

# TRENZ 2009 and beyond

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

The optimism and resilience of our tourism industry was certainly to the fore at TRENZ 2009.

I've lost count of the number of people who have commented to me about what a great TRENZ it was, even taking into account the challenging economic times we are all facing.

That was certainly due in large part to the continuing passion of all participants for our industry and what New Zealand has to offer.

Although the number of Exhibitors and Buyers was lower than in recent years, the general feeling seemed to be that this enhanced the event, making it more focused and ensuring the quality remained high.

The Prime Minister's attendance at his first TRENZ was a highlight and he too was impressed by the range and quality of product on display.

The feedback on TRENZ 2009 we have received to date has been encouraging in that the event is clearly still valued by the industry and continues to be an important element in Exhibitors' marketing efforts.

I look forward to seeing the more in-depth results from the delegate survey.

## **Future of TRENZ**

In September 2008 TIA undertook a review of the future of TRENZ. At that time a decision was made to proceed with the event in 2009 and beyond.

However, since that time there has been a massive upheaval on world markets and we need to reflect this in refining the future direction of TRENZ. The market is definitely not in a 'business as usual position'.

As I mentioned to many during TRENZ, we will be conducting a very close evaluation of this year's event before deciding how we are going to proceed in future.

While TRENZ 2009 has been delivered successfully, it is TIA's responsibility to reassess the delivery of the event within the current market environment.

We need to make sure that our events achieve the best outcomes possible for industry and provide good value for money.

The changing patterns of distribution in the tourism sector are another factor to consider.

The post event evaluation will take into account options for event format, style, content, refreshment and scale.

We will be closely assessing what is happening internationally with similar events, and how New Zealand can remain competitive and innovative in this area. Part of this will involve looking at potential new technologies that could be adopted to further enhance the business-to-business format of future events.

Our aim is to announce in late August how we will proceed in future.

TRENZ represents a significant financial commitment for all involved. TIA wants to ensure that our collective investment continues to represent the best value for all involved.

### **Thanks**

I would like to take this final opportunity to thank Tourism New Zealand, Air New Zealand, Qantas, the Ministry of Tourism and all our event partners for their support of TRENZ 2009. We appreciate the efforts they put into helping make the event a success.

And a special thanks to the TIA team for all their hard work in putting TRENZ 2009 together, as well as all those who took part in the event. It was a great effort from all concerned and bodes well for our industry's future.