



Media Release
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Hawke's Bay on show to world at TRENZ

Hawke's Bay tourism operators will be among more than 1,500 domestic and international delegates descending on Rotorua this week for New Zealand's largest annual tourism showcase, TRENZ - Tourism Rendezvous New Zealand.

The Hawke's Bay contingent will participate in meetings and networking functions with travel buyers from traditional and emerging international visitor markets, to jointly promote their independent businesses as well as the Hawke's Bay region as a place to visit.

Hawke's Bay Tourism Acting General Manager Hamish Saxton says the sheer scale of TRENZ makes it among the most significant events in the tourism industry's calendar.

"The TRENZ tradeshow allows regions and export-ready tourism operators the opportunity to have scheduled and fortuitous meetings with myriad buyers and decision makers from international tour companies. In effect, the world comes to us at this annual event."

Mr Saxton says the aim is to get Hawke's Bay included in tours and itineraries, as well as in sales and marketing pitches and materials.

"There will be companies who have not sold New Zealand previously – so they will need to receive a full briefing on the wide range of experiences in the region; and there will be those familiar with the region keen to learn 'what's new'. TRENZ is one of the most important marketing and sales activities we undertake each year."

Led by Hawke's Bay Tourism, operators include the Art Deco Trust, Craggy Range, Crown Hotel, Gannet Safaris, Napier Māori Tours, Odyssey New Zealand, Prinsy's Tours and Napier City Council Attractions – representing MTG, National Aquarium of New Zealand, and Kennedy Park Resort.

About Hawke's Bay Tourism: Hawke's Bay Tourism is the Regional Tourism Organisation. Our mission is to ensure Hawke's Bay becomes significantly more attractive to New Zealand and international visitors as a place to visit, do business and to live.

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Hinewai Hawaikirangi from Napier Māori Tours will also be delivering a special presentation as part of the event's media programme, reflecting on the industry's Tiaki initiative to encourage visitors to act as kaitiaki, or guardians, of New Zealand's land and water.

TRENZ is organised by Tourism Industry Aotearoa, and connects approximately 300 New Zealand tourism businesses – known as sellers – with tourism buyers and media outlets from more than 25 markets. The event directly contributes to the growth of New Zealand's tourism industry, currently valued at \$39.1 billion.

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