



 **TRENZ 2011**
tourism INDUSTRY
RENDEZVOUS NEW ZEALAND

BOOK
NEW ZEALAND

Queenstown, New Zealand

22 - 25 May 2011

TRENZ at a glance

Dates: Sunday 22 – Wednesday 25 May 2011

Location: Queenstown Events Centre, plus networking events and activities at locations around Queenstown

Managed by: Tourism Industry Association New Zealand (TIA) in partnership with Tourism New Zealand, Air New Zealand, Qantas, host region Southern Lakes, and other industry supporters

Exhibition size: More than 3721 square metres

Total expected attendees: About 900 attendees, including 229 international travel Buyers, 280 New Zealand Exhibitors, 30 international media and 30 domestic media, plus sponsors, VIPs and the host and management team

What is TRENZ?

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

Held annually, TRENZ is attended by international travel Buyers and leading New Zealand tourism businesses (Exhibitors) selling products and services to the international visitor market.

The international travel Buyers come to TRENZ to purchase accommodation, transport and activities at wholesale rates to include in brochures, websites and itineraries for the coming international holiday seasons. They are on the look-out for fresh ideas and the next hot tourism products that they can offer their clients.

A stimulating Media programme runs parallel to the business event for international and domestic media.

Why have TRENZ?

- TRENZ gives international travel 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 Buyers can view the wide range of visitor experiences this country has to offer, and negotiate contracts for supply with motivated sellers
- TRENZ puts New Zealand tourism operators (Exhibitors) face-to-face with key international travel Buyers. They can strengthen existing relationships and make new contacts with the goal of securing business for the coming international holiday seasons
- TRENZ is a showcase for Destination New Zealand and the best tourism products and services our tourism operators have to offer the world – it generates new business, keeps us on the international radar, and generates positive media coverage in key visitor markets
- TRENZ highlights the importance of tourism to New Zealand as a creator of wealth and jobs across the country - Tourism is New Zealand's largest foreign exchange earner, worth \$9.5 billion annually
- Bringing all the key players together under one roof, TRENZ is the most cost effective and efficient way for New Zealand tourism operators and international Buyers to do business

Who attends TRENZ?

New Zealand Exhibitors

About 280 leading New Zealand tourism businesses are exhibiting at TRENZ 2011:

- High quality New Zealand tourism operators targeting the international visitor market



- Large and small operators, both established and new
- A diverse range of New Zealand tourism products on offer – everything from balloon adventures, zoos, glacier guiding, rental cars, luxury lodges, eco-cultural centres, food tours and motorhome holidays

International Buyers

292 international Buyers from 31 markets will be at TRENZ 2011:

- Buyers from New Zealand's traditional visitor markets, i.e. Australia, UK and USA, and also newer and fast-growing markets such as China and India
- Personally invited to TRENZ, these international Buyers send the most business our way! Collectively they generate around 75% of international tourism business to New Zealand
- TRENZ attracts wholesale, corporate and retail travel Buyers looking for tourism products and services to appeal to free, independent travellers (FITs), special interest, tours, and conference and incentive organisers

International Media

- About 30 international media from New Zealand's major visitor markets
- Consumer and trade media, including journalists, photographers and researchers for print (newspapers, magazines and guidebooks), radio, TV and online
- Major metropolitan news media

Domestic Media

- About 30 domestic journalists representing trade and consumer publications

Other

- Prime Minister, Ministers, MPs
- Local government representatives
- Sponsors



- Industry influencers, investors and business leaders

What's new at TRENZ 2011?

- For the first time ever, TRENZ is being held in Queenstown in the heart of the Southern Lakes - the new location is sure to be a powerful incentive for international travel and tourism buyers and media to travel to New Zealand for TRENZ 2011
- For the first time, TRENZ is being hosted by the Southern Lakes Region, one of New Zealand's most popular visitor destinations, encompassing Queenstown, Wanaka and Fiordland
- Networking and social functions will be held on the exhibition floor at the Queenstown Events Centre, and also at locations throughout the resort town
- More opportunities for Buyers and Media to visit local Exhibitors and experience first-hand what they can offer their clients.
- Sixteen New Zealand tourism businesses will be attending TRENZ as first-time Exhibitors
- Around 32 brand-new tourism products will be on show. They include volcano, cycling and wine tours, an eco-lodge operating off solar and wind power, and New Zealand's first 4D professional theatre, featuring water spray, bubbles, smell and seat movements

Where is it held?

Due to its large size and the limited availability of suitable venues in New Zealand, TRENZ has traditionally been held in Auckland, Christchurch or Rotorua. This is the first time it has been held in Queenstown and hosted by the Southern Lakes region. A fresh format and programme has been developed to take advantage of this exciting location.



What is the format?

TRENZ is a business-to-business event with a sophisticated, electronic appointment system that enables over 15,000, 15 minute Buyer and Exhibitor appointments to be booked before the event begins.

The TRENZ programme also features a range of networking functions, including the Southern Lakes 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.

Can anyone attend TRENZ?

No, unfortunately space doesn't permit this. TRENZ is an invitation-only international trade event. Entry is only open to pre-registered and approved international Buyers and Exhibitors.

The value of TRENZ

TRENZ is the cornerstone of the continued growth and sophistication of the tourism industry in New Zealand.

2010 research conducted with TRENZ attendees indicated an estimated turnover for New Zealand tourism operators as a result of attending TRENZ would be \$163.8 million. The 2010 host city benefited \$2.4 million directly as a result of the event taking place.

Here's what the Tourism Industry says about TRENZ:

"TRENZ is an excellent way to get to know the offshore travel trade, educate them about your product and build business relationships, as well as to network with hundreds of other operators and people from the New Zealand tourism industry."

"It's our one chance to showcase to the world."



"We received positive feedback on TRENZ from buyers and from our international team. We were very pleased with our involvement in the event and with the profile we received as a sponsor. Thank you for ensuring our sponsor benefits were delivered and for looking after us so well, it is appreciated."

"We attend TRENZ every year and it has been an extremely successful channel for writing business and developing our offshore markets for our products. I would recommend to any tourism operator who is expanding their business to attend TRENZ."

