



TRENZ
WHERE
TOURISM
CONNECTS

SELLER CRITERIA

VERSION 1.0

Event of:



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SELLER CRITERIA

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SELLER CRITERIA

TRENZ provides a cost-effective business marketplace that offers "one-stop shopping" for qualified international and New Zealand Buyers to learn about and purchase New Zealand tourism products and services from eligible New Zealand sellers.

The continued success of TRENZ is driven by the quality and engagement of all delegates. To ensure this is maintained, TRENZ has clear criteria for attendees.

SELLER SELECTION PROCESS

The TRENZ selection panel assess all applications against the criteria outlined below. Meeting the criteria does not guarantee acceptance as demand for participation may exceed availability.

SELECTION CRITERIA

To be accepted as a Seller at TRENZ, your company must demonstrate to Tourism Industry New Zealand Trust (Organiser) that you meet the selection criteria.

Seller companies must:

- Be a New Zealand registered company paying applicable taxes in New Zealand. The company must also have internet, website and email capabilities;
- Sell an export ready tourism product and provide Buyers with confirmed rates for a minimum period of 18 months following TRENZ and be prepared to pay commissions of up to 30%;
- Have current and appropriate operating licences as required for the business (e.g. Passenger Service Licence, Department of Conservation concessions);
- Have a good safety record and not be under investigation by any New Zealand or international statutory body (e.g. Accident Compensation Corporation, New Zealand Police, Health and Disability Commission, Inland Revenue Department, Immigration, WorkSafe NZ or other);
- Have no outstanding debts with Tourism Industry Aotearoa (TIA) or the Tourism Industry New Zealand Trust; and
- Be in a stable financial position.

The Organiser retains the right to determine, in its sole absolute discretion, whether any particular applicant, or any employee, agent or representative of any applicant should attend and determine their specific entitlements, to reject any application for any reason whatsoever or for no reason at all.

There is no obligation whatsoever on the Organiser to approve applications and the Organiser may reject any applicant, or any employee, agent or representative of any applicant, with or without reason.

NEW AT TRENZ



NEW PRODUCTS

For established organisations there is an option to highlight the presence of new product (such as a new tour option or significant investment/renovation).

Applicants should highlight this in their application.

To qualify to showcase 'new product', this product needs to:

- Be less than two years old at time of registration;
- Not have been promoted at TRENZ previously; and
- Be international market ready.

A new product may include a refurbishment or upgrade/addition to existing product where the upgrade is deemed to be of sufficient scope. Evidence of the scope of the upgrades may be requested by the selection panel.

A new product does not include:

- Repackaging of existing products; or
- Name change/New ownership.

Where the product is under development and due for launch in the coming year, please note that the organiser may request references from your local Regional Tourism Organisation (RTO) at time of application as well as additional information such as:

- Launch date/planned launch date;
- Rationale/point of difference for new product;
- Marketing plan information;
- Expected visitor numbers; and
- Industry track record/credibility of key personnel.

NEW SELLERS

To qualify for a "New Seller" package, the Seller must

- Be international market ready; and
- Have not attended any previous TRENZ.

Please note: TIA may request references from your local Regional Tourism Organisation (RTO) at time of application as well as additional information.



You'll need to advise the following:

- Opening date/date opened
- Marketing plan information;
- Expected visitor numbers; and
- Industry track record/credibility of key personnel.

As part of the New Seller package we include a mentoring programme to ensure you are delivering on the expectations of buyers.

INTERNATIONAL MARKET READY PRODUCT

Product should offer high service standards to satisfy the demands of the international visitor. Consideration will be given around whether there is:

- Evidence the product is well accepted in the domestic marketplace;
- An identified target for international visitor markets and an understanding of their needs and expectations;
- Set pricing for a 12-18 month period, and understanding of net rates and commission structures;
- Evidence of a high standard of service, which meets the expectations of the most demanding international visitors, e.g. You have well trained staff, high safety standards, sound operational plans (including crisis plans), your product enables the visitor to learn and become engaged;
- Appropriate booking mechanisms in place which make it easy for the international market to book, e.g. A 24 hour/seven days a week phone and booking service, and website bookings; and
- Confidence the product meets the requirements of wholesalers and inbound tour operators.



MARKETING CLUSTERS

National & regional marketing clusters – including accommodation marketing groups, tourism marketing groups – may be considered for attendance with an appointment schedule.

Marketing clusters should outline in their biography, or in accompanying materials, a full list of all products that will be represented at TRENZ.

In addition to all of the businesses meeting the TRENZ Seller Criteria, Marketing clusters also need to:

- Formally represent at least two 'market-ready' products;
- Represent products that are not already represented at TRENZ either individually or by an RTO/ marketing cluster; and
- Show a history of other international marketing initiatives.

In order to exhibit at the TIA member rate the exhibiting organisation present at TRENZ must be a TIA member in their own right and all products represented must be TIA members. If one represented product is not a TIA member then the marketing cluster will be invoiced at the non-member rate.



REGIONAL TOURISM ORGANISATIONS

To be accepted to exhibit at TRENZ in this product category RTOs need to be officially recognised as an RTO and be a member of TIA at the time of application. They must exhibit with an appointment schedule.

Other regional groupings – including District Tourism Organisations (DTOs), Maori Regional Tourism Organisations (MRTOs) and Major Regional Initiatives (MRIs) – may be considered for attendance with an appointment schedule.

Regional organisations that are not official RTOs should outline in their biography, or in accompanying materials, a full list of all products that will be represented at TRENZ.

In addition to meeting the TRENZ Seller Criteria, these organisations also need to:

- Showcase a minimum of five 'market-ready' products within the region;
- Represent products that are not already represented at TRENZ either individually or by an RTO/ marketing cluster; and
- Represent the region rather than talking to specific products
- Show a history of other international marketing initiatives.