

TRENZ 2009 critical to industry

By Tourism Industry Association New Zealand (TIA) Chief Executive Tim Cossar

It was great seeing so many of you at TRENZ 2009 and heartening to see the commitment and passion demonstrated for our tourism industry.

Now more than ever, we need to keep our share of voice in international markets strong and TRENZ, New Zealand's flagship tourism trade show, is critical in helping to make this happen.

We went into the event knowing it would be a little smaller than in previous years, due to the economic climate. But I'm confident we achieved a great event that offered both Exhibitors and Buyers fantastic new opportunities to grow their businesses, as well as representing the best of New Zealand tourism.



We look forward to reviewing the feedback from delegates and continuing to make improvements to ensure that TRENZ meets the needs of a rapidly changing industry that is having to adapt to a new trading environment.

Save energy, save money

This winter will be challenging for many tourism operators and saving on expenditure will be a priority.

In the last year, the Tourism Energy Efficiency Programme (TEEP) has consistently shown that even the most environmentally sustainable operators can make savings on their energy use.

Backed by TIA and the Energy Efficiency and Conservation Authority (ECCA), TEEP began with a six month pilot project involving 12 New Zealand tourism accommodation and transport operators. The pilot showed such clear gains in energy efficiency that it has been expanded to a national programme for 2009.

TEEP provides practical assistance for tourism businesses to reduce their electricity consumption, fuel consumption and carbon emissions, and achieve cost savings through subsidised energy audits on their businesses.

Participating businesses all found areas where they could make significant savings, often for little cost.

In some cases, the potential savings amounted to thousands of dollars a year, or as much as 28-35% of their total energy bills.

Even those who felt they were already energy efficient discovered noticeable savings could be made by such simple measures as replacing incandescent lamps with compact fluorescents, fitting lower-

flow showerheads, turning off heated towel rails in unoccupied rooms and putting the office PC in stand-by mode rather than leaving it on when not in use.

You can read details of the savings identified by their individual energy audits on TIA's website www.tianz.org.nz

In total, the 12 tourism operators taking part in the pilot project achieved potential savings of 3000 megawatt hours (equivalent to the electricity needed to power 263 average houses annually), total potential savings of 711 tonnes of CO₂ (equivalent to running 170 average cars for a year), and total potential dollar savings of \$375,000. Not bad!

For more information or to participate in TEEP this year, contact TIA's Manager, Strategic Communications and Policy, Sarah Berry, by email sarah.berry@tianz.org.nz or ph. 04 494 1845.