



Media release  
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## More buyers, more markets, more TRENZ impact

TRENZ 2019 will begin on a high note in New Zealand's original 'birthplace of tourism,' with a formal Pōwhiri at Ohinemutu and an opening function hosted at Te Puia.

TRENZ is the \$39.1 billion tourism industry's biggest and most influential trade event, with hundreds of international travel buyers reconnecting and establishing new relationships with leading tourism operators from around New Zealand.

"This year's TRENZ is going to be spectacular and it's wonderful to be back in Rotorua after our previous TRENZ successes in this beautiful, unique region," says Chris Roberts, Chief Executive of Tourism Industry Aotearoa, which manages and produces TRENZ on behalf of the Tourism Industry New Zealand Trust.

"We've got 386 buyers attending TRENZ, from 30 markets. That's more buyers and more markets than we had last year, a sign of the continuing popularity of New Zealand as a destination."

Mr Roberts describes TRENZ as "business speed dating," with more than 15,000 meetings expected to be held between buyers and tourism operators over the next three days at the Energy Events Centre.

"Buyers at TRENZ are big players in key international markets such as Australia, China, USA, UK, Germany and Japan, along with developing markets like Brazil and Indonesia. These buyers directly influence who comes to New Zealand and what they experience while they are here."

Last year's TRENZ, held in Dunedin for the first time, injected millions of dollars into the economy and raised the profile of host regions Dunedin, Waitaki and Southland internationally.

### TOURISM INDUSTRY AOTEAROA

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Post-TRENZ 2018 research estimated that Southern tourism operators will enjoy \$10.3 million in additional business in the first year as a result of TRENZ. Mr Roberts says a similar level of economic impact is expected for the Rotorua region.

“This week 1500 attendees will be housed, fed and entertained in the city, and hundreds of thousands of dollars will be spent putting on all the TRENZ events. This is the biggest event on the tourism industry calendar and it’s going to solidify Rotorua’s reputation as an attractive destination for international travel and business.”

### **About TRENZ 2019** [www.trenz.co.nz](http://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 \$39.1 billion tourism industry. Hosted in Rotorua, TRENZ 2019 is being held at Energy Events Centre, Rotorua, 13-16 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, Destination Rotorua, Auckland Airport, AccorHotels, Millennium Hotels and Resorts, QT/Rydges New Zealand, Sudima Hotels and Resorts, Christchurch International Airport, The Great Journeys of New Zealand, and Transit Group.

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### **KEY FACTS**

- Tourism in New Zealand is a \$107 million per day industry. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand’s biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand’s foreign exchange earnings (year ended March 2018).

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- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 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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