



TRENZ 2008 FACT SHEET

TRENZ 2008 at a glance

- Dates: 26-29 May 2008 (Monday-Thursday)
- Location: Energy Events Centre, Rotorua; various other Rotorua venues
- Exhibition size: more than 10,000 square metres undercover plus an outside area for big product displays
- Total event attendees: 1200
- International and domestic media attending TRENZ 2008
 - International Media - 21
 - New Zealand Media – 25
- 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) on behalf of 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 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 \$8.3 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.

where is it held?

Due to its size and the limited availability of large venues in New Zealand, TRENZ has traditionally moved between Christchurch and Auckland. However, in 2007, TRENZ was held in [Rotorua](#), at the new [Energy Events Centre](#), for the first time. This move was so successful with both Exhibitors and Buyers that the event is returning to Rotorua in 2008 for the second year running. Networking events associated with TRENZ 2008 will be held at various Rotorua venues.

What is the format?

TRENZ is a business-to-business event with a sophisticated pre-scheduled appointment system. It is an event for highly qualified invited guests and is not open to the public. However, the TRENZ programme also features a range of networking opportunities, including the Welcome Reception, Regional Rendezvous and 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.

Who attends TRENZ?

In 2008 the total number of New Zealand exhibitor companies is over 310. More than 300 international buyer delegates will attend. About 50 journalists (half domestic, half international) attend a dedicated media programme at TRENZ. Special guests comprising government ministers, mayors, government department heads, economic development agencies and investors will attend a VIP programme during TRENZ 2008.

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 2008?

TRENZ 2008 focuses on new ideas and New Zealand's very latest world class tourism offerings. There will be 14 Exhibitors attending TRENZ for the first time, and no fewer than 60 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.

[PURE LUXURY New Zealand 2008](#) is presented in conjunction with TRENZ 2008. PURE LUXURY New Zealand 2008 is an exciting showcase focusing on the very best luxury products and experiences New Zealand has to offer. It provides international agents and destination specialists with a focus on the luxury sector and New Zealand with an outstanding opportunity to experience our country's world-class luxury offering.

Attendance at PURE LUXURY New Zealand 2008 is limited to 45 carefully chosen Exhibitors and a similar number of specially selected Buyers. It will take place at Queenstown's brand new and exclusive [Commonage Villas](#), 21-23 May.

Visit www.pureluxury.co.nz for more details.

Types of tourism operators at TRENZ

The range of tourism businesses exhibiting at TRENZ varies dramatically – everything from adventure operators, to zoos and natural wildlife parks, airlines, conventions, Maori heritage, restaurants, resorts, education and geothermal spas, and more.

Buyers at TRENZ

More than 300 International Buyers are expected to attend TRENZ 2008 from all New Zealand's key markets. They represent up to 75% of international tourism business to New Zealand.

EXHIBITOR TOTALS BY REGION

The total number of booth holders for each region is:

Location	Number
Alpine Pacific (Hanmer Springs, Waipara Valley Wine Region, Kaikoura)	1
Aoraki Mt Cook Mackenzie	8
Auckland	20
Bay of Plenty	7
Central Otago	6
Central South Island	2
Christchurch & Canterbury	21
Coromandel	4
Dunedin	8
Eastland	2
Fiordland	5
Hawke's Bay	7
Lake Taupo	6
Marlborough	5
National	94
Nelson	6
Northland	10
Queenstown	29
Rotorua	36
Ruapehu	5
Southland	3
Taranaki	4
Waikato/Waitomo	3
Wairarapa	1
Waitaki	4
Wanaka	3
Wellington	9
West Coast	11

NEW EXHIBITORS AT TRENZ 2008

Use the Exhibitor ID number to find out information about each new Exhibitor, using the Exhibitor Search function in the Media Zone of the TRENZ 2008 website www.trenz.co.nz

In addition to these new Exhibitors, more than 60 other Exhibitors are bringing brand new products to TRENZ 2008.

Company	Exhibitor ID
Franz Josef Glacier Country Retreat and Lake Tours	361
Hot Tracks	424
Kiwi Lumberjack Show	352
Kokonga Lodge & Nature-Wise Tours	316
Living History NZ	10
Maori Journeys	228
Omaka Aviation Heritage Centre	364
Orlova South Ltd	281
Queenstown Park Boutique Hotel	379
Remote New Zealand Journeys Ltd	309
River Birches Lodge	395
The Quadrant Hotel Group	59
The Sir Edmund Hillary Alpine Centre	313
Wilderness Safaris Hawke's Bay Ltd	741

BUYER TOTALS BY COUNTRY

Country	Delegates
Australia	51
Austria	1
Belgium	1
Brazil	1
Canada	6
China	23
Denmark	7
Finland	1
France	2
Germany	6
Gulf States	2
Hong Kong	4
India	20
Japan	16
Korea	11
Malaysia	3
New Caledonia	3
New Zealand	35
Philippines	2
Singapore	7
South Africa	1
Sweden	1
Switzerland	2
Taiwan	8
Thailand	15
The Netherlands	8
Tourism New Zealand	18
United Kingdom	25
USA	26