

4/12/18

Media release

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## **TRENZ named as finalist for Best Business Event in the New Zealand Event Awards 2018**

Tourism Industry Aotearoa is thrilled to announce that the flagship travel and trade event TRENZ that it manages on behalf of the Tourism Industry New Zealand Trust has been named as a finalist for Best Business Event in the 2018 New Zealand Event Awards.

This award celebrates excellence in the delivery of a business event that demonstrates the achievement of goals, strategic development of the event experience, and legacy outcomes, as well as meeting the needs of attendees.

TRENZ is the tourism industry's most significant international business-to-business travel and trade event, held over four days and bringing together delegates to connect, do business and create valuable media impact.

TRENZ allows tourism industry leaders, professionals and top government representatives to meet with international travel and tourism buyers. The event has been a huge driver of tourism business since its conception in the 1960s.

The 2018 TRENZ, held at Dunedin's Edgar Centre, brought a huge economic boost to the city of more than \$2 million. Over 1500 people attended the four-day event, including 380 overseas buyers.

TIA's Director of Marketing, Partnerships and Events Emily Byrne says the selection of TRENZ as a finalist for the Best Business Event category is a recognition of the hard work of TIA's Events and Marketing team as well as the support from the wider organisation.

In another win for TIA, Emily has also been selected as a finalist in the Best Event Professional category in the New Zealand Event Awards. This award recognises a leading Event Professional who has had a significant career to date, in particular demonstrating excellence and outstanding performance.

This selection recognises her role as Director of Marketing, Partnerships and Events leading a team of four who are responsible for the successful

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delivery of TIA's events portfolio, including TRENZ, the New Zealand Tourism Awards, Discussing Tourism and Tourism Summit Aotearoa.

Emily has been with TIA since 2014. In addition to managing TIA's events portfolio, Emily is responsible for managing and growing TIA's strategic partnerships, both event-specific and corporate.

Earlier this year, she was named as a finalist for the YoungTEC Excellence Award, which recognises the outstanding efforts and contribution to the development of New Zealand's tourism industry by a YoungTEC member. The winner will be announced later this week.

The winners of the New Zealand Events Awards will be announced at the Awards function in early 2019.

For more information, please contact:

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

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