

# TRENZ WRAP UP 2017

**TRENZ 2017 was a success** and we couldn't have done it without the support of the passionate industry who bring the event to life.

We aim to learn and develop each year, constantly improving and revitalising the TRENZ experience.

Research undertaken at TRENZ 2017 has given us helpful insight into our delegates and exactly what you want to gain from the event.

**As a result, we are making changes to create an even better experience for TRENZ 2018.**

## Event statistics



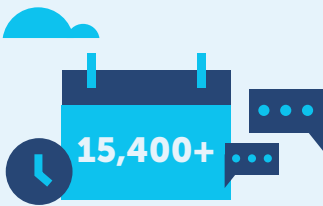
370 international Buyers from 29 countries



300 of New Zealand's leading tourism businesses



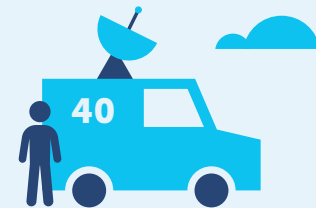
200 media articles including print, online and broadcast



15,400+ scheduled appointments



1,100 New Zealand tourism industry leaders and professionals



40 international and New Zealand Media

## Research statistics



**Almost two thirds** of Buyers expect to increase passenger/client numbers as a result of attending TRENZ 2017



**89%** of Sellers identified TRENZ as one of their most important marketing activities



**85%** of Sellers would likely attend TRENZ again in 2018



**97%** Seller satisfaction



**94%** of Buyers identified TRENZ as one of their most important purchasing activities



**99%** Buyer satisfaction

"TRENZ is the main product/trade show we attend for learning and buying product for NZ, and we will endeavour to do so every year."

"This is the perfect opportunity to meet with your trade partners, especially those based offshore. This is where you build new relationships and reinforce existing ones."

## Just some of the features we're improving for TRENZ 2018.

From your feedback we know you want the flexibility to choose your booth footprint size, and add items individually to your package.

### Improved Seller options include:

- Buy your appointment book and footprint separately
- Full delegate pass can either include or exclude function tickets
- Reduced day pass price

### Making it easier for new Sellers:

- Continued development of shared booths and marketing clusters
- New Sellers receive a discount on their appointment book and footprint
- New Seller mentoring programme

### Registration and appointment system improvements:

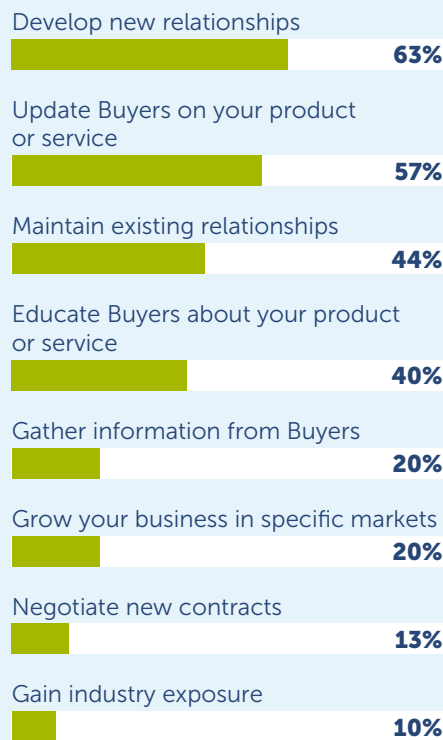
- Implementation of 'how to' videos for the registration and appointment process
- Ability to pre-schedule a full appointment book (where requests allows)
- A download-able Excel spreadsheet with Buyer information from My TRENZ Zone, meaning you can filter and search more efficiently

## Delegates' most important objectives for attending TRENZ

### BUYERS



### SELLERS



### MEDIA



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