



2 May 2018

Media Release

Luxury travel insights on the TRENZ lunch menu

New Zealand tourism operators attending TRENZ 2018 (7-10 May, Dunedin) will get invaluable insider insight into the minds of luxury American travellers and how to attract these high-value visitors.

The Luxury Travel Trends presentation by a panel of writers for leading US publications is part of the TRENZ 2018 Lunch Speaker Series, which is designed to add value to the over 300 New Zealand tourism businesses which attend TRENZ, the most important international business-to-business event on the \$36 billion tourism industry's annual calendar.

US luxury travel trends panellists include Laura Schreffler, Executive Editor of Haute Living, a leading network of luxury lifestyle publications. She is joined by Lilit Marcus, Editor of CNN Travel, and Charu Suri, a freelance travel journalist who has written hundreds of articles in various publications from The New York Times, The Wall Street Journal and CNN to Conde Nast Traveler, Architectural Digest, Coastal Living, Hemispheres, and Food & Wine.

"The Lunch Speaker Series will feature stimulating and informative presentations on a range of relevant topics," says Chris Roberts, Chief Executive for Tourism Industry Aotearoa which manages TRENZ.

"TIA is delighted with the support TRENZ partner Tourism New Zealand is providing in attracting such high calibre international presenters to this panel."

Stephen England-Hall, Tourism New Zealand's Chief Executive, says "It's great to be able to offer the New Zealand industry the chance to hear more about how they can appeal to and meet the needs of the premium traveller from the USA.

"Attracting people who have the ability to travel anywhere in the world is very competitive. Information about the luxury traveller and what they are looking for is extremely valuable for the industry to help them attract and appeal to this market."

New Zealand is becoming a place of choice for the world's wealthiest with increasing numbers jet setting their way to New Zealand.

TOURISM INDUSTRY AOTEAROA

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"Tourism New Zealand is committed to continuing to promote New Zealand's fantastic premium offering. We develop the market through hosting premium travel sellers to showcase our bespoke and authentic luxury experiences set in stunning natural environments, attending international trade events, and industry partnerships."

The TRENZ Lunch Speaker Series will also feature The Emerson's Brewing Company founder, Richard Emerson. He will discuss his 30-year journey from young visionary intent on shaking up the beer industry to craft-beer leader.

TRENZ 2018 Lunch Speaker Series

Tuesday 8 May: Richard Emerson, The Emerson's Brewing Company

Thursday 10 May: US Premium Media Panel

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 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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