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Huge push to promote Hanmer Springs and Hurunui at TRENZ 2019

Tourism businesses in the Hurunui are turning their attention to global travel buyers this year, with a record number of local operators attending New Zealand's biggest tourism and travel trade show.

Hundreds of travel buyers at TRENZ 2019, held this year in Rotorua, were shown the best that Hanmer Springs and the Hurunui has to offer.

Hanmer Springs Thermal Pools and Spa, Heritage Hanmer Springs, Hanmer Horse Trekking, Hanmer Springs Attractions, Hanmer Springs Retreat, Hanmer Adventure, and Hurunui Tourism were in attendance, with staff engaging in back-to-back appointments with travel buyers from across the globe.

Shane Adcock, Marketing Manager for Hurunui Tourism, says having so many Hurunui-based operators at such an important event has meant far more exposure for the region.

"TRENZ is one of the most important opportunities we have to connect with international travel buyers and show them all we have to offer. Their reaction has been extremely positive."

Shane says there was a lot of interest in the new \$4.5 million development at Hanmer Springs Thermal Pools and Spa, and in the Alpine Pacific Touring Route.

"The feedback has been that our scenery is spectacular and the range of activities on offer in the Hurunui District is fantastic. There was also a lot of excitement with the new thermal pools and aquatic thrill ride which will open in Hanmer Springs Thermal Pools & Spa at the end of this year."

"Our investment in promoting the Alpine Pacific Touring Route, a 450 km route that connects the best of the Hurunui's tourism experiences to surrounding areas, is also continuing to pay dividends. The route was a central theme in all our operators' presentations, continuing to build on a reputation for the Hurunui region as a spectacular journey of unequalled variety."

Shane Adcock says the excitement is already building among local tourism operators thanks to Christchurch being announced as the host city for TRENZ 2020.

"It's fantastic to have Christchurch and Canterbury ready to host TRENZ next year. There's an incredibly strong partnership across operators in Canterbury all working collaboratively to promote our region and share our offerings with the world. We can't wait for the opportunities associated with having TRENZ 2020 in Christchurch."

For more information:

*Tyler Adams
Great Scott Communications
021 883 023
tyler@greatpr.co.nz*

*Shane Adcock
Marketing Manager
Hurunui Tourism
Shane@visithurunui.co.nz
021 921 109*