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Media Release

Dunedin to host biggest TRENZ activity afternoon ever

Dunedin will host hundreds of influential international tourism marketers next month as they are treated to an afternoon of exciting activities, ranging from an off-road Otago Peninsula wildlife safari to a tour of the Speight's Brewery and high tea at Larnach Castle.

"Over 600 TRENZ delegates will take a break from their business meetings on Wednesday afternoon, 9 May, to discover first-hand some of the world-class experiences on offer in Dunedin," says Chris Roberts, Chief Executive of Tourism Industry Aotearoa, which organises and manages TRENZ, the \$36 billion tourism industry's most important international trade show.

On in Dunedin 7-10 May, TRENZ 2018 will be attended by approximately 1500 delegates, including 387 international and New Zealand tourism and travel buyers, representatives from around 320 of the country's leading tourism operators and international and domestic media.

"Enterprise Dunedin has put together a fantastic Activity Afternoon programme featuring 22 activities and attractions including adventure, eco-tourism, cultural, and food and beverage experiences. It showcases why the Otago region is one of New Zealand's most popular visitor destinations, and will be the best attended TRENZ activity afternoon yet," says Mr Roberts.

He 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.

TRENZ is the biggest trade show on in Dunedin in 2018, says John Christie, Director of Enterprise Dunedin.

"TRENZ represents an opportunity to showcase Dunedin and its many excellent tourism products to influential decision makers and reinforce our reputation as a distinctive travel destination.

"Ultimately, the business and relationships Dunedin builds during TRENZ will return direct economic benefits to our local tourism and hospitality industry."

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 \$36 billion tourism industry. Hosted for the first time by Dunedin in partnership with Waitaki and Southland, TRENZ 2018 is being held at The Edgar Centre, 116 Portsmouth Drive, Dunedin, 7-10 May. 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, Enterprise Dunedin in partnership with Tourism Waitaki and Venture Southland, Auckland Airport, Accor Hotels, Scenic Hotel Group, Millennium & Copthorne Hotels, Christchurch Airport, Transit Group and The Great Journeys of New Zealand.

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KEY FACTS

- Tourism in New Zealand is a \$99 million per day industry. Tourism delivers around \$40 million in foreign exchange earnings to the New Zealand economy each day of the year. Domestic tourism contributes another \$59 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 2017).
- 14.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 399,150 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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