

6 May 2025

Tourism showcase gets underway in Rotorua

Tourism professionals from around the world have arrived in New Zealand to do business and experience the best of what Aotearoa New Zealand has to offer at TRENZ.

Approximately 1,200 delegates will attend the two-and-a-half-day TRENZ programme, with over 340 travel buyers from 26 countries registered. Buyers will meet with hundreds of New Zealand tourism operators representing accommodation, transport, adventure and activities, as well as New Zealand cultural, natural and wellness experiences.

As Aotearoa New Zealand's largest international tourism business event, TRENZ plays a key role in connecting operators with international buyers, showcasing some of the best visitor experiences the country has to offer to entice more people to visit.

"New Zealand consistently punches above its weight in global tourism rankings. We're known worldwide for authentic, high-quality experiences – from adventure and culture to nature and hospitality," said Tourism Industry Aotearoa Chief Executive Rebecca Ingram.

"TRENZ is how we keep New Zealand front-of-mind for global buyers, and how we turn that reputation into real bookings and benefits for Kiwi communities," said Ingram.

TRENZ is a strategic asset for New Zealand, helping businesses connect directly with global decision makers.

RotoruaNZ Chief Executive Andrew Wilson is thrilled to be hosting the event in Rotorua as it provides numerous opportunities for local tourism businesses to be showcased on a world stage.

"We're proud to be hosting TRENZ in Rotorua this year – it's a powerful platform for our region and our businesses to connect with key international buyers. Events like this shine a global spotlight on what makes Aotearoa truly special, especially here in the Central North Island, where visitors can discover an extraordinary mix of geothermal wonders, Māori culture, pristine landscapes and genuine hospitality. There will be a few announcements made throughout the event, too, so the timing couldn't be better. The momentum is real, and the opportunity for regional growth is enormous."

Delegates attend appointments, presentations and networking functions and buyers can visit a variety of Rotorua's best visitor experiences. TRENZ is expected to result in at least \$3m of new spend in Rotorua this week.

TRENZ is organised by Tourism Industry Aotearoa (TIA) on behalf of the Tourism Industry New Zealand Trust (TINZT) with the support of Air New Zealand,



Tourism New Zealand, RotoruaNZ, Christchurch Airport, Auckland Airport, Tranzit, Sudima, Millenium Hotels, AccorHotels and EVT – Rydges.

This year TRENZ 2025 will be held at the Energy Events Centre, 6 - 8 May, in Rotorua. For more information visit www.trenz.co.nz

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.

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