



# TOURISM SERVICES CRITERIA

2024

Event of:



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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.

## TOURISM SERVICES 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 valued 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).

Participating in TRENZ Connect or the physical TRENZ event as a Tourism Services business is an exclusive opportunity for organisations servicing the tourism industry to promote products and services to TRENZ delegates. Examples of Tourism Services are:

- Print, broadcast, and interactive media
- Systems and technology solutions
- Advertising and public relations
- Souvenirs and merchandise
- Research consulting
- Marketing systems (SEO/SEM, email campaigns, social media, web design)
- Education and training
- Distribution channel management
- Revenue and reservation systems.

## TOURISM SERVICES SELECTION PROCESS

The TRENZ selection panel assesses all applications against the criteria outlined below. Meeting the criteria does not guarantee acceptance.

\*Being accepted as a Tourism Service on the TRENZ Connect online platform does not guarantee acceptance as an exhibitor 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.

## SELECTION CRITERIA

To be accepted as a TRENZ Tourism Services, your company must demonstrate to Tourism Industry New Zealand Trust (Organiser) that you meet the selection criteria.

Companies must:

- Be a New Zealand registered company paying applicable taxes in New Zealand. The company must also have internet, website and email capabilities.
- Provide services or products to the New Zealand tourism industry and New Zealand tourism operators.
- Have a good safety record and not be under investigation by any New Zealand 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.
- 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.



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