



# NEW ZEALAND BUYER CRITERIA

2020

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## NEW ZEALAND BUYER CRITERIA

A New Zealand Buyer is defined as a Buyer who is based in New Zealand and purchasing New Zealand product. They are required to attend the full TRENZ programme. Registrations cannot be shared between delegates at the event.

## NEW ZEALAND BUYER SELECTION PROCESS

New Zealand Buyers will receive an invitation to attend TRENZ. All New Zealand Buyers are required to complete the online application form, which is reviewed by the New Zealand Buyer Selection Panel.

TRENZ is primarily an international travel trade show and as such, International Buyers are accepted in the first instance. Therefore, completing the application form and meeting the criteria does not guarantee acceptance. New Zealand Buyers will not be advised of the outcome of their application until after all International Buyers have been accepted.

Where a company is attending TRENZ for the first time, only one Buyer from that company will be accepted.

ITOs who are exhibiting as a Seller will be given preference as Buyers.

Depending on your application you may be requested to provide more information around your objectives for attending TRENZ.

## SELECTION CRITERIA

To be accepted as a New Zealand Buyer at TRENZ, you must demonstrate to the New Zealand Buyer Selection Panel that you meet the selection criteria.

The mandatory requirements for New Zealand Buyers are:

The company must:

- Be a New Zealand registered company paying applicable taxes in New Zealand. The company must also have internet, website and email capabilities;
- Have a demonstrated or proven ability to work with the New Zealand tourism industry to brochure, package and sell New Zealand tourism product in overseas markets;
- Be attending TRENZ with the sole purpose of contracting/purchasing New Zealand product that is commissionable at the appropriate industry levels and/or at net wholesale rates;
- Be able to show a commitment to increasing the existing range of New Zealand product and the value/volume of sales made from travel to and within New Zealand. NOTE: Proof of sales volumes or commitment to future business may be requested to verify a company's qualification to attend TRENZ;



- Show a desire to improve regional dispersal and shoulder season visitation;
- Have no outstanding debts with Tourism Industry Aotearoa (TIA) or the Tourism Industry New Zealand Trust (Organiser) and be in good financial standing with members of the New Zealand tourism industry. Should the need arise to check on the financial standing of individual companies, adverse findings will be referred to the applicant for comment before a final decision is made. The final decision of acceptance will be made by the Organiser; and
- Hold current and appropriate operating licences.

The company representative must:

- Be a senior decision maker, product manager, contract manager or retail agent and be authorised to operate, act and purchase product on behalf of the company they represent.

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.

International Buyer caveat – please note that New Zealand based Buyers with either a significant international contracting role or with a significant contracting role for multiple overseas clients may be prioritised. Any Buyer based in New Zealand but contracting primarily for international markets at considerable volumes may request to apply as an International Buyer.