

TRENZ BUYER CRITERIA 2026

An international buyer is defined as a buyer who is based overseas and purchasing New Zealand product.

A New Zealand buyer is defined as a buyer who is based in New Zealand and purchasing New Zealand product.

All qualified international buyers and New Zealand buyers will receive an invitation to attend TRENZ.

All buyers are required to complete the online application form. Completing the application form does not guarantee acceptance. Your application will be assessed to confirm you meet the buyer selection criteria before you are confirmed to attend. Meeting the criteria does not guarantee acceptance as demand for participation may exceed availability.

Registrations cannot be shared between delegates at the event and all buyers are required to attend the full TRENZ buyer programme, including host region famils on Tuesday 19 May 2026. Buyers are also required to stay at their allocated sponsor hotel accommodation. Failing to comply with the above may impact attendance at future TRENZ events.

The number of pre-scheduled appointments a buyer receives is dependent on buyer and seller preferencing. Buyers are responsible for completing their preferencing to ensure the best chance of receiving quality appointments.

Selection criteria

To be accepted as a buyer at TRENZ, your company must demonstrate that you meet the below selection criteria.

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, and consistently sells trips or travel packages to New Zealand.

  For international buyers, not already selling New Zealand or who 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 or directly with inbound tour operators or tourism

sellers in New Zealand and have started to gain contracts with sellers in New Zealand. Industry referees may be requested.

- 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.
- Have a significant influence over travel decisions, either directly through your own sales channels or indirectly through reputation and reach in the market.
- 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.
- Operate in key target markets that align with Tourism New Zealand's market strategy and/or have potential to access emerging or small markets.
- Have a strong reputation for reliability, professionalism, and customer satisfaction in the travel industry.
- 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.
- Qualify as one of the below buyer company types:
    - Retail and wholesale company – packaging and selling New Zealand tourism products in overseas markets.
    - Online travel agent (OTA) or online aggregator
    - Inbound Tour Operator (ITO) or Destination Management Company (DMC)
    - Online B2B company

Consideration will also be given to buyer organisations that:

- Enable access to a new segment of travellers or a new market for New Zealand sellers.
- Cater to a clientele that is likely to spend more on travel, accommodation, and experiences, including targeting luxury or premium segments.
- Are innovative in their approach to travel and tourism, adopting new technologies and trends that can enhance New Zealand's appeal.

The company representative must be a senior decision maker, product manager, contract manager or retail agent and be authorised to operate, act and purchase product on behalf of the company they represent.

For New Zealand buyers

New Zealand buyers must be a New Zealand registered company paying applicable taxes in New Zealand and hold current and appropriate operating licences.

TRENZ is primarily an international travel trade show and as such, international buyers are accepted in the first instance. Completing the application form and meeting the criteria does not guarantee acceptance. New Zealand buyers may not be advised of the outcome of their application until after all international buyers have been accepted. New Zealand buyers will be advised of the outcome of their application no later than Wednesday 11 February 2026.

International buyer caveat – please note that New Zealand based buyers with either a significant international contracting role or with a significant contracting role for multiple overseas clients may be prioritised. Any buyer based in New Zealand but contracting primarily for international markets at considerable volumes may request to apply as an international buyer.

Cancellation

If a buyer is no longer able to attend TRENZ, they must advise the Organiser in writing. The Organiser reserves the right to apply cancellation fees as per the dates published on the TRENZ website, which are enforceable from the time a registration is confirmed. Buyers are strongly encouraged to take out appropriate insurance to cover any incurred costs should they need to cancel their attendance at TRENZ.

Terms and conditions

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 application form will not necessarily result in acceptance for an alternative company representative to attend.

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

The company applying must 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. The company must also have internet, website and email capabilities.

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.

View full event *Terms and Conditions*.