



Media Release
19 March 2019

TRENZ bonanza for host regions

As New Zealand's \$39.1 billion tourism industry gears up for TRENZ 2019, its biggest and most influential annual showcase, host region Rotorua looks set to reap the rewards if it emulates the success of last year's event.

Emily Byrne, Director of Marketing, Partnerships & Events at Tourism Industry Aotearoa which manages TRENZ, told Dunedin City Council today that post-TRENZ 2018 research reveals the four-day event generated millions of dollars of value to the host regions Dunedin, Waitaki and Southland.

"The economic impact study estimates the regions' tourism operators will enjoy \$10.3 million in additional business over the course of one year as a result of TRENZ."

In addition, international media attending TRENZ from the industry's key visitor markets generated articles and social media content worth an estimated \$1.56 million in equivalent advertising value (EAV). This included a piece by CNN Traveller worth more than \$600,000 in EAV which lauded Dunedin's "quiet, understated cool".

Mrs Byrne says Dunedin hotels, motels and other accommodation providers were big winners.

"Almost 1500 New Zealand tourism operators, travel and trade buyers from around the world, and domestic and international media were hosted in Dunedin over the four-day event, staying an estimated total of 5361 nights while attending TRENZ."

She says the 2018 event was the first time TRENZ had been held in Dunedin, and its success proved that this large international showcase can be delivered to a world-class standard in a regional centre and generate multiple benefits to that host community.

"We overcame the logistical challenges of bringing this major event to Dunedin, and significantly raised both international and domestic delegate awareness of what Dunedin offered as a visitor destination.

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“Feedback from delegates after the event was overwhelmingly positive, with a number saying it was the best TRENZ ever, noting the great community support.”

John Christie, Director Enterprise Dunedin says, “The success of the TRENZ event held in Dunedin not only showcased our visitor industry to an audience of overseas buyers, but proved that Dunedin can cater well for large conferences and trade events.

“The city’s hospitality and tourism sectors pulled together to host a wonderful event, and they and the wider city are now reaping the rewards.”

About TRENZ 2019 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 \$39.1 billion tourism industry. Hosted in Rotorua, TRENZ 2019 is being held at Energy Events Centre, Rotorua, 13-16 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, Destination Rotorua, Auckland Airport, AccorHotels, Millennium Hotels and Resorts, QT/Rydges New Zealand, Sudima Hotels and Resorts, Christchurch International Airport, The Great Journeys of New Zealand, and Tranzit Group.

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KEY FACTS

- Tourism in New Zealand is a \$107 million per day industry. Tourism delivers around \$44 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$63 million in economic activity every day.
- Tourism is New Zealand’s biggest export earner, contributing \$16.2 billion or 20.6% of New Zealand’s foreign exchange earnings (year ended March 2018).
- 13.5% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 365,316 people are working in the visitor economy.

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- 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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