



**08 - 11 JUNE 2009 AUCKLAND, NEW ZEALAND**

## TRENZ 2009 FACT SHEET

### TRENZ 2009 at a glance

**Dates:** 8-11 June 2009 (Monday-Thursday)

**Location:** ASB Showgrounds, Auckland; various other Auckland venues

**Exhibition size:** more than 11,100 square metres

**Total event attendees:** 1100

**Website:** [www.trenz.co.nz](http://www.trenz.co.nz)

### What is TRENZ?

TRENZ (Tourism Rendezvous New Zealand) is New Zealand's largest international tourism business event. It features New Zealand's leading providers of visitor accommodation, transport, activities and attractions, as well as destination marketers.

Managed by the Tourism Industry Association New Zealand (TIA) as agent for the Tourism Industry New Zealand Trust, TRENZ brings together New Zealand tourism businesses (sellers or 'Exhibitors') and 'Buyers' from New Zealand's major and emerging visitor markets who come to purchase accommodation, transport and activities at wholesale rates, and include them in websites, brochures and itineraries for forthcoming seasons. TRENZ also features a substantial domestic and international media programme. Visit [www.trenz.co.nz](http://www.trenz.co.nz) for more details.

### Why have TRENZ?

For tourism Buyers, this event provides an opportunity to view the range of the visitor experiences available for their clients, to make contact with tourism businesses in New Zealand, and to negotiate contracts for supply. Travel companies from around the world have access to

an extensive variety of New Zealand tourism products and services from one central location at TRENZ.

For New Zealand, TRENZ is an important forum for the tourism industry's \$8.8 billion a year export business to showcase product, forge relationships with key international tourism Buyers and negotiate business relationships for the seasons ahead.

Most New Zealand tourism businesses are small enterprises and do not have the resources to travel overseas to visit Buyers each year.

TRENZ focuses on delivering the very best New Zealand has to offer, to showcase our unique destination and drive future business with the assistance of key sponsors and supporters.

## Who attends TRENZ?

### Exhibitor Delegates

- Qualified New Zealand tourism operators targeting the international market
- Large and small, new and established operators
- A diverse range of NZ tourism products – everything from adventure operators, to natural wildlife parks, airlines, Maori heritage, resorts, geothermal spas, and more.
- About 270 leading New Zealand tourism operators are exhibiting at TRENZ 2009

### International Buyers

- Personally invited qualified delegates who represent up to 75% of international tourism business to New Zealand.
- Wholesale, corporate and retail travel product buyers, for FIT (free, independent travellers), special interest, tours, and conference and incentive producers.
- Almost 260 international Buyers from all New Zealand's major markets will be at TRENZ 2009.

### International & national media

- Trade and consumer publications from all New Zealand's major markets
- Major metropolitan news media
- Guide books
- About 34 journalists representing international media and 24 journalists from New Zealand media organisations will be at TRENZ 2009

### Local Government/Distinguished Guests

- Prime Minister, Ministers, MPs
- Local government representatives
- Industry influencers, investors and business leaders

## Can anyone attend TRENZ?

No. TRENZ is a closed trade event and admission is available only to pre-registered and approved international Buyers and Exhibitor delegates.

## What's new at TRENZ 2009?

TRENZ 2009 focuses on new ideas and New Zealand's very latest world class tourism offerings. There will be 26 Exhibitors attending TRENZ for the first time, and no fewer than 49 other Exhibitors are bringing brand new products to TRENZ, including eco-tours and unique cultural experiences, boutique and hotel accommodation, and adrenalin filled adventure activities. There's a real focus on activities and experiences that reflect New Zealand's culture and history.

## Where is it held?

The number of venues in New Zealand able to cater for an event as large as TRENZ are limited to Auckland, Rotorua and Christchurch. The event moves among these three locations regularly. After being held in Rotorua in 2007 and 2008, TRENZ returns to Auckland in 2009 for the first time since 2003. Networking events associated with TRENZ 2009 will be held at various Auckland venues.

## What is the format?

TRENZ is a business-to-business event with a sophisticated pre-scheduled appointment system that enables over 31,000 fifteen minute appointments to be booked before TRENZ. It is an event for highly qualified invited guests and is not open to the public.

The TRENZ programme also features a range of networking opportunities, including the Tourism Auckland Welcome function, Regional Rendezvous and SKYCITY TRENZ Farewell.

## How long has it been going?

TRENZ has operated since the early 1960s and has been held annually in its current format since 1994.

## EXHIBITOR TOTALS BY REGION

The number of Exhibitors for each region is:

Location	Number
Alpine Pacific (Hanmer Springs, Waipara Valley Wine Region, Kaikoura)	7
Auckland	57
Bay of Plenty	18
Central Otago	12
Central South Island	12
Christchurch & Canterbury	53
Coromandel	10
Dunedin	26
Eastland	8
Fiordland	19
Hawke's Bay	13
Kapiti/Horowhenua	5
Lake Taupo	17

Manawatu	9
Marlborough	20
Mt Cook/Mackenzie	21
National	70
Nelson	16
Northland	23
Queenstown	44
Rotorua	31
Ruapehu	13
Southland	15
Taranaki	4
Waikato/Waitomo	13
Wairarapa	8
Waitaki	9
Wanaka	15
Wanganui	6
Wellington	27
West Coast	24

NB, some Exhibitors may be active in more than one region.

## NEW PRODUCT AT TRENZ 2009

*NB Operators listed in italics are first-time TRENZ Exhibitors. Others are bringing new products to the international marketplace for the first time.*

More information about each Exhibitor is available on the TRENZ website [www.trenz.co.nz](http://www.trenz.co.nz) or in your TRENZ 2009 Exhibitor Directory.

NAME	REGION	WEBSITE
Abel Tasman Aqua Taxi & Abel Tasman Kayaks	Nelson	<a href="http://www.aquataxi.co.nz">www.aquataxi.co.nz</a> ; <a href="http://www.abeltasmankayaks.co.nz">www.abeltasmankayaks.co.nz</a>
Accor Hospitality	National	<a href="http://www.accortrade.com">www.accortrade.com</a>
Adrift Outdoors	Ruapehu	<a href="http://www.adriftnz.co.nz">www.adriftnz.co.nz</a>
Aerius Helicopters	Bay of Plenty	<a href="http://www.aerius.co.nz">www.aerius.co.nz</a>
<i>APTC New Zealand</i>	National	<a href="http://www.aptc-nz.com">www.aptc-nz.com</a>
<i>Auckland 123</i>	Auckland	<a href="http://www.bedandbreakfastnz.com">www.bedandbreakfastnz.com</a> ; <a href="http://www.aucklandghosttours.com">www.aucklandghosttours.com</a> ; <a href="http://www.supercare4u.com">www.supercare4u.com</a>
Auckland Airport	Auckland	<a href="http://www.aucklandairport.co.nz">www.aucklandairport.co.nz</a>
Auckland Museum	Auckland	<a href="http://www.aucklandmuseum.com">www.aucklandmuseum.com</a>
BASE	National	<a href="http://www.stayatbase.com">www.stayatbase.com</a>
<i>Bay Motel</i>	Stewart Island	<a href="http://www.baymotel.co.nz">www.baymotel.co.nz</a>
<i>Blue Duck Lodges</i>	Ruapehu	<a href="http://www.blueducklodge.co.nz">www.blueducklodge.co.nz</a>
Bolton Hotel & Paihia Beach Resort	Wellington & Northland	<a href="http://www.boltonhotel.co.nz">www.boltonhotel.co.nz</a> ; <a href="http://www.paihiabeach.co.nz">www.paihiabeach.co.nz</a>
Boutique Hotels & Lodges NZ	National	<a href="http://www.boutiquehotels.co.nz">www.boutiquehotels.co.nz</a>
Canterbury Trails Ltd	Christchurch & Canterbury	<a href="http://www.canterburytrails.co.nz">www.canterburytrails.co.nz</a>
<i>Commonage Villas</i>	Queenstown	<a href="http://www.commonagevillas.com">www.commonagevillas.com</a>
Crystal Mountain	Auckland	<a href="http://www.crystalmountain.co.nz">www.crystalmountain.co.nz</a>
Culture North	Northland	<a href="http://www.culturenorth.co.nz">www.culturenorth.co.nz</a>
Explore NZ	Auckland	<a href="http://www.explorenz.co.nz">www.explorenz.co.nz</a>
Farewell Spit Eco Tours	Nelson	<a href="http://www.farewellspit.co.nz">www.farewellspit.co.nz</a>
Fullers Group Ltd	Auckland	<a href="http://www.fullers.co.nz">www.fullers.co.nz</a>
Greenhill Retreats	Hawke's Bay	<a href="http://www.greenhillretreats.com">www.greenhillretreats.com</a>
<i>Haka Tours</i>	National	<a href="http://www.hakatours.com">www.hakatours.com</a>
<i>Harley Tours New Zealand</i>	National	<a href="http://www.harleytoursnewzealand.co.nz">www.harleytoursnewzealand.co.nz</a>
Hobbiton Movie Set & Farm Tours	Matamata	<a href="http://www.hobbitontours.com">www.hobbitontours.com</a>
<i>Hurakia Lodge</i>	Auckland	<a href="http://www.hurakialodge.com">www.hurakialodge.com</a>
InterCity Group (NZ) Ltd	Northland	<a href="http://www.intercity.co.nz">www.intercity.co.nz</a>
International Antarctic Centre	Christchurch	<a href="http://www.iceberg.co.nz">www.iceberg.co.nz</a>
Jet Stream Tours NZ Ltd	Christchurch & Canterbury	<a href="http://www.jetthrills.com">www.jetthrills.com</a>
Johnston's Coachlines Ltd	National	<a href="http://www.johnstons.co.nz">www.johnstons.co.nz</a>
<i>Karapiro Cruiser</i>	Waikato/Waitomo	<a href="http://www.karapirocruiser.co.nz">www.karapirocruiser.co.nz</a>

Kawarau Falls Station	Queenstown	<a href="http://www.kawaraufallsstation.com">www.kawaraufallsstation.com</a>
<i>Matakana Coast Wine Country</i>	Auckland	<a href="http://www.matakanacoast.com">www.matakanacoast.com</a>
Millbrook Resort	Queenstown	<a href="http://www.millbrook.co.nz">www.millbrook.co.nz</a>
<i>Million Dollar Cruise</i>	Queenstown	<a href="http://www.milliondollarcruise.co.nz">www.milliondollarcruise.co.nz</a>
Mokai Gravity Canyon	Manawatu	<a href="http://www.gravitycanyon.co.nz">www.gravitycanyon.co.nz</a>
Mount Cook Ski Planes	Mt Cook/Mackenzie	<a href="http://www.mtcookskiplanes.com">www.mtcookskiplanes.com</a>
<i>Nakedbus</i>	National	<a href="http://www.nakedpassport.com">www.nakedpassport.com</a>
Navigate Oceania	National	<a href="http://www.navigateoceania.com">www.navigateoceania.com</a>
<i>New Zealand Journeys (2007) Ltd</i>	National	<a href="http://www.nzjourneysltd.co.nz">www.nzjourneysltd.co.nz</a>
Nomad Safaris	Queenstown	<a href="http://www.nomadsafaris.co.nz">www.nomadsafaris.co.nz</a>
<i>NZ Food &amp; Wine Golf Spa Tourism Networks</i>	National	<a href="http://www.bestofgolfnewzealand.com">www.bestofgolfnewzealand.com</a>
Omaka Aviation Heritage Centre	Marlborough	<a href="http://www.omaka.org.nz">www.omaka.org.nz</a>
<i>Orokonui Ecosanctuary</i>	Dunedin	<a href="http://www.oroconui.org.nz">www.oroconui.org.nz</a>
Over the Top – the helicopter company	Queenstown	<a href="http://www.flynz.co.nz">www.flynz.co.nz</a>
<i>Pa Harakeke Eco-Cultural Centre</i>	Ruapehu	<a href="http://www.paharakeke.co.nz">www.paharakeke.co.nz</a>
<i>Parkhill Luxury Accommodation</i>	Hawke's Bay	<a href="http://www.parkhillestate.co.nz">www.parkhillestate.co.nz</a>
<i>Pure Adventure Queenstown Ltd</i>	Queenstown	<a href="http://www.pureadventurequeenstown.com">www.pureadventurequeenstown.com</a>
<i>Queenstown Heritage Tours Ltd</i>	Queenstown	<a href="http://www.queenstown-heritage.co.nz">www.queenstown-heritage.co.nz</a>
Rainbow Springs Kiwi Wildlife Park	Rotorua	<a href="http://www.rainbowsprings.co.nz">www.rainbowsprings.co.nz</a>
Ralston Marketing	National	<a href="http://www.ralston-marketing.co.nz">www.ralston-marketing.co.nz</a>
Remarkables Lodge	Queenstown	<a href="http://www.remarkables.co.nz">www.remarkables.co.nz</a>
River Rats Raft & Kayak	Rotorua	<a href="http://www.riverrats.co.nz">www.riverrats.co.nz</a>
Salt Air Ltd	Northland	<a href="http://www.saltair.co.nz">www.saltair.co.nz</a>
Scenic Hotel Group	National	<a href="http://www.scenichotelgroup.co.nz">www.scenichotelgroup.co.nz</a>
Select Hotels & Resorts International	National	<a href="http://www.selecthotels.com">www.selecthotels.com</a>
Shantytown	West Coast	<a href="http://www.shantytown.co.nz">www.shantytown.co.nz</a>
<i>Skippers Canyon Jet</i>	Queenstown	<a href="http://www.skipperscanyonjet.com">www.skipperscanyonjet.com</a>
SKYCITY Entertainment	National	<a href="http://www.skycity.co.nz">www.skycity.co.nz</a>
Te Puia	Rotorua	<a href="http://www.tepuia.com">www.tepuia.com</a>
Te Urewera Rainforest Route	Rotorua	<a href="http://www.teurewera.co.nz">www.teurewera.co.nz</a>
The Great New Zealand Travel Company	National	<a href="http://www.greatnztravel.com">www.greatnztravel.com</a>
<i>The Park Travellers' Lodge</i>	Ruapehu	<a href="http://www.the-park.co.nz">www.the-park.co.nz</a>
<i>The Rock Overnight Cruise</i>	Northland	<a href="http://www.rocktheboat.co.nz">www.rocktheboat.co.nz</a>

<i>Tidal Waters Loglodge</i>	Gisborne	<a href="http://www.tidalwatersnz.com">www.tidalwatersnz.com</a>
<i>TIME Unlimited NZ Tours &amp; Travel</i>	Auckland	<a href="http://www.newzealandtours.travel">www.newzealandtours.travel</a>
Toga Hospitality	National	<a href="http://www.togahotels.com.au">www.togahotels.com.au</a>
Tongariro Lodge	Lake Taupo	<a href="http://www.tongarirolodge.co.nz">www.tongarirolodge.co.nz</a>
WAIMARINO.COM	Bay of Plenty	<a href="http://www.waimarino.com">www.waimarino.com</a>
Waitangi Treaty Grounds	Northland	<a href="http://www.waitangi.net.nz">www.waitangi.net.nz</a>
<i>WAKA TAI-A-MAI Heritage Journeys</i>	Northland	<a href="http://www.taiamaitours.co.nz">www.taiamaitours.co.nz</a>
<i>Waka Toa Enterprises Ltd</i>	Eastland	<a href="http://www.wakatoa.com">www.wakatoa.com</a>
Wilsons Abel Tasman National Park	Nelson	<a href="http://www.abeltasman.co.nz">www.abeltasman.co.nz</a>
ZEALANDIA: The Karori Sanctuary Experience	Wellington	<a href="http://www.sanctuary.org.nz">www.sanctuary.org.nz</a>
Zest Food Tours of NZ	Wellington	<a href="http://www.zestfoodtours.co.nz">www.zestfoodtours.co.nz</a>

## BUYER TOTALS BY COUNTRY

Country	Delegates
Argentina	2
Australia	36
Belgium	1
Brazil	1
Canada	1
China	27
Chile	2
Denmark	1
France	1
Germany	13
Hong Kong	4
India	4
Italy	2
Japan	22
Korea	11
Malaysia	2
Mexico	3
New Caledonia	1
New Zealand	39
Philippines	2
Singapore	5
Spain	2
Sweden	1
Switzerland	5
Taiwan	5
Thailand	13
The Netherlands	6
United Kingdom	22
Uruguay	1
USA	19