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Media Release

TRENZ returning to Rotorua and Christchurch

Tourism Industry Aotearoa has today announced that New Zealand tourism's biggest annual trade show will be back in Rotorua next year, and will be held in Christchurch in 2020.

TRENZ each year brings together hundreds of international travel and tourism marketers so that they can negotiate new business deals with several hundred leading New Zealand tourism operators. TIA organises and manages TRENZ on behalf of the event owner, the Tourism Industry New Zealand Trust.

In 2019, TRENZ will take place 13-16 May at Rotorua's Energy Events Centre. TRENZ was last held in Rotorua in 2016.

"Rotorua is a fantastic host region and we are excited to be taking TRENZ back there next year. With the strong support of Destination Rotorua, we will be able to showcase some of New Zealand's most exceptional tourism experiences to our international guests," says Tourism Industry Aotearoa Chief Executive Chris Roberts.

Mr Roberts says TRENZ creates significant economic benefits for the host region each year, with more than 1500 people attending the four-day event. Delegates stay with local accommodation providers, experience local tourism attractions, and many spend extended time in the region.

Stephen England-Hall, Chief Executive of Tourism New Zealand, says "Rotorua offers a unique tourism offering and a range of world-class activities that will appeal to TRENZ attendees.

"As the home of New Zealand's first tourism department in 1901, Rotorua is a fitting location, steeped in history and rich in culture to host the country's biggest travel and trade event."

Rotorua Mayor Steve Chadwick says hosting TRENZ is a great opportunity for the district and the wider region, bringing substantial national and international exposure and benefits that will extend beyond the event itself.

"It provides an immediate economic boost during the course of the event but there's also research to show it brings increased tourism afterwards. We hosted this event a couple of years ago but Rotorua's story has moved on since then so this will be an opportune time to share that progression."

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Rotorua Economic Development CEO Michelle Templer says it is fantastic that Rotorua will be welcoming New Zealand's largest business-to-business trade show back in 2019.

"We look forward to welcoming delegates from around the world to Rotorua and for them to be able to experience the magic of the destination and manaakitanga of our people first hand. It is also an opportunity to showcase the growth trajectory that Rotorua is on. Hosting TRENZ 2019 isn't just about the event itself as there are many wider economic implications for the city of Rotorua as the over 1500 delegates also look to engage with Rotorua whilst they are here or pre and post the event."

After Rotorua next year, TRENZ will be in Christchurch in 2020. It will be the first time that TRENZ has been held in Christchurch since the 2010 and 2011 earthquakes.

"Taking TRENZ back to Christchurch has been a long held-wish and is a great opportunity to showcase the city's recovery to the international market," says TIA Chief Executive Chris Roberts.

ChristchurchNZ Chief Executive Joanna Norris says they are delighted to be partnering with TIA to bring TRENZ back to Christchurch.

"The last time we hosted New Zealand's national tourism showcase was back in 2005 and 2006. Our city is more than ready to welcome the international tourism buyers and exhibitors to back to the Christchurch & Canterbury region – we can't wait to show off our exciting new city to the world," says Ms Norris.

Today's announcement came ahead of TRENZ 2018, which will take place next week in Dunedin at the Edgar Centre.

"Dunedin, led by Enterprise Dunedin and supported by Venture Southland and Tourism Waitaki, has got a first-class week in store for TRENZ delegates this year. I can't wait to meet our enthusiastic buyers and passionate sellers in Dunedin and hearing about all the new business on the table for New Zealand tourism," says Mr Roberts.

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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 \$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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