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## Media Release

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### **From Glampers to Steampunk – new products on show at TRENZ 2018**

A Steampunk museum, an innovative camping option, an adventure business founded to grow the confidence of urbanites in the outdoors, and an all-in-one 3D Trick Art Gallery are among the 49 new tourism products that will be on show at TRENZ 2018.

TRENZ is the \$36 billion New Zealand tourism industry's premier international trade show. More than 380 international travel marketers will attend this year's event in Dunedin, 7-10 May.

"These are the big behind-the-scenes players who shape how international visitors experience New Zealand. The Buyers are going to Dunedin to meet with 314 of New Zealand's leading tourism operators and will be seeking new and exciting tourism products and experiences they can sell to consumers in their home markets," says Chris Roberts, Chief Executive of Tourism Industry Aotearoa (TIA), which organises and manages TRENZ.

"We are very excited that this year's TRENZ will showcase 49 incredibly diverse new products, ranging from scenic helicopter flights with ex-All Black captain Richie McCaw, to an interactive turtle rescue simulator, to a guest house hosting artists-in-residence in the Queenstown hills.

"Positively, many of these new offerings will encourage travel to communities beyond the tourism hotspots and will help attract visitors throughout the year."

Mount Maunganui's Manaaki Adventures will be promoting its student adventure tours and custom rugby tours to TRENZ Buyers, hoping to build demand across the US and Asia for its rugby tours, and among international schools in South East Asia and the Pacific Rim for its adventure tours.

"The spark for Manaaki Adventures came from a German exchange student who applied for the subject of Outdoor Education at the school where Hemi Coates and I were teaching," says Managing Director Dan Meade.

"'How much experience have you had in the outdoors?' we asked, to which he replied: 'None. I grew up in a city surrounded by tall concrete buildings; this is why I've come to New Zealand.'

"While part of the school Outdoor Education class this student grew from strength to strength, not only physically but also personally. We set up Manaaki Adventures specifically to help students from around the world gain the same life skills and self confidence that this student developed."

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Rotorua Heritage Farm will be meeting with TRENZ Buyers about its new 3D Trick Art Gallery, which it manages to squeeze into a facility that also includes a hugely popular petting farm, deer museum and two restaurants.

"We've packaged three attractions in a single place so we're a big hit with tour groups who put a premium on time and money," says Sales and Marketing Director Tylor Kim.

"People come into the 3D Trick Art Gallery with not a lot of expectations. Sometimes they think it's a museum and try to walk right through it — we have to tell them that this is a place where you use your acting skills and photography skills to create your own experience of the whole of New Zealand. The kids go wild in there."

TRENZ first-timer Steampunk HQ will be talking to TRENZ Buyers about their intriguing collection of "retro-futuristic sci-fi art movies, sculpture and sound" that operates out of a historic 19th century grain elevator building in the heart of Oamaru's Victorian precinct, says Manager Jan Kennedy.

"We are excited to showcase Steampunk HQ at TRENZ for the first time and are looking forward to meeting with the many Buyers. Our product appeals to a very wide market. We will also be working alongside Tourism Waitaki promoting the region and encouraging an extended stay by international tour groups and individuals."

Rotorua company Redwoods Treewalk will be meeting with TRENZ Buyers about a new laser video projection experience they have added to their award-winning laser-lighted treewalk.

"Our goal is to highlight to those selling New Zealand that the iconic Rotorua Redwood Forest is a must-do attraction, located only five minutes from the CBD. International visitors are loving the nature, the design and the magic," says Co-Founder Bruce Thomasen.

TRENZ regular GO Rentals will be back, this time promoting its all-new, self-contained 'Glamper', a solar-powered two-berth camper trailer.

"GO Glamper is an extremely convenient and well thought out piece of Kiwi ingenuity that will allow visitors to explore New Zealand without the huge costs normally associated with more traditional accommodation," says Managing Director James Dalglish.

TIA's Chris Roberts says the new products that will be on show at TRENZ 2018 highlight the significant investment being made in New Zealand's tourism industry.

"It's vital the industry continues to develop new and exciting products if we are to achieve our **Tourism 2025** aspirational goal of \$41 billion in annual revenue."

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## About TRENZ [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 \$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, Tranzit 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](http://www.tia.org.nz) for more information

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