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Media Release

TRENZ 2018 lures travel buyers from all over the world

Booming international interest in New Zealand is attracting more overseas travel marketers to TRENZ, the premier annual business event for New Zealand's \$36 billion tourism industry.

TRENZ 2018 will be held in Dunedin from 7-10 May, and will be attended by 387 Buyers, up from 377 last year. Buyers from major visitor markets like China, Australia and the United States will be joined by representatives from emerging markets like Brazil and the Philippines.

"These are the big behind-the-scenes players who shape how international visitors experience New Zealand," says Chris Roberts, Chief Executive of Tourism Industry Aotearoa (TIA), which manages TRENZ.

"The Buyers will be going to Dunedin to negotiate contracts for the coming year and meet with 314 of New Zealand's leading tourism operators who will showcase their products and services at TRENZ.

"In addition to reconnecting with well-established tourism operators with whom they may have worked in the past, Buyers will be keen to discover new experiences they can sell to consumers in their home markets."

Mr Roberts says that demand for spots at TRENZ has been extremely high and the event is almost at capacity.

"That high interest reflects the dynamism of New Zealand's tourism industry. International and domestic visitor spending is at record levels, worth \$36 billion over the year ending March 2017, and the industry is well on track to achieve its Tourism 2025 aspirational goal of \$41 billion in annual revenue.

"However, there is still more to be done to attract high value visitors, who come at different times of the year and visit a variety of places in New Zealand. TRENZ is a unique showcase for everything New Zealand has to offer."

Mr Roberts thanked TRENZ Premier Sponsor Air New Zealand for flying the majority of Buyers from around the world to attend the event.

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Air New Zealand Chief Executive Officer Christopher Luxon says it's fantastic to have Buyers from right around the globe attend this year's TRENZ.

"This premier annual event is incredibly important in highlighting New Zealand's diverse range of attractions to an influential network of international trade and media.

"It's exciting our tourism industry is thriving and we are passionate about building demand for premium experiences, as well as ensuring the whole of New Zealand gets to see the economic benefits of tourism to ensure its growth is sustainable into the future."

Over the four-day event, Buyers and Sellers will have a total of 30,000 15-minute meetings. It is business 'speed dating'.

"Buyers tell us that TRENZ is the most important New Zealand tourism product purchasing activity they undertake," says Mr Roberts.

"The deals they make and relationships they build at this year's event will generate tens of millions of dollars' worth of new tourism business for the New Zealand economy, benefiting communities across the country."

Mr Roberts says it is very exciting to be holding TRENZ in Dunedin for the first time, and TIA is grateful for the tremendous support it has been receiving from Enterprise Dunedin.

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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