



TRENZ
ROTORUA
6 – 8 MAY
2025



SELLER CRITERIA 2025

Event of:



Premier sponsor:



Supported by:



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Seller criteria

The continued success of TRENZ is driven by the quality and engagement of all participants. To ensure this is maintained, there is clear criteria for sellers.

Sellers at TRENZ are organisations that are delivering exceptional customer experiences in the New Zealand tourism industry. They are distinguished by their commitment to safety, authenticity, and sustainability, along with a solid reputation and professional practices. This includes:

- **Exceptional customer service:** Providing outstanding, personalised service and support, ensuring a positive and memorable experience for all customers.
- **Exceptional customer experiences:** Offering high quality products and services at all times.
- **A high standard:** Adhering to rigorous safety protocols and legal regulations to ensure the well-being of customers and staff (e.g. Qualmark).
- **Authentic and unique experiences:** Offering genuine and distinctive experiences that showcase the unique aspects of New Zealand's culture, environment, and attractions. Have products that encourage regional dispersal and shoulder season visitation.
- **Positive reviews and reputation:** Maintaining a strong reputation in the industry, supported by positive customer reviews and feedback.
- **Sustainable practices:** Having a focus on regenerative tourism, incorporating environmentally and socially responsible practices into their operations, and promoting the conservation of New Zealand's natural and cultural resources.
- **Professional and reliable:** Demonstrating high levels of professionalism, reliability, and consistency in delivering their products or services.
- **Innovative:** Continuously seeking to improve and innovate their products or services, staying ahead of industry trends and customer expectations.
- **Supporting local communities:** Engaging with and supporting local communities, contributing to the economic and social well-being of the regions they operate in.

Seller selection process

The TRENZ Seller Selection Panel assesses all applications against the criteria outlined below. Meeting the criteria does not guarantee acceptance as demand for participation may exceed availability.

Selection criteria

To be accepted as a TRENZ seller, sellers must demonstrate that they meet the below selection criteria.

- be a New Zealand registered company paying applicable taxes in New Zealand.
- sell an international trade ready tourism product
- 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 licences as required for the business (e.g. Passenger Service Licence, Department of Conservation concessions)
- have current and up to date health and safety plans

- 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 New Zealand, WorkSafe or other)
- have no outstanding debts with Tourism Industry Aotearoa (TIA) or the Tourism Industry New Zealand Trust
- be in a stable financial position.

Seller companies are encouraged to be Qualmark Accredited.

International market ready tourism 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.
- Identified target international visitor markets.
- An understanding of the needs and expectations of international visitors.
- Set pricing for a 18 month (minimum) 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.
- Confidence the product meets the requirements of wholesalers and inbound tour operators.

New sellers and products

There is an option for sellers to highlight whether they are a new seller or have a new product. Applicants are required to detail this at the time of registration.

New seller - to qualify as a new seller, the seller must be international market ready and have not attended any previous TRENZ trade events.

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 a new product, this product needs to:

- have launched since May 2024
- not have been promoted at a TRENZ event previously
- be an international market ready 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, references from your local Regional Tourism Organisation (RTO) and 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, industry track record/credibility of key personnel.

Luxury

There is an option for sellers to highlight whether they are a luxury operator or offer a luxury product. Applicants are required to detail this at the time of registration.

Luxury operators – a luxury operator is an operator that caters to the luxury market, and is encouraged to hold either a Qualmark Accreditation or, if an accommodation provider, a Qualmark 5-star rating.

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

- offers an exclusive and unique experience
- offers personalised high-end service
- targets premium travellers and is not available to the mass market.

Marketing clusters

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.

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 and offer commissionable product with confirmed rates for a minimum period of 18 months following TRENZ.
- 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

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 wish to attend TRENZ as a marketing cluster, please email info@trenz.co.nz for more information.

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), Māori 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 and offer commissionable product with confirmed rates for a minimum period of 18 months following TRENZ
- represent the region or association group rather than talking to specific products
- show a history of other international marketing initiatives.

Seller rates

In order to attend TRENZ 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.

Terms and conditions

There is no obligation 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.

View full event [Terms and Conditions](#)