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Media release

TRENZ Connect keeps NZ tourism on international radar

TRENZ Connect, the exciting new digital marketplace for the international travel trade to connect with international market-ready New Zealand tourism operators, launches today at www.trenzconnect.co.nz

TRENZ Connect allows 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 need to meet TRENZ selection criteria.

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.

“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,” Tourism Industry Aotearoa Chief Executive Chris Roberts says.

TIA manages TRENZ Connect on behalf of the Tourism Industry New Zealand Trust and in collaboration with Tourism New Zealand.

TRENZ Connect currently has about 170 New Zealand tourism operators and Regional Tourism Organisations/Economic Development Agencies listed, and almost 70 international buyers.

“We are continuing to work with Tourism New Zealand to get more buyers listed – both those who have attended TRENZ in the past and others who have not previously travelled to New Zealand,” Mr Roberts says.

While it is uncertain when New Zealand’s borders will reopen to international visitors, it is important to keep nurturing key contacts around the globe so business can resume as quickly as possible.

Additional New Zealand tourism operators and buyers will continue to be listed on TRENZ Connect as they become registered on the platform.

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Virtual market events with one-on-one appointments will take place at an appropriate time, Mr Roberts says. Businesses will need to be registered on the platform in order to take part in the events.

For more information about TRENZ Connect, including FAQs, go to <https://trenz.co.nz/>

About TRENZ www.trenz.co.nz

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.

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 and its host regions.

TRENZ Connect is owned by the [Tourism Industry New Zealand Trust](#), and managed by [Tourism Industry Aotearoa](#) in collaboration with [Tourism New Zealand](#).

TRENZ Connect is designed to be a 'legacy platform', keeping New Zealand tourism operators connected with international buyers throughout the year, and supporting future physical TRENZ events.

TRENZ Connect has been developed with funding support from the New Zealand Government's Regional Events Fund.

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KEY FACTS

- TIA is New Zealand tourism's peak industry body. We are the only independent association that represents all sectors of New Zealand's large and diverse tourism industry.
- TIA has about 1300 member businesses from across the industry, ranging from small owner/operators to large publicly listed tourism corporates and international hotel chains.
- TIA is deeply involved in discussions on recovery and what the future of tourism in New Zealand will look like.
- TIA leads implementation of the industry's **Tourism Sustainability Commitment** which aims to see every New Zealand tourism business committed to sustainability.
- TIA delivers a comprehensive and diverse range of industry events including TRENZ, New Zealand Tourism Awards, Discussing Tourism regional events and the Tourism Summit Aotearoa.

Visit www.tia.org.nz for more information

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