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Media release

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## **New digital platform to connect NZ with international travel trade**

A new way for New Zealand's tourism industry to connect with the international travel trade, anytime and anywhere, has been announced today at TRENZ Hui 2021.

TRENZ Connect is a digital marketplace where New Zealand's leading tourism operators will be able to provide product updates and have virtual meetings with travel and tourism buyers from around the globe. The new platform will allow the international travel trade to access the details of New Zealand tourism businesses 24 hours a day, 365 days a year, no matter what time zone they are in.

"We have looked at other virtual global trade shows, researched what has worked and what hasn't, and done a lot of thinking around the best solution to help New Zealand operators connect with buyers now and in future," Tourism Industry Aotearoa Chief Executive Chris Roberts says.

TIA manages TRENZ on behalf of the Tourism Industry New Zealand Trust.

"Traditional trade shows like TRENZ still have a place as nothing beats face-to-face interaction. But the pandemic has taught us that digital platforms are also a valuable way for people to connect when they are unable to travel," Mr Roberts says.

TRENZ Connect will allow eligible New Zealand tourism operators to showcase their business and products to a wide audience of international buyers, both those who have traditionally attended TRENZ and many more who have not. Businesses using the platform will need to meet TRENZ selection criteria.

The platform will enable virtual in-market meetings, where sellers and buyers can connect in real time with scheduled appointments.

TRENZ Connect is designed to be a 'legacy platform', supporting future physical TRENZ events.

"Thanks to funding support from the government, the platform will be free for the first year," Mr Roberts says.

TRENZ Connect is scheduled to go live in mid-2021.

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**About TRENZ** [www.trenz.co.nz](http://www.trenz.co.nz)

TRENZ Hui 2021, a reshaped version of New Zealand's biggest annual tourism business event, is being held in Ōtautahi Christchurch on 5-6 May.

Traditionally, 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 industry.

In 2021, TRENZ Hui is bringing together more than 700 tourism operators and stakeholders to prepare for the reopening of New Zealand's borders.

Tourism Industry Aotearoa (TIA) manages TRENZ Hui 2021 on behalf of the Tourism Industry New Zealand Trust. TRENZ Hui 2021 is supported by Tourism New Zealand, Air New Zealand, and host region ChristchurchNZ, with funding from the Government's Regional Events Fund.

**For more information, please contact:**

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**KEY FACTS**

Prior to the COVID-19 pandemic:

- Tourism in New Zealand was a \$114.8 million per day industry. Tourism delivered more than \$48 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributed another \$66.7 million in economic activity every day.
- Tourism was New Zealand's biggest export earner, contributing \$17.5 billion or 20.1% of New Zealand's foreign exchange earnings (year ended March 2020).
- 13.6% of the total number of people employed in New Zealand worked directly or indirectly in tourism. That means 384,186 people were working in the visitor economy.
- The [Tourism 2025 & Beyond](#) sustainable growth framework/Kaupapa Whakapakari Tāpoi has a vision of growing a sustainable tourism industry that benefits New Zealanders.

Visit [www.tia.org.nz](http://www.tia.org.nz) for more information

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