



TRENZ at a glance

Dates:	24 – 27 May 2010
Location:	ASB Showgrounds, Auckland; various other Auckland venues
Exhibition size:	More than 10,000 square metres
Total expected attendees:	1200

What is TRENZ?

Tourism Rendezvous New Zealand (TRENZ) is New Zealand's largest and most important international tourism trade event.

It features New Zealand's leading providers of visitor accommodation, transport, activities and attractions for the international market as well as destination marketing organisations.

TRENZ is managed by the Tourism Industry Association (TIA) in partnership with Tourism New Zealand, Air New Zealand, Qantas, host region tourism Auckland and other industry supporters.

It brings together New Zealand tourism businesses (Exhibitors) that are selling their products and services with Buyers from New Zealand's major and emerging visitor markets.

The Buyers come to TRENZ to purchase accommodation, transport and activities at wholesale rates to include in brochures, websites and itineraries for the coming seasons.

TRENZ also features a relevant and stimulating media programme for international and domestic journalists.

Why have TRENZ?

TRENZ gives Buyers the opportunity to meet with New Zealand's top tourism operators under one roof and learn about their products and services. Over four days of focused business activity they can view the wide range of visitor experiences this country has to offer, and negotiate contracts for supply with motivated sellers.

For New Zealand tourism operators (Exhibitors), TRENZ puts them face-to-face with key international tourism Buyers. They can strengthen existing relationships and make new connections, with the goal of writing business for the coming seasons.

TRENZ is a showcase for the tourism industry, one of New Zealand's largest foreign exchange earners, worth \$9.3 billion annually.

TRENZ is excellent value, and the best way for tourism operators and Buyers to do business in the most efficient way.

Who attends TRENZ?

New Zealand Exhibitors

- Qualified New Zealand tourism operators targeting the international visitor market
- Large and small, new and establishing 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 250 leading New Zealand tourism operators are exhibiting at TRENZ 2010.

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
- More than 270 international Buyers from 30 markets will be at TRENZ 2010. These include Buyers from traditional markets, and also new and emerging markets, including East Europe and South America.

International & national media

- Trade and consumer publications from all New Zealand's major markets
- Major metropolitan news media
- Guide books
- 60 journalists representing international media and New Zealand media organisations will be at TRENZ 2010.

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 international trade event. Entry is only open to pre-registered and approved international Buyers and Exhibitor delegates.

Where is it held?

Due to its large size and the limited availability of suitable venues in New Zealand, the event has traditionally been held in Auckland, Christchurch or Rotorua. This is the second consecutive year the event is being held in Auckland at the ASB Showgrounds.

What is the format?

TRENZ is a business-to-business event with a sophisticated pre-scheduled appointment system that enables over 31,000 15 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.

How long has it been going?

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

What's new at TRENZ 2010?

TRENZ 2010 will feature several new initiatives to make it even better for Exhibitors, Buyers and media. There will be a greater focus on showcasing New Zealand scenery and culture, more opportunities for networking in order to generate business, and more opportunities for international and local media to meet tourism operators in scheduled appointments.

Twenty-two Exhibitors are attending TRENZ for the first time and almost 65 brand new products will be on show. New product includes guided mountain biking, catamaran cruise/walk trips, a boutique hotel, shark cage diving, a golf academy, and a classic car gallery.