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Media Release

New Seller packages for TRENZ 2017

New Zealand tourism operators wanting to sell their product internationally are invited to apply for TRENZ 2017, taking place in Auckland, 9-12 May.

TRENZ is New Zealand's biggest annual business-to-business travel and trade event. Over four days of appointments, activities and networking functions, more than 250 New Zealand tourism businesses (Sellers) gather to showcase their products and services to more than 350 international travel and tourism Buyers. TRENZ generates new tourism business worth tens of millions of dollars to New Zealand.

Seller packages for TRENZ have been revamped for 2017, Tourism Industry Aotearoa Director of Events Emily Byrne says.

New options are available for Sellers, particularly aimed at smaller businesses who may not have participated in TRENZ before, Mrs Byrne says.

"We are delighted to introduce a new shared booth option, which allows two operators to share a single space and each have 25 appointments with international Buyers and Media. This is a great, cost-effective option for smaller businesses who might not be able to afford to attend TRENZ independently.

"For those businesses wanting more than the basic 51 appointments, but who aren't yet ready for a full double appointment stream, we have introduced a 'Single+Half' option which offers up to 63 pre-scheduled appointments plus extra booth space.

"Of course, the traditional single appointment stream and double appointment stream options are still available."

New options are also available for Trade Booths. Two booth sizes are on offer and, for the first time, booth holders will be able to formally schedule appointments with Sellers.

Applications for Trade Booths will open on 1 November.

A new online appointment scheduling system is also being introduced for TRENZ 2017, which will be more flexible and straightforward for users, Mrs Byrne says.

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And the TRENZ website www.trenz.co.nz has had a facelift. Not only is it easier for users to find information, the new design brings together the elements of tourism, she says.

“We have created a window into New Zealand, showing a glimpse of the best our country has to offer. We are illustrating the diversity of New Zealand’s people and places.”

After many years of no cost increases for Sellers, fees for 2017 have been increased. Mrs Byrne says the increases have been kept to the minimum possible and a new pricing structure offers more flexibility for tourism businesses.

Seller applications for TRENZ 2017 are open until 5pm, 18 November. Visit www.trenz.co.nz for more information.

About TRENZ

TRENZ is managed by TIA on behalf of the [Tourism Industry New Zealand Trust](#). TRENZ is supported by Tourism New Zealand, Air New Zealand and other industry partners.

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KEY FACTS

- Tourism in New Zealand is a \$95 million per day industry. Tourism delivers around \$40 million in foreign exchange to the New Zealand economy each day of the year. Domestic tourism contributes another \$55 million in economic activity every day.
- Tourism is New Zealand’s biggest export earner, contributing \$14.5 billion or 20.7% of New Zealand’s foreign exchange earnings (year ended March 2016).
- 13.2% of the total number of people employed in New Zealand work directly or indirectly in tourism. That means 332,322 people are working in the visitor economy.
- The [Tourism 2025](#) growth framework has a goal of growing total tourism revenue to \$41 billion a year by 2025.

Visit www.tia.org.nz for more information

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