



News release
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New Zealand's biggest business events showcase starts tomorrow

Exhibitors from 19 regions will meet with buyers from eight countries when New Zealand's biggest business events industry showcase, [CINZ MEETINGS 2018](#) starts in host city Auckland tomorrow.

Conventions and Incentives New Zealand (CINZ) Chief Executive, Sue Sullivan says New Zealand's premier business events exhibition brings together over 190 suppliers and 500 conference, event and incentive organisers to meet under one roof for two days at ASB Showgrounds.

"Exhibitors and buyers will hold more than 6,000 meetings during our two days of pre-scheduled appointments and social networking events. With the support of key regional convention bureaux and Air New Zealand, we have hosted 48 Australian buyers and media on six different regional weekend tours, another 28 will visit Hobbiton and Hamilton on Friday, and eight head to the Bay of Islands for a post-MEETINGS tour hosted by Millennium Hotels and Resorts and Air New Zealand.

"Visiting Auckland, Lake Taupo, Rotorua, Marlborough, Christchurch and Queenstown this weekend, our Australian buyers and media have experienced everything from luxury lodges, wineries and local cuisine, to four-wheel driving, jetboating, sailing, island hopping, thermal health spas, and teeing off in the awe-inspiring scenery of a world heritage listed national park. They have also been immersed in true Māori cultural experiences, and throughout their time here they have all experienced the overwhelming warmth of the Aotearoa New Zealand welcome – our manaakitanga," she says.

MEETINGS attracts international conference and incentive organisers, brought here with support from Tourism New Zealand (TNZ) and Air New Zealand. This year they include 30 hosted buyers and media from China, South-East Asia, North America, Argentina and over 90 buyers and media from Australia. Last year MEETINGS generated more than \$56 million of signed business across the two days at ASB Showgrounds.

Sue Sullivan says New Zealand is a sought-after conference, incentive and event destination. "We are safe, friendly, hospitable, innovative and great to do business with. This makes our industry a significant generator of income, employment, investment and knowledge-sharing for New Zealand," she says.

“With the New Zealand International Convention Centre (NZICC) in Auckland, and Christchurch’s new convention centre set to open by 2020, New Zealand is ready to capture a bigger share of the international multi-day convention market. Regional New Zealand will also benefit from these new venues, as large conferences book to take their sub-conferences to venues outside of the main centres.”

Air New Zealand is principal sponsor of CINZ MEETINGS 2018, and major sponsors are ASB Showgrounds, Peek Exhibition and Centium Software.

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For more information about MEETINGS, exhibitor press releases, images, and speaker presentations go to [the shared media file](https://drive.google.com/drive/folders/1985qwQYM4WBOtZbN3S8cfL6kSQJW9dmb?usp=sharing)
<https://drive.google.com/drive/folders/1985qwQYM4WBOtZbN3S8cfL6kSQJW9dmb?usp=sharing>

Follow [CINZ MEETINGS 2018](#) on [Twitter](#), [Facebook](#) and [Instagram](#) using hashtags #meetings18 and #cinz

Background Information

- [CINZ MEETINGS 2018](#) is New Zealand’s largest business tourism trade exhibition.
- Auckland is host city, and the event takes place at ASB Showgrounds from 30-31 May.
- Conventions & Incentives New Zealand (CINZ) owns and manages the event, which has been run annually since 1997.
- MEETINGS is New Zealand’s leading platform for connecting influential domestic, Australian and international buyers with key regions, meeting facilities, accommodation, off-site venues and activities.
- Air New Zealand is Principal Sponsor for CINZ MEETINGS 2018, renewing its ongoing commitment to the sector and to the hosted buyer and media programmes.
- Other major sponsors include ASB Showgrounds, Peek Exhibition, Centium Software and Auckland Convention Bureau.
- The 2018 event will showcase over 190 exhibitors from 19 regions across New Zealand to more than 500 New Zealand, Australian and international buyers. Exhibitors include venues, theming companies, hotels, AV companies, regional bureaux, attractions and activities.
- More than 220 qualified hosted buyers will attend, including over 90 hosted buyers and media from Australia, 30 from international markets, 120 hosted buyers and media from around New Zealand. As well, more than 300 day buyers are set to attend.
- Tourism New Zealand and Air New Zealand are bringing influential buyers and media from China, South East Asia, North America and Argentina. TNZ is also hosting 16 New Zealand association buyers.
- Convention Delegate Survey results from the Ministry of Business, Innovation and Employment (MBIE) for the year to December 2017 show multi-day convention delegates stayed an estimated 1,080,000 visitor nights in New Zealand and they spent an estimated \$506 million. International delegates’ per night spend is almost double the average spend per night for all international visitors.

For further information and images, please contact:

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