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## Media Release

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# Auckland to host tourism extravaganza in 2017

TRENZ, New Zealand's biggest annual international tourism showcase, will return to Auckland in 2017, Tourism Industry Aotearoa (TIA) announced today.

"After two highly successful years in Rotorua, we look forward to taking TRENZ back to New Zealand's biggest city and international gateway," TIA Chief Executive Chris Roberts says.

The announcement was made on the final day of TRENZ 2016, which has brought more than 350 influential international travel buyers and media to meet about 300 leading New Zealand tourism operators at the Rotorua Energy Events Centre this week.

TRENZ 2017 will take place on the Auckland waterfront, 9-12 May 2017.

"TRENZ is a fabulous opportunity for Auckland to showcase what it has to offer international visitors," Mr Roberts says.

TRENZ 2017 will be hosted by Auckland Tourism, Events and Economic Development (ATEED).

ATEED Chief Executive Brett O'Riley says the city is delighted to be hosting TRENZ again.

"The benefits of hosting TRENZ can be felt for several years, with buyers having the chance to discover how much Auckland has to offer. This first-hand experience of the region helps secure Auckland's place on their clients' future itineraries," he says.

TIA is currently working to secure venues and dates for TRENZ in 2018 and beyond, and is in discussions with several regions.

### TOURISM INDUSTRY AOTEAROA

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**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. 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 and other industry partners.

**For further information, please contact:**

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**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.tia.org.nz](http://www.tia.org.nz) for more information

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