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Media Release

International travel buyers flock to TRENZ 2016

New Zealand's surging popularity as a visitor destination is fuelling demand from international travel and tourism buyers wanting to come to TRENZ 2016, the \$30 billion tourism industry's premier annual trade event.

TRENZ 2016 is on in Rotorua from 10-13 May and will be attended by 356 travel and tourism buyers from 28 markets. That's the highest number of buyers since 2007 and up 10% on TRENZ 2015, says Chris Roberts, Chief Executive of the Tourism Industry Association New Zealand (TIA) which manages the event.

"With 300 New Zealand tourism operators exhibiting, TRENZ promotes the best visitor products we have to offer the world's travellers. In addition to reconnecting with well-established operators, the buyers will be looking for new and different experiences they can sell to consumers in their home markets."

Mr Roberts says interest in TRENZ is incredibly strong this year. The event is at capacity, with waiting lists for both exhibitors and buyers.

"That's great news for New Zealand, as a buoyant, high growth tourism industry drives economic wealth and supports thousands of jobs in communities all over the country."

He says TRENZ 2016 is enjoying big growth in buyer numbers out of Australia, China and the USA, New Zealand's three largest visitor markets.

"Air New Zealand's new Buenos Aires to Auckland service is also stimulating interest out of Argentina, with seven buyers heading to TRENZ 2016, up from three last year.

"New air links between Auckland and other growing Pacific Rim economies, such as Vietnam, have also generated buyer interest from those markets, again highlighting the importance of air connectivity to the tourism industry."

Mr Roberts thanked TRENZ Premier Sponsor Air New Zealand for flying buyers from around the globe to the event.

Tourism New Zealand Chief Executive Kevin Bowler says: "The fact that TRENZ is attracting the largest number of buyers in nearly a decade is excellent news for the industry.

“While it is very encouraging to see more buyers attending from our biggest markets, having seven buyers attending from Argentina is a notable development as we increase our focus on high potential emerging economies.”

Mr Bowler says the timing of TRENZ provides a perfect opportunity to broaden the peak season by driving travel in the spring 2016 shoulder season.

“With 300 operators from New Zealand coming face to face with international buyers, showcasing the best that New Zealand can offer, TRENZ is the pinnacle event of the year for the travel trade.

“I am really looking forward to attending TRENZ again for what’s shaping up to be a highly successful four days for buyers and the industry alike.”

Over the four day event, exhibitors and buyers will have a total of 15,000 15-minute meetings. Chris Roberts says during and after TRENZ 2016 deals will be made that collectively will be worth tens of millions of dollars to the New Zealand economy.

“The buyers who attend TRENZ are the most influential in terms of generating international visitors to New Zealand. The majority at last year’s event said TRENZ is the most important New Zealand tourism product purchasing activity they undertake.

“TRENZ is an invaluable event for the industry as we work to increase annual tourism revenue to \$41 billion by 2025.”

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.

For further information, please contact:

Ann-Marie Johnson
Communications Manager
Tourism Industry Association New Zealand
DDI: 04 496 5001
Mobile: 027 600 4565
Email: ann-marie.johnson@tiaz.org.nz

www.tiaz.org.nz

www.tourism2025.org.nz

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.tianz.org.nz for more information.