

# NORTHLAND TOURISM PRODUCT DIRECTORY

Owned by Northland Inc, the Northland Tourism Product Directory is a key planning tool for travel trade and tourism industry professionals, as well as conferences, incentives and other event organisers. Showcasing all the choices Northland has to offer gives these professionals and agents plenty of reasons to recommend our region to their clientele.

This online directory is accessible on the travel trade section of NorthlandNZ.com. The listings are searchable by area (Bay of Islands, Whangarei & Tutukaka Coast, Kauri Coast & Hokianga, Top of the North) and by type (accommodation, activity, or conference venues and activities).

Online Directory Listing  
\$175 annually excl GST

The 'print my selection' feature allows the user to highlight their choices in a given area or market and print off their own brochure to have on hand for themselves, their colleagues and their clients.

#### The online Directory is targeted at:

- Inbound tour operators in NZ including cruise booking agents
- International travel wholesalers
- Selected travel agencies and frontline specialists
- Online travel agents
- Airlines
- Conference associations and organisers
- Tourism New Zealand offices worldwide

#### Promoted by Northland Inc via:

- Trade training events such as:
  - TRENZ, NZ's largest travel trade event
  - BEIA Meetings
  - RTNZ inbound operator events
  - Tourism New Zealand trade training events
  - and other industry events
- Tourism New Zealand trade webinars and virtual famils
- Trade visits & famils arranged by Northland Inc and Tourism New Zealand
- Northland Inc led sales calls
- Included in resources in biannual Trade Update newsletters to 3500+ recipients
- [View current Directory](#)

#### Current travel trade insights:

- Travel trade are still selling Northland and New Zealand for 2022/2023 and 2023/2024 seasons
- Despite Covid-19 impacts, website visits to Tourism Product Directory listings were still at 80% of the previous year
- Trade industry training currently occurs in-person in New Zealand and virtually to off-shore markets
- Cruise inbound operators are still actively pursuing trade ready products for future seasons
- Conference and incentive enquiries through Northland Inc have increased as organisers look to domestic venues and locations



Hundertwasser Centre @ Whangarei District Council

## LISTING RATES

### Standard Listing:

- These listings are displayed **alphabetically** in each category or related search
- Annual cost **\$175+GST** (reduced from \$200+GST pre-Covid19)
- Additional product(s) **\$55+GST each**

### Upgrade to Featured Listing:

- The upgrade option can be applied to any main product listing, or any additional product listings at an **additional** cost of **\$25+GST per listing**
- Featured Listings appear **first** in any category or related search. Listings are displayed in random order and automatically rotated at the top of the list
- Featured Listings are tagged "**★FEATURED**"

## DEADLINES

- Booking deadline: **Thur 22 April 2021**
- Content deadline: **Wed 28 April 2021**

- New content and/or listing updates can be updated ahead of the deadline
- Listings can be started at any time of the year and a pro-rata rate will apply

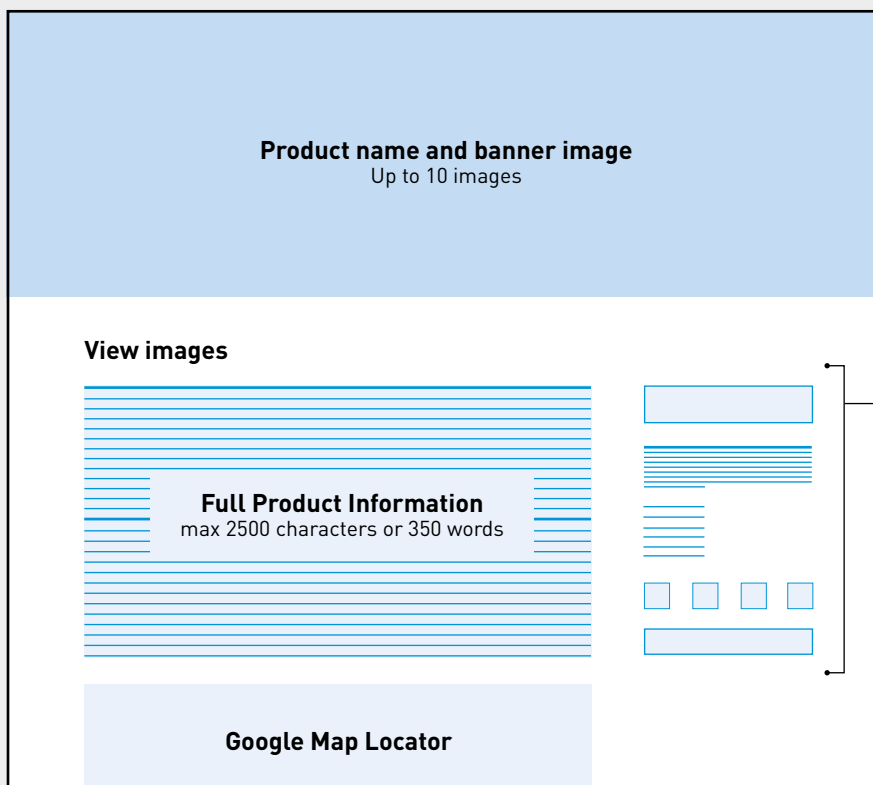
## CONTENT REQUIREMENTS

- Business and/or product name
- Summary product description supplied as a WORD doc, or shared Google Docs (max 150 characters or 24 words)
- Full product information supplied as a WORD doc, or shared Google Docs (max 2500 characters or 350 words)
- Images: up to **10 landscape format** images. Images should NOT be embedded in the body of an email but need to be sent as jpg attachments or via WeTransfer. Image files to be between 500KB to 2MB only.
- YouTube video URL or ID. Must be a single video, not a playlist or channel
- Business logo (jpg, jpeg or png)
- Qualmark (if applicable)
- Contact details:
  - Name (optional)
  - Main email
  - Trade contact email
  - Phone number
  - Mobile number
- Location:
  - Street address
  - Town
  - Postcode
- Social media links (full URL required):
  - TripAdvisor ID (The ID number after the letter d in your TripAdvisor account URL)
  - Twitter
  - Facebook
  - Instagram
  - YouTube Channel
- Category (type):
  - Accommodation
  - Activities and Tours
  - Conference Venue or Activity

### SUMMARY DESCRIPTION



### DETAIL LISTING PAGE



- Business Details**
- Trip Advisor link and rating
  - Qualmark rating
  - Contact name
  - Contact phone
  - Email link
  - Hours
  - Address
  - Social Media Icons
  - Website link

# TERMS AND CONDITIONS

## RATES

- Annual listing period commences **1st May 2021**
- Twelve month cost is \$175+GST or pro-rata for part year
- Additional products for the same company are charged at \$55+GST per year, or pro-rata for part year
- Additional cost to upgrade to 'Featured' \$25+GST
- Directory listings can be started at any time of the year and a pro-rata rate will apply

## CONTENT DEADLINES AND REQUIREMENTS

- Booking deadline: **Thur 22 April 2021**
- Content deadline: **Wed 28 April 2021**
- All content and images must be submitted as instructed in the **Content Requirements**
- One FREE update is allowed during the 12 month period and should be emailed to **cheryl@bigfish.nz**
- Additional updates will incur an extra charge of \$50+GST
- Standard Listing placement is alphabetical
- Featured Listings show in random order above Standard Listings
- Big Fish Creative Ltd reserves the right to decline or edit Directory listings if for any reason they are not considered suitable

## PAYMENT

Big Fish Creative Ltd will email an invoice to you. Payment in full is required **20th of month after receipt of invoice** unless by prior arrangement.

**Existing advertisers will be notified when their listing is due to expire and a renewal invoice will be issued automatically for the subsequent annual term unless otherwise notified.**

Any costs, including debt collection agency and legal costs relating to the collection of unpaid debts, shall be payable by the advertiser. All payments are to be received by the due date or agreed date.

**All accounts not fully paid by the due date will incur a 10% late payment penalty fee.**

## CONTACT

Cheryl Jensen  
cheryl@bigfish.nz  
027 255 5487



**NorthlandInc**

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau



61 Robert Street,  
Whangarei 0110

09 430 3434  
[www.bigfish.nz](http://www.bigfish.nz)