



**3 May 2016**

**Media Release**

## **Experts serve up breakfast insight**

New Zealand tourism operators attending TRENZ 2016 (10-13 May, Rotorua) will get international expert insight into the latest digital trends and tactics to drive visitor bookings.

The presentation by Florida-based Kim Matlock is part of the TRENZ 2016 Auckland Airport Breakfast Speaker Series. Ms Matlock is currently the Chief Marketing Officer of Cool Blue Media which publishes digital magazines for social media professionals, entrepreneurs, investors and virtual reality communities. She has held similar roles for the iconic Hard Rock brand and Microsoft.

This year's topics also include a deep dive into the fast-growing China market and how tourism operators can use digital channels to get their business noticed by free independent Chinese travellers, and a review of the industry's Tourism 2025 growth framework which aspires to grow annual tourism revenue to \$41 billion.

Auckland Airport will present a session on its tactics and strategies for successful route development – 99% of international visitors to New Zealand arrive by air, so developing sustainable air connectivity is vital to industry growth.

“The early morning Auckland Airport Speaker Series is designed to kick-start the TRENZ day with stimulating presenters providing fresh insight on a range of relevant topics, with time for networking over breakfast,” says Chris Roberts, Chief Executive of the Tourism Industry Association New Zealand which manages TRENZ.

“It's a great opportunity for the 300 New Zealand tourism operators exhibiting at TRENZ to maximise the value they get out of the four-day event.”

Norris Carter, Auckland Airport's general manager aeronautical commercial, says the Auckland Airport Speaker Series will once again bring together a range of international and New Zealand speakers.

“The breakfasts are a great way to start each day at the conference. We hope they will inspire and inform attendees, and enable them to be better equipped to sell their tourism products and services.”

## Speakers

### Wednesday 11 May

#### **Using digital channels to get your business noticed by Chinese FITs**

Louise Beard of Forward Insight & Strategy has over 20 years of experience in research and strategic planning across a range of sectors. As a Partner and Director of Forward Insight & Strategy, Louise invests her time in supporting the growth and development of New Zealand businesses. She has extensive involvement in the tourism sector, understanding the needs of visitors from multiple markets throughout Asia, with particular focus on China. This has enabled her to provide pragmatic direction for brand product and communication development to a range of clients.

### Thursday 12 May

#### **Tourism 2025 – Two Years On**

Chris Roberts is Chief Executive of the Tourism Industry Association New Zealand (TIA), the only organisation representing all sectors of New Zealand's \$30 billion tourism industry. TIA works to influence, inform and align the tourism industry, including driving forward implementation of the [Tourism 2025](#) growth framework. Chris will be presenting *Tourism 2025 – Two Years On* – looking at the progress the industry has made, current challenges and opportunities over the next two years.

#### **Growing travel markets – capacity, connectivity and demand**

Norris Carter, General Manager Aeronautical Commercial, Auckland Airport is responsible for the sustainable growth of the vital air services and markets that fuel New Zealand tourism and trade. He will share the work that Auckland Airport has been doing to understand passenger traffic flows to/from New Zealand and how this underlies the airport's strategy to target sensible and sustainable improvements in airline connectivity and capacity. Norris will also discuss recent airline capacity growth at Auckland Airport and how this will influence growth in existing and emerging visitor markets to New Zealand.

### Friday 13 May

#### **Social media strategies for tourism in 2016**

Florida-based Kim Matlock is currently the Chief Marketing Officer of Cool Blue Media who publishes the digital magazines for social media professionals, entrepreneurs, investors and virtual reality communities. She was formerly the head of digital marketing and customer relationship management for the iconic Hard Rock brand and evangelised new technologies while working for Microsoft. Kim will be talking about the latest digital trends, strategies and practical tactics New Zealand tourism operators can use to drive their business forward and win high-value digitally savvy customers.

**About TRENZ [www.trenz.co.nz](http://www.trenz.co.nz)**

TRENZ brings together about 300 New Zealand tourism operators (exhibitors) 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 \$30 billion tourism industry. Hosted by Destination Rotorua, TRENZ 2016 is being held at the Energy Events Centre Rotorua, 10-13 May 2016. This is the second consecutive year TRENZ has been held in Rotorua.

The Tourism Industry Association New Zealand (TIA) manages TRENZ on behalf of the Tourism Industry New Zealand Trust. TRENZ is supported by Tourism New Zealand, Air New Zealand and other industry partners.

**For further information, please contact:**

Ann-Marie Johnson  
Communications Manager  
Tourism Industry Association New Zealand  
DDI: 04 496 5001  
Mobile: 027 600 4565  
Email: [ann-marie.johnson@tianza.org.nz](mailto:ann-marie.johnson@tianza.org.nz)

[www.tianza.org.nz](http://www.tianza.org.nz)

[www.tourism2025.org.nz](http://www.tourism2025.org.nz)

**Key Facts**

- Tourism in New Zealand is an \$81.6 million per day industry. Tourism delivers around \$32 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$49 million in economic activity every day
- Tourism is one of New Zealand's biggest export industries, earning \$11.8 billion or 17.4% of New Zealand's foreign exchange earnings (year ended March 2015)
- 12.1% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 295,908 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.tianza.org.nz](http://www.tianza.org.nz) for more information.