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Media Release

Tourism's big event - TRENZ 2016 starts today!

Rotorua has rolled out the welcome mat for more than 1000 international and domestic delegates, who arrive in town today for the start of TRENZ, the \$30 billion New Zealand tourism industry's biggest and most important annual trade event.

Over the course of four days, international travel and tourism buyers from 28 markets around the world will hold a total of more than 18,000 15 minute-meetings with 300 of the country's leading tourism operators.

"The buyers are the most influential in terms of sending international visitors to New Zealand. They come to TRENZ to purchase accommodation, transport and activities at wholesale rates to include in brochures, websites and itineraries for the coming international holiday seasons," says Chris Roberts, Chief Executive of the Tourism Industry Association New Zealand (TIA) which manages TRENZ.

"TRENZ is extremely valuable in terms of the new tourism business it generates and the role it plays in helping the industry achieve its [Tourism 2025](#) aspirational goal of \$41 billion in total annual tourism turnover by 2025.

"This year we are delighted to welcome 130 New Zealand tourism operators who are exhibiting at TRENZ for at least the 10th consecutive year.

"They range from the country's national airline and TRENZ Premier Sponsor Air New Zealand, to Chateau Tongariro Hotel and Oamaru Blue Penguin Colony.

"This long-term commitment to TRENZ proves its success as a valuable business event that gives tourism operators an excellent return on their investment," says Mr Roberts.

TRENZ 2016, on in the Rotorua Energy Events Centre, kicks off tonight with a welcome function that will give international delegates a taste of warm Kiwi hospitality. Several networking events will be held at other Rotorua locations over the four-day event and on Thursday afternoon more than 600 delegates will get out and experience Rotorua visitor attractions first-hand.

"TRENZ will raise Rotorua's profile as a visitor destination and inject several million dollars into the local economy, including hotel accommodation, transport, meals, functions and the hundreds of thousands of dollars spent staging the event.

“Importantly, TRENZ is bringing tourism business to Rotorua during what is typically a quieter time of the year.

“The place is already buzzing with activity and it’s great to see local cafes and shops with signs welcoming the TRENZ delegates to town.”

Mr Roberts says there has been an extremely high level of interest from international buyers wanting to attend this year’s TRENZ, reflecting New Zealand’s enviable status as a ‘hot’ visitor destination.

About TRENZ 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.

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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.tiaz.org.nz for more information.