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Media release

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## **From Aotearoa's sacred island to world-first daredevil catapult - new products at TRENZ 2019**

Touring a sacred island, stargazing in the world's darkest skies, taking on the exhilarating Nevis catapult, and controlled indoor freefalling – travel and tourism buyers arriving from around the globe can be assured that whatever kind of experience they're after, they will be impressed by the range of new products on offer at TRENZ this year.

The tourism industry's most important annual trade event, TRENZ 2019 takes place in Rotorua, 13-16 May, and will be attended by 386 buyers, the most influential in sending international visitors to New Zealand. They will engage in four days of networking and meetings with around 300 of the country's leading tourism operators (known as sellers), who will be showcasing their products and services. A diverse range of new products will be on show, and 46 sellers will be exhibiting at TRENZ for the first time.

Amongst the new products and of cultural significance are Katoa Lake Rotorua, who are the only company permitted to land on the sacred Mokoia Island in Lake Rotorua.

The business offers visitors the experience of an authentic welcome (powhiri) upon arrival on the island, followed by a cultural performance.

"The power and raw emotion of the powhiri, going back to a time when the ancient Māori customs and traditions were part of everyday life, is truly stunning to experience," says Katoa Lake Rotorua owner/operator Fiona Kelly.

"We're looking forward to showcasing the sacred cultural history of our Mokoia Island tours at TRENZ."

Chris Roberts, Chief Executive of Tourism Industry Aotearoa which manages TRENZ, says the new sellers and products are showcasing their regions, and also playing a huge part in shaping how our international visitors experience New Zealand.

"Having a diverse representation of sellers and visitor experiences from around New Zealand is a really positive thing and helps the industry encourage visitors to 'get off the beaten track'.

"New Zealand's tourism industry puts its best foot forward at TRENZ, and the international buyers coming to Rotorua will be expecting to find the most exciting and unique tourism offerings and experiences that they can promote back in their home countries," says Mr Roberts. "And of course they are always on the lookout for something new."

For those with a daredevil streak, there are plenty of new adventure offerings. AJ Hackett's new Nevis Catapult will be promoting its truly terrifying descent across the Nevis Valley at 100km in 1.5 seconds flat, and if anyone wanted to experience freefall in a more controlled indoor experience, iFLY Queenstown will be there to meet them halfway.

### **TOURISM INDUSTRY AOTEAROA**

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TRENZ host region Rotorua has ensured it is well represented with new sellers including FlexiToursNZ, Foris Eco-tours, and Totally Tarawera showcasing their region's distinct landscape.

Opportunities for flying (outdoors this time) are offered by new sellers Bay of Plenty's Aerius Helicopters, Heliworks Queenstown Helicopters and Heli Glenorchy, to take visitors across the country for scenic, unforgettable views.

And guaranteed to have buyers leaving TRENZ 2019 with a twinkle in their eye, new seller Silver River Stargazing & Astrophotography offers an epic experience under the darkest skies in the world. Located in the Aoraki Mackenzie International Dark Sky Reserve, Silver River's powerful telescopes and astro-lasers show visitors nebulas, the Milky Way, the Southern Lights, and even a planet or two.

"Our stargazing tours are pure magic for those who want to take a trip under the darkest skies in the world and be blown away by the constellations they can see," says Bonnie Raggett, Sales Manager for Silver River Stargazing & Astrophotography.

"Showing at TRENZ means cementing the importance of our absolute commitment to leaving the lightest footprint on the planet and the skies, because having little to no light pollution is how we are able to offer this beautiful experience. I'm sure our international buyers will be amazed."

For more information, see the *New sellers and products at TRENZ 2019* booklet.

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### **About TRENZ 2019** [www.trenz.co.nz](http://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.
- 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](http://www.tia.org.nz) for more information

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