

Destination Marlborough

TRENZ 2025



TRENZ – Rotorua 2025

TRENZ is New Zealand's premier international tourism trade show, bringing together the country's top tourism operators with influential international buyers, inbound tour operators, and global media. Each year, more than 270 buyers from across the world come to discover new tourism products and experiences, making TRENZ an unparalleled opportunity to showcase and grow your business on the global stage.

TRENZ is a perfect platform to showcase your business to the international market and here is an opportunity for you to be included and showcased. Destination Marlborough (DM) will be attending TRENZ in Rotorua in May, for the first time we are seeking expressions of interest for operators to be represented at TRENZ.

How it will work

Destination Marlborough will showcase your business during the 52 appointments allocated over 3 days. The number of businesses will be limited to ensure enough time and visibility for each business being showcase. Each operator will be required to provide an update on product prior to Trenz along with updated imagery for our presentation. DM will deliver updates on your business at TRENZ for a fraction of the cost of attending in person, as well as taking the hassle out of preparing for the event. Operators being represented will be included in the TRENZ product manual which will be distributed to agents post TRENZ.

On completion of TRENZ, DM will provide an activity report outlining who we have spoken to on your behalf, details if there is any follow-up by you required and a copy of the database contacts. DM will also do an initial follow-up post event to keep the agents engaged.

This new model is to enable DM can focus on quality and assist in elevating core Trade Ready Marlborough Product looking for international exposure. We are seeking a minimum of 10 operators with a maximum of 15 that we can represent at the 2025 TRENZ in Rotorua.

Why YOU need to be included at TRENZ's

- To Be Showcase on an international stage: Trenz's is the biggest tourism trade event on the calendar, it attracts the key decision makers into one place. If you are looking to grow your international market, including Australia, this event is for you.
- To Secure international business opportunities: Provide direct access to not only international wholesalers, TRENZ also connects with tour operators looking to expand their offerings. TRENZ opens doors to global markets.
- To Encourage year-round visitation: Tapping into markets that promote off-peak and shoulder season travel, filling seasonal gaps and ensuring a steady flow of visitors throughout the year.
- To Facilitate connection and collaboration: Connecting operators with trade to enable long-term relationships, support repeat business, joint marketing initiatives, and greater market reach.

What is the benefit for your business

- **Global Exposure:** Destination Marlborough will represent your business in exclusive meetings with influential international travel trade buyers, ensuring your products are showcased to key decision-makers in the tourism industry.
- **Access to New Markets:** Gain direct exposure to international buyers that may have otherwise been difficult to reach, opening doors to new markets and opportunities for your business.
- **Inclusion in Sales Pitches:** Your product will be featured in Destination Marlborough's tailored sales pitches and trade discussions with international buyers throughout the event.
- **Post-Event Insights:** Receive a detailed post-event report with key insights, feedback, and potential leads, providing valuable information to help you follow up and convert opportunities into business.
- **Facilitated Connections:** Benefit from direct connections with buyers made by the Destination Marlborough Trade Manager, along with the opportunity to follow up post-event to build long-term relationships.
- **Pre-Event Consultation:** Participate in a 1:1 meeting with the Destination Marlborough Trade Manager before the event to update and refine all aspects of your product offerings, ensuring they are presented accurately and compellingly.
- **Extensive Industry Exposure:** Your business will be promoted during 52 pre-scheduled 15-minute appointments over two and a half days, as well as during networking functions, giving you maximum visibility and opportunities for collaboration.
- **Maximize ROI with Minimal Effort**
For a fraction of the cost, gain all the exposure and opportunities of attending TRENZ, with expert representation handling all the hard work on your behalf.

Key Dates

Details	Deadline
Registration Opens	Monday, 3 rd March
Registration Closes	Friday, 21 st March
Confirmation and invoices	Tuesday, 25 th March onward
Participation fee due	8 th April
Minimum number of applications	10
Maximum number of applications	15

Event Details

- First Day of the official programme – Tuesday 6th May, 2025
- Last Day of the official programme – Thursday 8th May, 2025

Types of NZ Businesses suited to this event

- Accommodation providers
- Activity providers
- Transport providers

Selection criteria and Participation requirements

Your business must demonstrate that you are Trade Ready by meeting the below criteria:

- Product should offer high service standards to satisfy the demands of the domestic and international visitor. 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.
- You should have an understanding of the needs and expectations of international visitors.
- Understanding of net rates and commission structures
- Appropriate booking mechanisms in place which make it easy for the international market to book.
- Confidence the product meets the requirements of wholesalers and inbound tour operators.
- Be a New Zealand registered company paying applicable taxes in New Zealand
- Offer commissionable product and provide buyers with confirmed rates for a minimum period of 18 months following TRENZ (please note the industry expectation is a minimum of 20% commission on products)
- Have current and appropriate operating licenses as required for the business (e.g. Passenger Service License, Department of Conservation concessions)
- Have current and up to date health and safety plans
- Have current Public Liability Insurance
- Be in a stable financial position

If you are a new business going into International Markets, you must ensure your business was launched in May 2024, and be Trade Ready as mentioned above.

Participation Details

The cost for Destination Marlborough to promote your business at the event \$1,000.00 NZD plus GST per business (Maximum 15 Operators will be represented)

What is included in participation fee

- TRENZ Attendance Fee: Full Trenz participation fee, shared among multiple operators to make participation affordable.
- Travel and Accommodation: Flights, accommodation, and transport for DM representative to attend the event on your behalf.
- Representation Services: Pre-event consultation, tailored product pitches, and dedicated representation during all scheduled meetings.
- Marketing Collateral Preparation: Ensuring your business materials are presented professionally to buyers.
- Post-Event Reporting: Compilation of feedback and report and leads specific to your business.

Registration Information

To ensure the smooth flow of the event, we recommend early registration by completing the form before the deadline available on the website.

If you have any issues, please contact trade@marlboroughnz.com.

Cancellation

If you wish to cancel your participation, please get in touch with trade@marlboroughnz.com by providing written notice of such cancellation.

Please note due to the event being so close you will not receive a complete refund.

Terms and conditions

There is no obligation on the Trade Manager to approve applications and the Trade Manager may reject any expression of interest with or without reason. The Organiser retains the right to determine, in its sole absolute discretion, whether the business should be represented.