

Media Release – under embargo until 5.00pm 8 May 2025

TRENZ 2026 set to rediscover Auckland as it farewells Rotorua - the birthplace of tourism

TRENZ, New Zealand tourism's largest annual trade show, has wrapped another successful event, saying haere rā to Rotorua.

"The last few days have reaffirmed the value of this amazing event – with 1200 delegates holding a staggering 16,000 business meetings and laying the groundwork for tourism export growth for years to come," says Tourism Industry Aotearoa (TIA) Chief Executive Rebecca Ingram.

"Rotorua has rolled out the red-carpet for the tourism industry, exceeding its reputation as the birthplace of international tourism. New Zealand's unique Māori culture and values of manaakitanga, kaitiakitanga and whanaungatanga have been infused in every experience."

As TRENZ farewells Rotorua, TIA is excited to announce that TRENZ will return to Tāmaki Makaurau Auckland next year, hosted at the New Zealand International Convention Centre (NZICC) on 19-21 May 2026.

"After almost 10 years, it is Auckland's time to shine!

"TRENZ will provide a well-timed opportunity to showcase the many exciting developments across the region including the exceptional NZICC. Plans are already underway to ensure the captive travel trade audience experience the many new and diverse experiences happening right across the region," says Ms Ingram.

Commenting on hosting TRENZ 2026, Annie Dundas, Director Destination at Tātaki Auckland Unlimited, says; "We can't wait to showcase New Zealand's largest and most diverse destination. TRENZ 2026 delegates will experience a genuinely revitalised Tamaki Makaurau Auckland!

"Our accommodation offering is vast and varied, new and exciting experiences showcase Auckland's quest for innovation and commitment to driving sustainability. This includes the highly anticipated City Rail Link connecting the city's vibrant neighbourhoods, and the beautiful NZICC, the country's largest purpose-built convention centre.

"There's a fresh energy pulsing through the region, and we're ready to embrace TRENZ and share with our travel partners what makes Auckland's offering special," she says.

Our support team A huge thank you to our 2025 sponsors: Air New Zealand, Tourism New Zealand, RotoruaNZ, Christchurch Airport, Auckland Airport, Tranzit, Sudima, Millenium Hotels, EVT – Rydges, AccorHotels.

About TRENZ www.trenz.co.nz

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.

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



For more information, please contact TIA Communications Advisor Leah McNeil –
leah.mcneil@tia.org.nz or (021) 045-1143.

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

