Head of Tourism Jason Hill says Auckland is looking forward to giving Buyers, Sellers and Media attending TRENZ a first-hand experience of what the region offers, with an unforgettable programme of diverse activities and experiences lined up for their activity afternoon.

“Being the host region for TRENZ is a valuable opportunity and comes at a great time for our region, with Auckland experiencing huge growth in visitor numbers.

“Auckland benefits from the immediate economic impacts of having the people attending TRENZ staying in accommodation, eating in restaurants and experiencing some of Auckland’s tourism activities, all of which injects an estimated \$2 million into the local economy.

“It also helps leave a lasting impression on the Buyers who visit and secures Auckland’s place on future itineraries,” he says.

TOURISM INDUSTRY AOTEAROA

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About TRENZ www.trenz.co.nz

TRENZ brings together about 300 New Zealand tourism operators (Sellers) with targeted international travel and tourism Buyers and Media from New Zealand's key established and emerging tourism markets. The event directly helps to grow New Zealand's \$34.7 billion tourism industry. Hosted by Auckland Tourism, Events & Economic Development (ATEED), TRENZ 2017 is being held at The Cloud and Shed 10, Queens Wharf, Auckland, 9-12 May. This is the first time TRENZ is being held in Auckland since 2014. Tourism Industry Aotearoa (TIA) manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand, Air New Zealand, Auckland Tourism, Events & Economic Development, Auckland Airport, AccorHotels, Millennium Hotels and Resorts, Christchurch International Airport and Tranzit Group.

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KEY FACTS

- Tourism in New Zealand is a \$95 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$55 million in economic activity every day.
- Tourism is New Zealand's biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand's foreign exchange earnings (year ended March 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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