



Media release
2 May 2019

Equal parts exhilarating and emotive – Rotorua’s authenticity on offer for TRENZ 2019 activity afternoon

TRENZ 2019 host destination Rotorua has set out a sample platter of its best tourism offerings for over 600 delegates who are taking part in the TRENZ Activity Afternoon, where they can take a boat tour of the site of the lost eighth Natural Wonder of the World, white water raft the highest commercially rafted waterfall, or experience the spiritual atmosphere of a living Māori village.

TRENZ 2019 will be held in Rotorua on 13-16 May, and with 386 international and New Zealand travel and tourism buyers arriving to meet around 300 of the country’s top tourism operators, it’s going to be a world-class showcase of Rotorua’s well-earned reputation as a tourism playground.

“On Wednesday, 15 May, delegates will pause their business meetings to experience first-hand the authentic New Zealand tourism they may have only read about,” says Chris Roberts, Tourism Industry Aotearoa’s Chief Executive. TIA organises and manages TRENZ, the \$39.1 billion tourism industry’s most important international trade show, on behalf on the Tourism Industry New Zealand Trust.

“Destination Rotorua has prepared an activity afternoon programme that will be equal parts exhilarating and emotive, where delegates will experience some fantastic activities spanning adventure, Māori culture, food and beverage and eco-tourism.”

Delegates will be getting their feet wet and their hearts racing by rafting the highest commercially rafted waterfall, or hiking the volcanic terrain of Mt Tarawera.

A boat trip to explore the site of the famous Pink and White Terraces under Lake Rotomahana is described as “seeing the birthplace of tourism in New Zealand.” It’s a mesmerising experience to visualise the eruption of Mount Tarawera in 1886, which destroyed the Terraces, the lost eighth Natural Wonder of the World, and in doing so, created the world’s youngest geothermal valley.

High on the list of achievements for New Zealand’s tourism industry is its focus on authenticity, and it’s what Rotorua offers in spades. For those looking to experience some famous Māori manaakitanga, they can spend an afternoon at a living Māori Village, taking part in a spiritual rongoa (Māori healing) experience, and learning the medicinal uses of natural fauna with a qualified Māori medicinal herbalist.

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6011, New Zealand
P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz



Destination Rotorua Chief Executive Michelle Templer says the city is looking forward to hosting TRENZ 2019.

"The activity afternoon is always a highlight because it gives our operators a chance to showcase the wealth of activities on offer here and the manaakitanga that our city is known for.

"Rotorua is the place where New Zealand's tourism industry began so it's a privilege to be able to share the stories of our past alongside some of our newest and most contemporary experiences with the wider travel industry."

TIA Chief Executive Chris Roberts says the time away from business schedules experiencing the tourism action gives delegates the chance to network informally, make new contacts and identify new business opportunities.

"The valuable relationships built between host region Rotorua and the visiting delegates create economic benefits which go straight back into the local tourism and hospitality industries."

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 Transit Group.

For more information, please contact:

Nic Still

Communications Advisor

027 215 6124

nic.still@tia.org.nz

KEY FACTS

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6140, New Zealand

P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz



- 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 for more information

TOURISM INDUSTRY AOTEAROA

Inspire House, 125 Featherston St, Wellington 6140, New Zealand

P +64 4 499 0104 www.tia.org.nz E info@tia.org.nz

