



Media Release

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Largest Hawke's Bay tourism contingent to hit TRENZ

This week Hawke's Bay is being showcased on the world travel stage at TRENZ (Tourism Rendezvous New Zealand) in Dunedin from 7-10 May, with the largest Hawke's Bay contingent ever.

Eleven tourism businesses and entities from Hawke's Bay will jointly promote their independent businesses and attractions as well as the Hawke's Bay region as a place to visit.

Chris Roberts, Chief Executive of Tourism Industry Aotearoa, which organises and manages TRENZ says "this year we have 387 buyers from 27 markets, which range from traditional visitor markets like Australia, the USA, UK and Japan to newer, emerging visitor markets, such as Brazil and the Philippines. These buyers are the big behind-the-scenes players who shape how international visitors experience New Zealand. Over the next three days, they will hold more than 16,500 15-minute meetings with the tourism operators, which will result in tens of millions of dollars' worth of new business for the country's tourism industry".

The Hawke's Bay contingent led by Hawke's Bay Tourism includes; Gannet Beach Adventures, the Art Deco Trust, Odyssey New Zealand, Kanuka Cliffs, and Napier City Council Attractions made up of the MTG, the National Aquarium of New Zealand, and Kennedy Park.

Three new operators to TRENZ in 2018 are Napier City Bike Hire, Prinsys Tours, and Craggy Range Winery. This is the largest Hawke's Bay tourism contingent to represent Hawke's Bay at TRENZ.

Hawke's Bay Tourism General Manager Annie Dundas says "TRENZ is where we get to put Hawke's Bay in front of key international buyers and inbound tourism operators. It is superb to have such a large contingent of operators attend this event, it shows buyers the depth of product the region has available and particularly at a time when tourism is performing so well – we want to ensure we get our share of the tourism dollar".

For more information contact:

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About Hawke's Bay Tourism: Hawke's Bay Tourism is the Regional Tourism Organisation. Our mission is to ensure Hawke's Bay becomes significantly more attractive to New Zealand and international visitors as a place to visit, do business and to live.

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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, Tranzit Group and The Great Journeys of New Zealand.

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