

Countdown to TRENZ 2010

With just under four weeks to go to TRENZ 2010 (Auckland 24-27 May), the huge effort that goes into making this such a successful international trade event for our industry is in full swing.

TRENZ (Tourism Rendezvous New Zealand) is New Zealand tourism's largest and most important annual marketing and business to business event.

About 250 of our leading tourism operators will attend this year's event, looking to write business for future seasons with more than 270 Buyers from 30 established and emerging markets. This year 19 Exhibitors are attending TRENZ for the first time, and almost 60 new products will be on show.

One of the strengths of TRENZ is that it is invite-only – Buyers are carefully selected and collectively represent up to 75% of international tourism business to New Zealand. Over four days of focused business activity they can view the wide range of visitor experiences this country has to offer, and negotiate contracts for supply with motivated sellers.

There is a real sense of excitement around TRENZ 2010 as most of our major markets emerge from recession. With just over one year to go, it will also be the last chance to book product for Rugby World Cup 2011, which is expected to attract an additional 80,000 international visitors to New Zealand.

As expected, there will be plenty of Buyers from traditional markets. Positively, we are also seeing good numbers from new and emerging markets, including South America and Central America (Argentina, Brazil, Uruguay, Mexico) and Eastern Europe (Hungary, Russia and Poland). We've also noted a big increase in Buyers from India compared with 2009 – 14, up from four last year.

We will also be hosting a 50-strong media contingent – evenly split between international and domestic media.

This year we've introduced several new initiatives to generate even greater value to delegates. A new online interactive Exhibitor Expo on the TRENZ website is enabling Buyers and media to learn about the products that will be on show. Pre-scheduled appointments for media with Exhibitors will enable them to get more out of TRENZ. We've also introduced a new 'speed-dating' networking opportunity for the first day of TRENZ. This will allow Exhibitors to talk face-to-face with Buyers they won't see in scheduled, full-length meetings. Potentially these speed meets could lead to further discussions and new business being signed.

As global competition for the international visitor dollar becomes increasingly fierce, the importance of TRENZ for developing relationships and writing business can't be overstated. This is underscored by the attendance of the Prime Minister and Minister of Tourism John Key and the Associate Minister of Tourism Jonathan Coleman at this year's event.

TRENZ 2010 is shaping up to be one of the best ever and I look forward to seeing many of you there.

TRENZ is managed by TIA and in partnership with Tourism New Zealand, Air New Zealand, Qantas, Tourism Auckland and other industry supporters.