



SELLER CRITERIA

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SELLER CRITERIA



Contents

BACKGROUND	3
SELLER CRITERIA.....	3
SELLER SELECTION PROCESS	3
SELECTION CRITERIA	3
INTERNATIONAL MARKET READY PRODUCT	4
SELLER RATES	5
PARENT COMPANY	5
LUXURY PRODUCTS	5
NEW PRODUCTS	5
NEW SELLERS.....	6
MARKETING CLUSTERS	7
MARKETING CLUSTER RATES	7
REGIONAL TOURISM ORGANISATIONS (RTOs) AND ECONOMIC DEVELOPMENT AGENCIES (EDAs)	9

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BACKGROUND

The continued success of TRENZ and the TRENZ Connect platform is driven by the quality and engagement of all participants. To ensure this is maintained, TRENZ and TRENZ Connect have clear criteria for attendees.

SELLER CRITERIA

TRENZ Connect is a digital marketplace where New Zealand's leading tourism operators can connect with qualified travel and tourism Buyers from around the globe 24 hours a day, 365 days a year.

The physical TRENZ event provides a high value, on-the-ground business marketplace that offers "one-stop shopping" for 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 participants, whether online (TRENZ Connect) or in person (physical TRENZ event).

SELLER SELECTION PROCESS

The TRENZ selection panel assesses 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 previously attended a physical TRENZ and have already been approved by the selection panel.

**Being accepted as a Seller on the TRENZ Connect online platform does not guarantee acceptance as a Seller at a physical TRENZ event. Acceptance at a physical event will be subject to availability. In the event of restrictions around capacity, priority may be given to businesses that have previously exhibited at TRENZ events, businesses that worked with international trade prior to 2018 or businesses that can provide up to three endorsements from other leading New Zealand tourism operators or Regional Tourism Organisations (RTOs).*

SELECTION CRITERIA

To be accepted as a TRENZ Seller, 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 and be prepared to pay commissions of 20-30%*
- Have current and appropriate operating licences as required for the business (e.g. Passenger Service Licence, Department of Conservation concessions);
- Have a current and up to date Covid and Health and Safety plan;
- Have current Public Liability Insurance;
- 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.

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. 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.

*Excluding 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 take part in the TRENZ event at the TIA member rate, the participating Seller 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 subsidiary's 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.

LUXURY PRODUCTS

Operators may indicate a product is Luxury if it meets the following criteria. A luxury product is something that:

- Is targeted at high-net-worth travellers
- Is considered a unique, bespoke experience
- Offers personalised service
- Is not available to the mass market

NEW PRODUCTS

For established Sellers 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 a TRENZ event or on the TRENZ Connect platform previously; and
- Be international market ready*.

**Please refer to definition of international market ready tourism product*

A new product may include a significant refurbishment or upgrade/addition to existing product where the upgrade is deemed by TIA to be of sufficient scope. Evidence of the scope of the upgrade may be requested.

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 references from your local Regional Tourism Organisation (RTO) as well as additional information may be requested, 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 as a New Seller, the Seller must:

- Be international market ready*; and
- Have not attended any previous TRENZ trade events.

Please note - references from your local Regional Tourism Organisation (RTO) as well as additional information may be requested. You may need to advise the following:

- Date of product opening;
- Marketing plan information;
- Expected visitor numbers; and
- Industry track record/credibility of key personnel.



MARKETING CLUSTERS

National and regional marketing clusters – including accommodation marketing groups and tourism marketing groups – may be considered for attendance at a physical TRENZ or online TRENZ Connect event with an appointment schedule.

Marketing clusters will need to supply a full list of all products/brands they will be representing 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 to provide 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

A marketing cluster is a company that represents and markets one or more New Zealand tourism products and/or services internationally and does not contract product directly. These products cannot already be represented at TRENZ independently.

To take part in TRENZ at the TIA member rate, the participating organisation 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 products 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 for products being represented.
- 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 the standard package 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 (RTOs) AND ECONOMIC DEVELOPMENT AGENCIES (EDAs)

To be accepted for TRENZ in this product category RTOs and EDAs need to be officially recognised by their peak bodies (Regional Tourism New Zealand and EDNZ) and be a member of TIA at the time of application.

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.