



**TRENZ**  
WHERE  
TOURISM  
CONNECTS

## NEW PRODUCTS & SELLERS

VERSION 1.0

Event of:



Premier sponsor:



Supported by:



Managed by:



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[www.trenz.co.nz](http://www.trenz.co.nz)



## 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 are required to detail this at the time of registration.

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 may 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.