

## Making the most of trade shows

Tourism industry trade shows are held all over the world, and usually fit one of two formats;

- Set appointment schedules between buyers and sellers (pre-scheduled appointments made before the event)
- Open forums that allow buyers to browse and visit seller stands at random.

Tourism New Zealand runs a number of specialised New Zealand trade shows around the world, and also coordinates a New Zealand presence at other events. For more information on upcoming events contact Venture Taranaki.

In 2007 Tourism New Zealand made an unconditional rule that they would only accept formal applications from quality-assured operators (for example Qualmark licensed operators) for trade events. Non quality-assured operators can register their intent for events and will be invited to apply if the event is under subscribed by quality-assured operators.

Before embarking on the overseas trade shows, consideration should be given to attending New Zealand's inbound trade show TRENZ. This show offers sellers the opportunity to meet a comprehensive range of tourism buyers from around the world.

It is suggested that tourism operators who want to conduct business directly with international buyers should plan to attend TRENZ for two to three years before committing to an overseas tradeshow. The experience gained at TRENZ will help establish your product in the international marketplace and give you a strong base on which to grow your international visitor levels.

TRENZ is an annual event usually held in May or June. Operators wanting to register should visit [www.trenz.co.nz](http://www.trenz.co.nz) for further information or contact Venture Taranaki.



Photos: Rob Tucker



## Before committing to a trade show consider:

- **Your objectives**  
Are you attending the show to maintain contact with clients, attract new business or launch a new product? Find out what sort of audience the show will have, and whether the show has a strong following.
- **If the format meets your objectives**  
Does the trade show have pre-scheduled appointments? Can you share a stand with another operator?
- **Your budget**  
Costs of attendance include; trade show deposit, airfares, accommodation, transport, meals, exchange rate, pre and post activity, staff costs, print material specific to the trade show, uniforms, booth display material, furniture and lighting, and any follow up costs.
- **Define your target audience**  
Check the trade show is reaching the target audience for your product; for example, choose a leisure travel show if you wish to build relationships with wholesalers and retail travel agents.
- **Connect with inbound tour operators**  
Many international buyers finalise their buying through an inbound tour operator. Before attending an international travel show, you should first have established relationships with inbound operators in New Zealand.
- **Get market ready**  
Your product must be market-ready, meet the buyers' requirements, and be suitable for the international markets.
- **Set your rates**  
When dealing with inbound operators and wholesalers, rates for your activity, attraction or accommodation should be ideally set for a 12 – 18 month period.

- **Develop your marketing material**  
Ensure that all your promotional material is current and that you have sufficient quantities for both the trade show and follow up. Material should include brochures, fact sheets and images.
- **Liaise with Venture Taranaki and Tourism New Zealand**  
If either Venture Taranaki or Tourism New Zealand are involved with the trade show they could assist with contacts, collateral, marketing assistance.



*Taranaki contingent at TRENZ 2007*

