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TRENZ SUCCESS FOR SUBRITZKY SEALINK

Subritzky SeaLink has just returned from a highly successful representation at TRENZ (Tourism Rendezvous New Zealand) 2005 in Christchurch.

The company, represented by Sales and Marketing Manager Donna Gauci and Product Manager Jean Goodbrand had a busy appointment schedule with international buyers, many of whom were already familiar with the company's Australian Kangaroo Island's product offerings.

"Being owned by Kangaroo Island SeaLink proved extremely beneficial" said Donna Gauci, "we were able to immediately establish rapport with buyers to whom the SeaLink name was already familiar."

Also beneficial was the company's Qualmark™ accreditation, obtained in May. Jean Goodbrand said "As part of our TRENZ strategy, we identified that achieving Qualmark™ accreditation would assist us to gain profile and credibility in the international market".

The company's goals for TRENZ included identifying market opportunities and ongoing product requirements. A lot of buyers were at TRENZ looking for new product. "Our packages using a combination of ferry, air and accommodation options on Great Barrier and Waiheke Islands were just what buyers were looking for" said Jean Goodbrand. "This is the start of an exciting new phase for the company. We have a very clear direction and we plan to have our first brochure in the market by 1st October".

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