



SELLER CRITERIA

VERSION 1.0

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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. Preapproval may be offered to Sellers that have attended in the previous two years and are approved by our selection panel.

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, with the ability for your product to be booked and commission paid at the appropriate industry levels, relevant to the distribution system employed.
- 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.



*With exclusion to Marketing Clusters, Regional Tourism Organisations and Economic Development Agencies

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.

SELLER RATES

In order to exhibit at the TIA member rate the exhibiting organisation at TRENZ must be a TIA member in their own right, and all products being represented must also be TIA members.

PARENT COMPANY

Parent companies that attend TRENZ and represent their subsidiaries products/brands are not considered as marketing clusters. Parent companies must adhere to Seller criteria and normal TIA member/non-member rates apply.

All subsidiaries of the parent company must be TIA Members to receive the member rate.



MARKETING CLUSTERS

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

Marketing clusters will need to supply a full list of all products/brands they will be representing at TRENZ as part of their registration.

In addition to all represented products/brands meeting the TRENZ Seller Criteria, Marketing clusters also need to:

- Formally represent at least two 'market-ready' products;
- All products being represented must be export ready tourism product offering 20-30% commission;
- Represent products that are not already represented at TRENZ independently
- Show a history of other international marketing initiatives;
- Not be directly contracting rates with Buyers*

*You will only be recognised as a marketing cluster if you are not directly contracting rates with Buyers and only acting on promotion. If you are contracting directly with Buyers you are not considered a marketing cluster and normal Seller criteria and rates apply.

MARKETING CLUSTER RATES

In order to exhibit at the TIA member rate the exhibiting organisation at TRENZ must be a TIA member in their own right, and all products being represented must also be TIA members.

If one or more of the represented product is not a TIA member then the marketing cluster will be invoiced at the non-member rate, however the additional discounts may apply if you meet the following criteria:

- If the registered company for TRENZ holds a TIA membership, a 5% discount will be applied to the non-member rate.
- A further discount on the non-member rate may be applied based on the number of products being represented at TRENZ that are TIA Members. The following pricing structure will apply:

Percentage of represented products/brands that are members	1-20%	21-40%	41-60%	61-80%	81-99%	100%
Discount applied to non-member invoice (Footprint and appointment book only)	5% discount	10% discount	15% discount	20% discount	30% discount	Member rate



For example: Company A is an accommodation marketing group and is a TIA member in its own right. Company A is going to represent 10 different products at TRENZ, and seven of these are TIA members, three are not.

= Non-member invoice issued

= An initial 5% discount on the non-member invoice for Company A being a TIA member

= A further 20% discount on the non-member invoice for the seven out of 10 (70%) represented products that are TIA Members (applied to footprint and appointment book only)

Please note – member/non-member rates will be applied to pass purchases based on the company the delegate represents, and whether that company holds a TIA membership or not.



REGIONAL TOURISM ORGANISATIONS (RTO) AND ECONOMIC DEVELOPMENT AGENCIES (EDA)

To be accepted to exhibit at TRENZ in this product category RTO's and EDA's need to be officially recognised 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;
- All products being represented must be export ready tourism product offering 20-30% commission;
- Represent the region or association group rather than talking to specific products
- Show a history of other international marketing initiatives.