

MEDIA RELEASE

FOR IMMEDIATE RELEASE

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New products and experiences fuel Waikato tourism growth

New boutique accommodation, gourmet dining options for group travel and wildlife experiences are just some of the new Waikato products being showcased to the world at our country's largest tourism trade expo.

TRENZ 2019 is New Zealand's largest annual business-to-business travel and trade event which will be held in Rotorua from 13-16 May. The trade show will attract 386 buyers from 30 markets, which range from traditional visitor markets like Australia, the USA and China, to emerging markets such as Argentina, Brazil and Indonesia.

The Waikato's \$1.57 billion tourism industry has been fueling the region's economy – the fifth largest visitor expenditure in the country behind Auckland, Wellington, Christchurch and Queenstown.

TRENZ 2019 gives our operators a chance to sell 'The Mighty Waikato' to the world says Hamilton & Waikato Tourism's Chief Executive, Jason Dawson.

"More than 550 15-minute meetings will be held with our 10 tourism operators and regional tourism agency over three-days – it's like a business-to-business speed dating session" says Dawson.

Feedback from the travel trade continues to be positive about the Mighty Waikato as they are excited about the new products and visitor experiences emerging across our region.

"Our collective marketing efforts are starting to pay off, with the current trend for international visitors to stay in the Waikato for the first or last night of their New Zealand itinerary" says Dawson.

"Our region is well positioned to take advantage of this growing popularity as a 'must-visit' destination on traveller itineraries as we work hard to capture more of the tourism dollar" he added.

Trade ready operators in attendance alongside Hamilton & Waikato Tourism include Hobbiton Movie Set™, Discover Waitomo, Waitomo Adventures, Roselands Waitomo, Rural Tours, Hamilton Gardens, Sanctuary Mountain Maungatautari, the Red Barn and Hidden Lake Hotel & Apartments from Cambridge.

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For further information:

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Hamilton & Waikato Tourism is the regional tourism organisation charged with increasing international and domestic leisure and business travellers, expenditure and stay. The organisation is funded through a public/private partnership and covers the heartland Waikato areas of Hamilton City, Matamata-Piako, Otorohanga, South Waikato, Waikato, Waipa and Waitomo Districts. Find out more at www.waikatoz.com