

Taitokerau Northland Tourism Marketing Product Summary

2023-2024

Kia ora,

The 2023-2024 Tourism Marketing Product Summary brings you a quick guide to the paid marketing opportunities available to you through Northland Inc, the Regional Tourism Organisation for the Taitokerau Northland Region, Whangarei District Council and the Far North District Council.

- **TE TAI TOKERAU NORTHLAND VISITOR MAP**
- **NORTHLANDNZ.COM FEATURED LISTINGS**
- **TAITOKERAU NORTHLAND TRADE-READY PRODUCT DIRECTORY**
- **BAY OF ISLANDS VISITOR MAP**
- **WHANGĀREI VISITOR GUIDE**
- **FAR NORTH ISITE DISPLAYS**

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


Whangarei
District Council


**Far North
District Council**
Te Kōwhiri o Te Tai Tokerau ki te Raki


i site
Visitor Information

bigfish

A QUICK GUIDE TO Taitokerau Northland Tourism Marketing Products

TE TAI TOKERAU NORTHLAND VISITOR MAP



Accompanies the Te Tai Tokerau Northland Visitor Guide to provide a visual introduction to the Taitokerau Northland Region and drives traffic back to a dedicated landing page on NorthlandNZ.com.

Print quantity: 50,000

Distribution: All isites nationally, Northland and Auckland VisitorPoint Circuits, Bay of Islands Airport, online at NorthlandNZ.com, available FOC via VisitorPoint

Sales: April-May 2023 | Printed: July 2023

Cost: \$495 marketing package.

NORTHLANDNZ.COM FEATURED LISTINGS



Featured listings are available on NorthlandNZ.com, the region's flagship destination website.

Featured listings have a heightened presence on all relevant pages, with eye-catching border and priority display. Marketing campaigns, promotional activity, and social media all drive traffic back to NorthlandNZ.com.

When: Annual period from 1 November 2023

Cost: \$200 per year or pro-rata for part year
Additional products \$100 per year

TAITOKERAU NORTHLAND TRADE-READY PRODUCT DIRECTORY



Listings are displayed in the dedicated Travel Trade Hub on NorthlandNZ.com. Directly promoted to travel trade through webinars, in-person training events and Tourism New Zealand trade events. It is a key directory for travel trade and tourism industry professionals, as well as conferences, incentives and other event organisers.

When: Annual period from 1 November 2023

Cost: \$200 per year or pro-rata for part year
Additional products \$100 per year

BAY OF ISLANDS VISITOR MAP

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

Size: A2

Print quantity: 30,000

Distribution: All Northland isites, Bay of Islands Airport, VisitorPoint Northland Circuit, available to all local businesses.

Sales: July-Aug 2023 | Printed: October 2023

Cost: \$400

WHANGĀREI VISITOR GUIDE



The official Whangārei Visitor Guide is packed full of valuable information, beautiful photos and helpful maps about experiences and activities offered throughout the District. The Guide links, via QR Codes, to the official destination marketing website WhangareiNZ.com and is promoted on the popular Whangārei District Love It Here! social channels.

Print quantity: 20,000

Distribution: Whangārei, Bay of Islands, Kaitiāia and Hokianga isite Visitor Centres, available on request to all isites and other businesses nationally, Whangārei and Bay of Islands airports, Northland VisitorPoint Circuit, online at WhangareiNZ.com and promoted on WDC social channels.

Sales: Sept-Oct 2023 | Printed: December 2023

Cost: From \$375

FAR NORTH ISITE VISITOR INFORMATION CENTRES



(Paihia, Kaitiāia, Hokianga)

Displaying your promotional material at the isites gives you the opportunity to promote your business to thousands of potential customers as they are actively seeking out information.

Brochure: all 3 Centres: \$250

Brochure: Kaitiāia only: \$110

Brochure: Hokianga only: \$110

Poster: \$320 (Paihia) \$110 (Kaitiāia)

Banner: \$860 (Paihia)

Video: From \$420

When: Annual period from 1 October 2023

* All prices excluding GST