

19 May 2026
Media release

Kiwi tourism on display to the world

Tourism professionals from across New Zealand - and around the globe - have arrived in Tāmaki Makaurau Auckland for the 32nd edition of TRENZ.

As Aotearoa New Zealand's largest international tourism business event, TRENZ plays a key role in connecting tourism operators with international buyers; showcasing some of the best visitor experiences the country has to offer, to entice more people to visit.

In addition to the trade show, delegates can attend appointments, presentations and networking functions and buyers can visit a variety of Auckland's top visitor experiences.

Approximately 1,200 delegates will attend TRENZ over 2.5 days at Auckland's New Zealand International Convention Centre (NZICC), with over 379 travel buyers from 27 countries registered. They will meet with 315 of New Zealand's top tourism operators from a range of sectors, including accommodation, transport, adventure and activities, as well as New Zealand cultural, natural and wellness experiences.

TIA Chief Executive, Rebecca Ingram says that TRENZ is Aotearoa New Zealand's connection to the global tourism trade industry.

"TRENZ is the platform that elevates our tourism industry to the world, ensuring that New Zealand is competitive and well represented on the global tourism stage," said Ingram.

"This year's event will go down as one of the largest and most innovative TRENZ events on record. We have more buyers this year than any time since 2019; they will attend over 16,000 meetings over the course of TRENZ, creating millions of dollars of new business for the industry. TRENZ is also expected to generate at least \$3 million of new spend in Auckland this week.

"The tourism operators attending are diverse and broadly representative of the unique experiences that New Zealand can offer to international travellers; everyone from jet boat operators, luxury hotels, wineries and bungy jumping to nature tours and wellness retreats."

The theme for TRENZ 2026 is Whakapiki and elevating Aotearoa New Zealand tourism to the world. Rebecca says that in the spirit of Whakapiki, two new TRENZ innovations this year will further enhance New Zealand's global reach and visibility.

"Alongside the trade show itself, a new addition for TRENZ this year is the International Media Marketplace (IMM), which brings 30 international and local media together with 35 New Zealand tourism businesses and regional tourism

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organisations. Outlets like Lonely Planet, CNN, BBC Travel and more are here to secure high-profile, valuable content and media coverage for New Zealand overseas.

“And the VIP Summit will bring six senior global trade and distribution leaders into the heart of TRENZ. The conversations that happen there will be useful well beyond the event itself.”

TRENZ is organised by Tourism Industry Aotearoa (TIA) on behalf of the Tourism Industry New Zealand Trust (TINZT) with the support of key sponsors Air New Zealand, Tourism New Zealand and Tātaki Auckland Unlimited, as well as industry partner Auckland Airport and event partners Christchurch Airport and the Tranzit Group.

About TRENZ www.trenz.co.nz

This year TRENZ 2026 will be held from 19-21 May at the NZICC in Tāmaki Makaurau Auckland.

TRENZ brings together 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 tourism economy.

For more information, please contact TIA Communications Manager James Crow – james.craw@tia.org.nz or (021) 224 8056.

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