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Media release for immediate distribution



TRENZ 2025 generated \$100 million in international tourism sales to New Zealand businesses

International travel buyers made an estimated \$100 million in sales with New Zealand tourism businesses thanks to TRENZ 2025, independent research by the New Zealand Institute of Economic Research (NZIER) has shown.

The research also found that TRENZ added an estimated \$21 million to New Zealand's GDP. That money goes to accommodation providers, tour operators, transport companies and attractions - which in turn positively flows onto their staff, suppliers and local communities.

Rotorua was the host region for TRENZ in 2025, with this region gaining an estimated \$4 million in GDP and local tourism businesses securing an estimated \$16 million in sales.

The research was commissioned by Tourism Industry New Zealand Trust (TINZT), with NZIER tracking the results over a year-long period. Tourism operators who took part in TRENZ 2025 reported an estimated 85% return on their investment one year later – which is about \$1.85 back for every dollar they spent.

TRENZ is New Zealand's largest international tourism trade event. It brings overseas travel buyers together with New Zealand operators, so they can build the relationships that turn into bookings.

Tourism Industry Aotearoa (TIA) Chief Executive, Rebecca Ingram, says the results show why the TRENZ event matters beyond the tourism industry.

"When an overseas buyer signs up a New Zealand operator at TRENZ, that becomes visitors in our towns over the following years. They stay in local hotels, eat in local cafés and book local guides. This research puts a qualified number on the impact this has on our communities," says Ingram.

"For tourism operators, the return is clear. For the host region there's an immediate and tangible economic lift. And for New Zealand as a country, it generates steady international business that supports jobs across the country."

RotoruaNZ Chief Executive, Andrew Wilson says:

"Rotorua always welcomes the opportunity to host TRENZ, so when we got the chance in 2025, we went all out. We wanted to connect local operators with international buyers, but we also wanted every delegate to have an experience of Rotorua they would remember.

"We saw first-hand the value of having TRENZ in Rotorua, from the activity it created across the visitor economy to the connections our local operators were able to make. It's great to now see that wider impact reflected in the economic results."

TRENZ 2026 in Auckland

A further report, this one by Verian, also looked at this year's TRENZ in May; particularly how buyers and sellers perceived and valued the Auckland event.

"TRENZ 2026 in Auckland was a roaring success, and we look forward to confirmation of the economic impact for the city next year when the economic monitoring research is complete," says Ingram.

"Initial feedback from tourism businesses suggests that one in four expects to generate more than \$250,000 in new business turnover from attending TRENZ 2026 in Auckland. And 90% of sellers said TRENZ was the most efficient and impactful way for them to connect with global travel trade."

Registrations open for TRENZ 2027

TRENZ 2027 will take place from 11–13 May 2027 in Ōtautahi Christchurch, connecting New Zealand tourism businesses with high-quality buyers from around the world.

Seller registrations have opened today, with early applications encouraged due to expected high demand – particularly as almost 90% of sellers who attended this year said they were likely to return in 2027.

Applications will close when capacity is reached, or on 19 November 2026, whichever comes first. Find out more at www.trenz.co.nz

For more information, please contact TIA Communications Manager James Crow – james.craw@tia.org.nz or 021 224 8056.

KEY FACTS

- Tourism Industry Aotearoa (TIA) is Aotearoa New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of the country's large and diverse tourism industry.
- TIA has about 1,200 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA leads implementation of the industry's Tourism Sustainability Commitment, which aims to see every tourism business in Aotearoa New Zealand contributing positively to our people and cultures, our environment and our economy.
- TIA delivers a comprehensive range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and Tourism Summit Aotearoa.
- Visit www.tia.org.nz for more information.