



# BUYER CRITERIA 2024

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# INTERNATIONAL BUYER CRITERIA

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

## INTERNATIONAL BUYER SELECTION PROCESS

All qualified International Buyers will receive an invitation to attend TRENZ. A qualified buyer is an individual employee from an international or online organisation, who is nominated by industry partners including Tourism New Zealand and Air New Zealand, or is approved by the TRENZ Buyer Selection Panel to be invited.

All qualified International Buyers are required to complete the online application form via the TRENZ Connect platform. Completing the application form does not guarantee acceptance. An invitation is specific to a person and is not automatically transferable to another representative from the same company. Where companies or delegates have not received an invitation, completion of the invitation request form will not necessarily result in acceptance to attend.

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

## SELECTION CRITERIA

To be accepted as an International Buyer at TRENZ, your company must demonstrate to Tourism Industry New Zealand Trust (Organiser) that you meet the selection criteria. The mandatory requirements for International Buyers are:

The company must:

- Have a demonstrated or proven ability to work with the New Zealand tourism industry to brochure, package or sell New Zealand tourism ground product in overseas markets.
- Or, if not already selling New Zealand or are new to selling New Zealand have a legitimate interest in starting to do so. Legitimate interest needs to have been demonstrated by having attempted to build a relationship with either Tourism New Zealand or Air New Zealand overseas market teams, and have started to gain contracts with sellers in New Zealand.
- Be attending TRENZ with the purpose of contracting, purchasing or marketing New Zealand product that is commissionable at appropriate industry levels and/or at net wholesale rates for sale via traditional and/or online channels.
- 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 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.
- Possess a valid licence and, if from a country where licensing of general sales agents, wholesale and retail travel agents is a government regulation, show the licence number.
- Be listed on the TRENZ Connect Online platform or have done at time of registration.

The company representative must:

- Be a senior decision maker, product manager or contract manager and be authorised to operate, act and purchase product on behalf of the company they represent.
- Have sufficient English language skills to converse and conduct business with Sellers. If a Buyer cannot speak a sufficient amount of English, a translator must be organised and associated costs will be the responsibility of the Buyer.
- Be based overseas. Any Buyer with a base in New Zealand must apply as a New Zealand Buyer and is subject to the New Zealand Buyer terms and criteria and the selection panel process.
- Be listed on the TRENZ Connect Online platform or have done at time of registration.

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.

## NEW ZEALAND BUYER CRITERIA

Please see the criteria for New Zealand based Buyers: [\*New Zealand Buyer criteria\*](#)