

Northland Tourism Marketing Made Easy

2020-2021 Prospectus



Cape Reinga

Kia Ora and welcome to the 2020-2021 prospectus of Northland tourism marketing products owned and endorsed by Northland Inc, Whangarei District Council and Far North District Council and brought to you by bigfish.

NORTHLAND VISITOR GUIDE

NORTHLANDNZ.COM

WHANGAREI VISITOR GUIDE

**FAR NORTH I-SITE DISPLAYS:
PAIHIA | KAITAIA | HOKIANGA**

BAY OF ISLANDS VISITOR MAP

NorthlandInc
Growing Northland's Economy
Kia tupu ai te Ohanga o Te Tai Tokerau


Whangarei
District Council


Far North
District Council
Te Kaunihera o Tai Tokerau ki te Raki

 **SITE**

 Visitor
Information

 **bigfish**

Northland Tourism Marketing

While international visitor markets currently can not visit our beautiful shores, the domestic market presents our immediate opportunity. Tourism New Zealand are still active within all global markets and have added New Zealand to that list of countries.

Their latest domestic market research shows that there is a strong demand for domestic holidays, driven by a desire to support the economy and to see more of New Zealand.

DOMESTIC MARKET INSIGHTS

- 64% of kiwis intend to holiday in NZ and 50% will be substituting overseas travel for a holiday at home
- 43% intend to spend more than they normally would on an NZ holiday
- 71% believe it is important to travel to support local businesses
- 56% want to see more of NZ
- 53% want to take a long weekend, 61% a short break, 61% a week-long holiday and even 43% are up for a two week or longer holiday
- 90% need to travel outside their region for it to feel like a holiday - great news for Northland as most of the population resides south of here, and we are "just up the road" from Auckland, our largest domestic market opportunity!

[Source: Tourism New Zealand July 2020]

SO MANY CHOICES

With so many marketing choices available today, you'll want to ensure your valuable advertising dollar works hard for your business by investing in the range of integrated tourism marketing options owned and endorsed by Northland Inc, Whangarei District Council and Far North District Council and brought to you by bigfish on this user friendly rate card.

- **Northland and Bay of Islands Visitor Guide***
- **NorthlandNZ.com Featured Listings**
- **Whangarei Visitor Guide***
- **Bay of Islands Visitor Map**
- **Far North i-SITEs Display Products****

* 15% Discount on all advertising rates

** 20% Discount for previous 'annual' members

NORTHLAND'S TOURISM STATS

\$1,014m

Annual Northland visitor spend (YE June 2020)

1.96m

guest nights in the year ended Sept 2019 (CAM)

78%

of Northland's visitor spend is domestic (MBIE)

67%

of Northland's guest nights are from the domestic visitor (Sept 2019 CAM)



Moureeces Bay, Whananaki - Photo by Doug Pearson

TRADE MARKETING

Each year, Northland Inc attends offshore trade training events with Tourism New Zealand in key international markets. Disruption to global travel has emphasized the need to connect through multiple channels to keep Northland's brand alive in hearts and minds of trade at home and abroad.

To ensure travel sellers have a good understanding of Northland product, live webinars, virtual famils and presentations have now been added along with the two valuable trade tools available on the trade section of NorthlandNZ.com.

[Northland Tourism Product Directory](#)

[Northland Chinese Product Introduction](#)

For information contact cheryl@bigfish.nz

Northland's Tourism Marketing Products

Quick Look

NORTHLAND & BAY OF ISLANDS VISITOR GUIDE

Primary regional visitor resource for Northland.
Refers back to NorthlandNZ.com

Print run: 70,000

Distribution: All i-SITEs nationally, Northland and Auckland VisitorPoint Circuits, Bay of Islands Airport, accommodation providers and other outlets throughout Northland, online at NorthlandNZ.com

When: December 2020

Cost: From \$399

15% DISCOUNT ON ALL ADVERTISING RATES

NORTHLANDNZ.COM FEATURED LISTINGS

Featured listing on the region's flagship destination website, owned by Northland Inc.

Page views: 327,000 pa

Featured listings are displayed first in all relevant searches - accommodation, activity pages and by category, type or area. Domestic marketing and social media campaigns refer traffic back to NorthlandNZ.com

When: Annual period from 1 October 2020.

Cost: \$200 per year or pro-rata for part year

WHANGAREI VISITOR GUIDE

Key print marketing publication for Whangarei.
Refers back to WhangareiNZ.com

Print run: 30,000

Distribution: Whangarei Information Centres, available FOC to all i-SITEs and other businesses nationally, Whangarei and Bay of Islands airports, Northland VisitorPoint Circuit, online at WhangareiNZ.com

Published: November 2020

Cost: From \$320

15% DISCOUNT ON ALL ADVERTISING RATES

BAY OF ISLANDS VISITOR MAP

Attractions and iconic landmarks; maps of BOI area, Paihia, Russell and Kerikeri

Size: A2

Print run: 40,000

Distribution: All Northland i-SITEs, Bay of Islands airport, VisitorPoint Northland Circuit, available to all local businesses

Published: December 2020

Cost: From \$375

FAR NORTH I-SITE VISITOR INFORMATION CENTRES

(Paihia, Kaitaia, Hokianga)

Display options at the three Far North i-SITEs

Brochure display: \$250 (all 3 Centres)

Kaitaia only: \$110

Hokianga only: \$110

Poster: \$320 (Paihia only)

Banner: \$860 (Paihia only)

Video/DVD: \$420 or \$1,110 (all 3 Centres)

LESS 20% DISCOUNT FOR ELIGIBLE DISPLAYS

See Page 7 for information

Annual contract from 1 October 2020

NORTHLAND TOURISM PRODUCT DIRECTORY ONLINE

Northland Tourism Product Directory
Online listings are available on the TRADE section of NorthlandNZ.com.

Promote your product to sellers and bookers of tourism products and holidays, both nationally and internationally. Used by Northland Inc in conjunction with live webinars, virtual famils and digital presentations

Cost: \$175 - \$200 per year or pro-rata for part year

See full Specifications and Terms & Conditions

* All prices excluding GST

Northland and Bay of Islands Visitor Guide 2021

The official Northland Visitor Guide is the region's number one printed promotional opportunity for tourism and related businesses. Its primary function is to bring holidaymakers and weekenders to and around Northland by showcasing the best of what the region has to offer. Plus, it is available to be viewed or downloaded online via NorthlandNZ.com.

It contains the essential information that visitors love when planning their journey – regional map with drive times, culture and heritage, must do's, walks, cycle trails, arts, coastlines and forests, Northland Journeys highlights, annual events and captivating images. Plus sections for each area showcasing the region's diversity – Bay of Islands, Whangarei & Tutukaka Coast, Kauri Coast & Hokianga, Top of the North.

DISTRIBUTION

70,000 printed copies are distributed via:

- Northland's i-SITES and Information Centres
- Bay of Islands Airport
- Auckland's Princes Wharf & SKYCITY i-SITES
- 240 VisitorPoint outlets throughout Auckland
- All VisitorPoint stands from Auckland to the Top of the North
- New Zealand travel agencies
- Available FOC to all Northland accommodation providers and other Northland businesses
- All i-SITES nationally
- Available to Tourism New Zealand offices worldwide
- Online at NorthlandNZ.com

Advertorial options available on request for business associations and promotions groups.



15% DISCOUNT

We are pleased to offer all advertisers a special 15% discount this year.

ADVERTISING RATES

1/16 Page	\$399
1/8 Page	\$638
1/4 Page	\$1,240
1/2 Page	\$2,210
Full Page	\$4,285
Back Cover	\$5,100

All prices exclusive of GST.

Listed prices are inclusive of the discount.

At time of booking you can nominate to pay your account by Automatic Payment over 3 consecutive months.

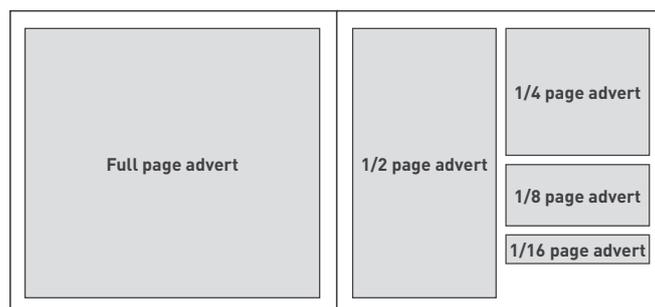
Standard 1/16 and 1/8 Page advertisements are designed by bigfish in the template style at no extra cost.

All advertisements 1/4 page or larger must be custom designed (POA) or supplied Print Ready.

DEADLINES:

Booking:	23 October 2020
Content & images:	23 October 2020
Print ready:	28 October 2020
Distribution:	December 2020

ADVERT SIZES DIAGRAM



NorthlandNZ.com Featured Listings 2020-2021

NorthlandNZ.com is the flagship destination website for the Northland region. Traffic is directed through to business listings on NorthlandNZ.com from the new Northland Style campaign and other domestic marketing and social media activity.

If you have a listing on NewZealand.com (Tourism New Zealand's website), you will automatically receive a free listing on www.NorthlandNZ.com, which is owned by Northland Inc. All listing content appears on NorthlandNZ.com via a data feed from NewZealand.com which means you only need to list once! It's that easy.

All website listings include:

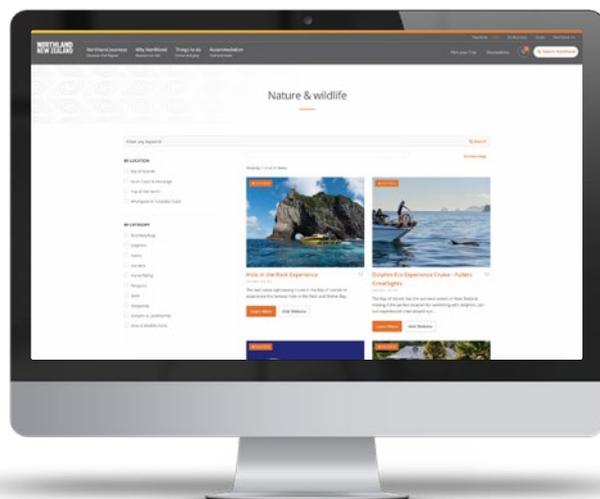
- Email/website/phone number(s)
- Physical address
- Summary and extended description
- Pricing and opening hours
- Social media links
- Qualmark accreditation
- TripAdvisor link
- Google map
- Bookit calendar (if applicable)
- Book Now button (make sure you link to your website booking calendar)
- Image gallery and video

LISTING ORDER

Featured Listings show first in all relevant categories and searches, followed by the free listings which are displayed alphabetically.

WEBSITE STATS

- 327,000 pageviews over the last year
- Pageviews peak prior to long weekends and school holidays
- New #NorthlandStyle campaign saw July 2020 School Holiday pageviews soar to over double those of last Christmas holidays
- Domestic marketing and social media campaigns refer traffic back to NorthlandNZ.com
- Over 550 tourism products are listed with over 140 'Featured Listings'



FEATURED LISTINGS

For the annual fee of \$200 you can upgrade to a Featured Listing which rotate at the top of all search results relevant to your product, maximising the number of potential visitors that see your business listing. You get all of the benefits of listing on NorthlandNZ.com PLUS the increased visibility of being among the first listings to appear.

ANNUAL RATE

Main Listing	\$200
Additional Product	\$60

All prices exclusive of GST

Featured Listing rates are based on the contract year commencing 1 October 2020. However, listings can be started at any time of the year at a pro-rata rate.

IMPORTANT:

- If you have a current **Featured Listing** on NorthlandNZ.com, you will automatically receive a rollover invoice in September 2020
- In order to be listed on **NewZealand.com** and **NorthlandNZ.com** you need to first register with Tourism New Zealand at <https://register.newzealand.com> and follow the instructions.
- You need to log in to your account at <https://register.newzealand.com> to make updates to your listing text or images
- Tourism New Zealand requires all businesses to log in at least annually, otherwise the listing will be deactivated

Whangarei Visitor Guide 2020-2021

The official Whangarei Visitor Guide is the primary publication that showcases Whangarei as an attractive destination with lots of activities and attractions, an excellent range of accommodation options with great retail and dining around the district. It's aim is to keep visitors in the District longer, doing more and spending more.

The printed Guide is distributed widely throughout Whangarei and Northland and is available FOC from VisitorPoint to information centres and businesses throughout Auckland and New Zealand. It is available digitally on our destination marketing website WhangareiNZ.com and via Whangarei District Love It Here! social media channels.

It will be in market in November, however whilst our international borders remain closed we will reduce the initial print run to 30,000 (so we are not wasting trees) but will commit to printing more if the need arises.

DISTRIBUTION

Print; Whangarei and Northland, FOC on request to Auckland and rest of New Zealand

Digital; WhangareiNZ.com, Whangarei District Love It Here Facebook

- Whangarei Information Centres
- Northland i-SITE Information Centres: Paihia, Kaitaia, Hokianga
- Whangarei Airport
- Bay of Islands Airport
- VisitorPoint Northland Circuit display stands from Auckland to the Far North - 47 locations
- Available FOC to all other i-SITES, information centres and businesses in NZ
- Available FOC to all Whangarei businesses (not just 'tourism')
- Online WhangareiNZ.com and promoted on social

Printed on 100% recycled paper with eco-friendly inks.

Whangarei District
Love it Here!

2020 VISITOR GUIDE



CENTRAL WHANGĀREI
TOWN BASIN
TUTUKAKA COAST
WHANGĀREI HEADS
BREAM BAY

i-SITE Visitor Information

WhangareiNZ.com

15% DISCOUNT

We are pleased to offer all advertisers a special 15% discount this year.

ADVERTISING RATES

1/16 Page	\$320
1/8 Page	\$495
1/4 Page	\$810
1/2 Page	\$1,360
Full Page	\$2,244
Back Cover	\$2,550

All prices exclusive of GST

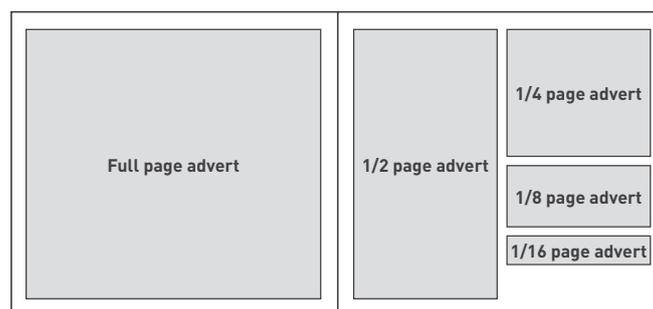
Listed prices are inclusive of the discount.

At time of booking you can nominate to pay your account by Automatic Payment over 3 consecutive months.

DEADLINES:

Booking:	19 October 2020
Content & images:	21 October 2020
Print Ready:	23 October 2020
Distribution:	November 2020

ADVERT SIZES DIAGRAM



Far North i-SITE Visitor Information Centres

ANNUAL MEMBERSHIP AND DISPLAYS

1st October 2020 - 30th September 2021

BAY OF ISLANDS (PAIHIA)

TOP OF THE NORTH (KAITAIA)

HOKIANGA (OPONONI)

JUST UP THE ROAD

Northland is ideally situated as a key holiday destination for self-drive visitors from Auckland and the Upper North Island.

CONNECT AND INFLUENCE

Now, more than ever, our focus is on connecting with our visitors to positively influence their experience, encouraging them do more so that they really enjoy their holiday, stay longer and come again soon. As always, we work hard for you, our valued operators, making recommendations, referrals, reservations and offering helpful advice and information.

YOUR SHOP WINDOW

We work hard to showcase and market your products and services:

- We promote and recommend your business
- We engage with visitors on your behalf
- We highlight the material displayed at the Centres
- We do our best to make preferential referrals and bookings

MEMBERSHIP BENEFITS

A display gives you the opportunity to promote your property, activity, shop, restaurant, cafe or service to thousands of potential customers as they are actively seeking out information.



20% RENEWAL DISCOUNT

In compensation for the time we were closed during lockdown, we are extending a 20% discount to Members who were on display during this time. [*See Terms & Conditions for eligibility.](#)

DISPLAY PRODUCT	-20% Annual Renewal Rate	New Display
Brochure: All 3 i-SITEs	\$200	\$250
Brochure: Hokianga i-SITE only	\$88	\$110
Brochure: Kaitaia i-SITE only	\$88	\$110
A2 Poster: Paihia only	\$256	\$320
Banner: Paihia only	\$688	\$860
3 minute DVD/Video	\$888	\$1,110
1 minute DVD/Video	\$336	\$420

All prices exclusive of GST

BOOK OR LOOK

After talking with a consultant, or perusing the information available at the i-SITE, visitors may make a booking directly with the i-SITE, or they may consider the information on offer and book directly with the operator. Visitors often prefer to view accommodation before committing.

YOUR MEMBERSHIP COUNTS

Your ongoing support is crucial to the success and viability of our i-SITE Visitor Centres. We endeavour to provide an excellent service to you, our visitors, the community and the region.

IMPORTANT

Current displayers will automatically receive a renewal invoice in September unless previously notified.

12.5% commission is payable on all bookings made by the Far North i-SITE Visitor Information Centres.

Bay of Islands Visitor Map 2021



The Bay of Islands Visitor Map is an essential tool used by the Bay of Islands i-SITE and is hugely popular with visiting holidaymakers.

- 40,000 copies printed annually
- Distributed throughout the area and at 50 VisitorPoint outlets between Auckland and the Top of the North
- Available in Paihia, Kaitaia, Hokianga and Whangarei i-SITEs and other local booking offices
- Provided free to accommodation providers and other Bay of Islands outlets to have available for customers
- The Bay of Islands area Map on Side A extends from Kaeo to Kaikohe, and from Takou Bay to Oakura. Side B features maps of Kerikeri, Paihia/Waitangi and Russell
- Includes attractions, walking tracks, cycle tracks, reserves and other local highlights and amenities
- Advertisers have a locator number on the relevant map(s)
- Its A2 size, folded to DL makes it very practical and convenient to carry around

DISTRIBUTION

- Northland i-SITE Information Centres: Paihia, Kaitaia, Hokianga
- Whangarei Information Centres
- Bay of Islands Airport
- VisitorPoint Northland Circuit display stands from Auckland to the Far North - 47 locations
- Available FOC to all other independent information centres in Northland
- Available FOC to all Bay of Islands accommodation providers, cafes, restaurants and other tourism related businesses (not just 'tourism')

ADVERTISING RATES

Template advert 92 x 49mm	\$375
Full Panel (4x tiles)	\$1,350
Back Panel	\$1,500

- At time of booking you can nominate to pay your account by Automatic Payment over 3 consecutive months
- Additional charges for custom design POA
- All prices exclusive of GST

DEADLINES:

Booking:	9 November 2020
Template advert content:	9 November 2020
Print Ready:	11 November 2020
Distribution:	December 2020



Northland Tourism Marketing Made Easy 2020-2021:

Booking Form

BUSINESS

PRODUCT

EMAIL

PHONE

MOBILE

ADDRESS

PAYMENT TERMS: I agree to make payment in full on invoice or to make payments by Automatic Payment ('advertiser' to set up an AP with their bank for the agreed monthly amount). This Agreement is between Big Fish Creative Ltd and the party on the booking form, the 'advertiser'.

Payments to Big Fish Creative: BNZ 02-0492-0141888-00.
Trading name and invoice number required on all payments.

All prices exclusive of GST

I have read and agree to the full Terms and Conditions and Payment Terms.

I am eligible for the Far North i-SITE -20% renewal discount

TOTAL \$ TOTAL inc GST \$

I will pay on invoice

I will pay by AP in 3x monthly payments

SIGNED DATE

Please complete form and email to cheryl@bigfish.nz

[Download Booking Form pdf](#)

[Download Automatic Payment Form](#)

[See full Specifications and Terms & Conditions](#)

NORTHLAND & BAY OF ISLANDS VISITOR GUIDE 2021

Size	Discounted Rate	Quantity
1/16 Page	\$399	<input type="text"/>
1/8 Page	\$638	<input type="text"/>
1/4 Page	\$1,240	<input type="text"/>
1/2 Page	\$2,210	<input type="text"/>
Full Page	\$4,285	<input type="text"/>
Back Cover	\$5,100	<input type="text"/>
Custom design required		POA
Advertorial options available on request for business associations and promotions groups		

NORTHLANDNZ.COM

Type	Rate	Quantity
Featured Listing	\$200	<input type="text"/>
Extra Product	\$60	<input type="text"/>

WHANGAREI VISITOR GUIDE 2020-2021

Size	Discounted Rate	Quantity
1/16 Page	\$320	<input type="text"/>
1/8 Page	\$495	<input type="text"/>
1/4 Page	\$810	<input type="text"/>
1/2 Page	\$1,360	<input type="text"/>
Full Page	\$2,244	<input type="text"/>
Back Cover	\$2,550	<input type="text"/>
Custom design required		POA

FAR NORTH i-SITE DISPLAY PRODUCTS*

Product	-20% Annual Renewal Rate	New Display	Quantity
Brochure Display x3 i-SITES	\$200	\$250	<input type="text"/>
Hokianga i-SITE only	\$88	\$110	<input type="text"/>
Kaitiaki i-SITE only	\$88	\$110	<input type="text"/>
A2 Poster Paihia	\$256	\$320	<input type="text"/>
Banner Paihia	\$688	\$860	<input type="text"/>
Video Display 3 minutes	\$888	\$1,110	<input type="text"/>
Video Display 1 minute	\$336	\$420	<input type="text"/>

*12.5% commission charged on bookings

BAY OF ISLANDS VISITOR MAP 2021

Size	Rate	Quantity
Standard Tile (92 x 49mm)	\$375	<input type="text"/>
Full DL Panel (4x tiles)	\$1,350	<input type="text"/>
Back Panel	\$1,500	<input type="text"/>