

TRENZ 2012 at a glance

Dates: Monday 7 May – Thursday 10 May 2012

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

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

Exhibition size: More than 5000 square metres

Total expected attendees: More than 1000 attendees, including 308 international travel Buyers 270 New Zealand Exhibitors, approximately 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 New Zealand's leading 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 seeking fresh, innovative tourism products and locations to 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 travel Buyers can view the wide range of visitor experiences New Zealand offers, and negotiate contracts 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 New Zealand 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 one of New Zealand's largest foreign exchange earners, worth \$9.7 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 270 leading New Zealand tourism businesses are exhibiting at TRENZ 2012:

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 skydiving, spas, food and luxury shopping tours, air safaris, boutique hotels, forest retreats and learn to paint excursions.

International Buyers*

About 308 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

Government Ministers

Sponsors

Industry influencers, investors and business leaders

Local government representatives

What's new at TRENZ 2012?

Twenty-seven New Zealand tourism businesses will be attending TRENZ as first-time Exhibitors. They include an historic boutique hotel in Central Otago wine country,

warbirds and classic cars, personalised helicopter tours with commentaries of local geography and history, scenic tours of the spectacular Coromandel on a custom-built tour boat, learn-to-sketch and paint excursions with tutors in English, Spanish and Chinese.

TRENZ 2012 will showcase 80 new products, including a new style of smallgroup touring, 24-hour kayak hire and stand-up paddle boards, three high-rope parks, boutique hotels, luxury shopping tours, a vintage steam train and a lake cruise to a five-star restaurant.

More time to discover new products and meet with new Exhibitors

New and creative ways to inform you about product at TRENZ before the event

Added depth to your TRENZ experience through innovative use of social media and mobile technology

More opportunities to learn from the experts

- Educational workshops on hot topics in the tourism industry

- Breakfast speakers offering insights into current tourism trends

- Informative media briefings

New function venues

Fresh opportunities to experience the fantastic Southern Lakes visitor attractions

Where is it held?

TRENZ was held in Queenstown in the Southern Lakes region in 2011. Due to the outstanding success of that event, TRENZ returns to Queenstown in 2012. Traditionally TRENZ has been held in Auckland, Christchurch or Rotorua.

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. Media can also schedule appointments with Exhibitors.

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 and invited Media.

The value of TRENZ

TRENZ plays an important role in the marketing and growth of New Zealand's valuable tourism industry.

TRENZ 2011 in numbers

- Exhibitors reported their TRENZ attendance generated a total of NZ\$164 million of new business over 12 months
- 98% of Exhibitors rated their attendance as very successful or successful
- 84% of Exhibitors rated the quality of their appointments as excellent or good
- 81% of Exhibitors rated the quality of Buyers as excellent or good
- 70% of Exhibitors rate TRENZ as more important than their other marketing activities

Here's what international travel Buyers said about TRENZ 2011:

- "Appointments and meetings with new suppliers were excellent."*
- "Best TRENZ yet!"*
- "Excellent organisation and best location for international Buyers".*
- "I had a wonderful time. The event was very well coordinated and I took back some great/updated product knowledge."*
- "In short I found TRENZ incredibly useful and one of the best shows I've been to."*