



9 Guinness Street  
Greymouth

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## **MEDIA RELEASE**

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### **Over 50 International Tourism Industry Buyers Visit the West Coast**

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Over 50 international tourism industry buyers visited the West Coast last week after attending the recent TRENZ event held in Queenstown.

TRENZ is New Zealand's tourism industry's most important annual event and proved to be a winner in 2011 showcasing New Zealand to the world.

Tourism West Coast's Anita Gillespie had a full appointment schedule over the 3 days.' Anita said it was very exciting that so many of the world's top overseas tourism operators were interested in visiting the West Coast pre and post TRENZ, the Queenstown venue also provided an easy scenic route back to the West Coast for the International Tourism Industry buyers.'

The pre and post TRENZ famil participants took part in activities and site visits that covered the entire West Coast Region.

Jane Mathews Product Manager for Flight Centre Global Product Australia said 'Thank you so much for all your organisation the famil was fantastic we got to experience some great products and met with very passionate suppliers. I am working on the next brochure and certainly very keen to increase the West Coast exposure in this.'

The West Coast had five individual booths at TRENZ which included Shantytown, Tourism West Coast, Fox & Franz Heli Services, Fox Glacier Guiding & The West Coast Wild Life Centre. Ngai Tahu Tourism, Totally Tourism, The Scenic Group & Air Safaris provided a wider national representation.

Monteiths Brewery and Matheson Cafe wowed Buyers & Exhibitors with Iconic West Coast whitebait & beer at the West Coast Regional Rendezvous.

### **ENDS:**

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