



TRENZ 2007 FACT SHEET

TRENZ 2007 at a glance

- Dates: 21-24 May 2007 (Monday-Thursday)
- Location: Rotorua 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: 1331
- International and domestic media attending TRENZ 2007
 - International Media - 24
 - New Zealand Media – 24
- www.trenz.co.nz

What is TRENZ?

Tourism Rendezvous New Zealand (TRENZ) 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 organisers. Managed by the Tourism Industry Association New Zealand (TIA), 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 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 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 can source 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 \$8.1 billion a year export business to showcase product, forge relationships with key international tourism Buyers and write business for the seasons ahead. Most tourism businesses are small enterprises and cannot afford to visit Buyers overseas 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.

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.

Where is it held?

Due to its size and the limited availability of large venues in New Zealand, the event has traditionally moved between Christchurch and Auckland. However, in 2007, TRENZ will be held in [Rotorua](#) for the first time, on 21-24 May. The main business event is at the new [Rotorua Energy Events Centre](#), with associated networking events at various Rotorua venues.

What is the format?

As a closed event for highly qualified invited guests with a sophisticated pre-scheduled appointment system, TRENZ is a business-to-business event. However, the TRENZ programme also features a range of networking opportunities, including the Destination Rotorua Tourism Management Welcome Reception, 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.

Who attends TRENZ?

In 2007 the total number of New Zealand exhibitor companies is 415. More than 350 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 2007.

What's New at TRENZ 2007?

TRENZ 2007 focuses on new ideas and New Zealand's very latest world class tourism offerings. There will be a record 47 new Exhibitors, and no fewer than 58 Exhibitors with brand new products, including superb adventure-lodges, nature and eco-tours, new ways to experience New Zealand's history, land, and wildlife, activities with an emphasis on health and wellbeing, and much more. There's a real focus on genuine personalised experiences.

A new event - [PURE LUXURY New Zealand 2007](#) - is being presented in conjunction with TRENZ 2007. PURE LUXURY New Zealand 2007 is an exciting showcase focusing on the very best luxury products and experiences New Zealand has to offer. It will

provide 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 2007 is limited to about 40 carefully chosen Exhibitors and a similar number of specially selected Buyers. It will take place at Rotorua's award-winning [Treetops Lodge & Estate](#). Visit www.pureluxury.co.nz for more details.

Types of tourism operators at TRENZ

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

Buyers at TRENZ

About 350 International Buyers are expected to attend TRENZ 2007 from all New Zealand's key markets.

EXHIBITOR TOTALS BY REGION

The total number of booth holders for each region is:

Location	Number
Alpine Pacific	2
Aoraki Mount Cook Mackenzie	9
Auckland	26
Bay of Plenty	15
Central Otago	5
Central South Island	2
Christchurch & Canterbury	26
Coromandel	6
Dunedin	10
Eastland	4
Fiordland	7
Hawke's Bay	11
Kapiti/Horowhenua	1
Lake Taupo	15
Manawatu	1
Marlborough	10
National	99
Nelson	7
Northland	17
Queenstown	36
Rotorua	44
Ruapehu	7

Southland	8
Taranaki	7
Waikato/Waitomo	2
Wairarapa	1
Waitaki	2
Wanaka	3
Wanganui	2
Wellington	10
West Coast	12

NEW EXHIBITORS AT TRENZ 2007

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 2007 website www.trenz.co.nz

Company	Exhibitor ID
Adventure Aviation New Zealand	294
Alpine Springs And Spa / Winter Park	288
Arrowfield Apartments	215
Bachcare Holiday Homes	320
BEC Spa Resort (NZ) Ltd	132
Braemar Lodge	226
Breckenridge Lodge	115
Bridge Fishing Lodge	324
Cape Kidnappers Wilderness Safaris	175
Central Taranaki Tourism Network	376
The Crown Hotel Port Ahuriri, Napier	42
Dive Tatapouri	124
Doubtless Bay Villas	286
Escape Rentals Ltd	129
Fiordland Nature Observations	292
Flagstaff Lodge	153
Hotel So	281
Indigenous Trails Ltd	291
Island Escape Cruises Limited	91
Knapdale Eco Lodge	340
Langdon House	262
Lodges of the Southern Coromandel	341
Mana Adventures	218
MOA NZ (Cycle Surgery Franchises Ltd)	392
Mount Classic Tours Ltd	277
NZ Caterpillar Experience	412
New Zealand Riverjet	55
Nicara Lakeside Lodge	209
Odyssey New Zealand Limited	441
Peel Forest Lodge & Horse Treks	410
Queenstown Sea Kayaks	142
The Rees	199
Select Tours New Zealand Ltd	443
South Taranaki Tourism Group	421
Southern Lakes Holidays	293
Southern Lakes Spectrum	390
Stewart Island Guided Walks	196
Tauranga Boutique Collection	370
Touch of Spice	121
The Touring Company Ltd	242
Tourism MRI	408
Tui Global Ltd	108
Urewera Rainforest Route	245
Waimarino.com	180

Waitaitama City Retreat	418
The Westin Auckland Lighter Quay	458
Whale & Dolphin Watch NZ Ltd	278

BUYER TOTALS BY COUNTRY

Country	Delegates
Argentina	1
Australia	48
Belgium	2
Brazil	2
Canada	4
Chile	1
China	23
Denmark	3
France	3
Germany	15
Hong Kong	6
India	14
Indonesia	1
Italy	1
Japan	33
Korea	13
Malaysia	4
New Caledonia	3
New Zealand	34
Philippines	2
Singapore	10
Sweden	1
Switzerland	2
Taiwan	14
Thailand	13
The Netherlands	9
United Kingdom	28
USA	43