

Taitokerau Northland Tourism Marketing Product Summary

2024-2025

Kia ora,

The 2024-2025 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
- WHANGĀREI VISITOR GUIDE
- BAY OF ISLANDS VISITOR MAP
- FAR NORTH ISITE DISPLAYS

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

Whangarei
District Council

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

i site Visitor Information

bigfish

A QUICK GUIDE TO Taitokerau Northland Tourism Marketing Products



WHANGĀREI VISITOR GUIDE

A back-pocket must-have for all domestic and international visitors, and cruise passengers. Combining useful information with scenic imagery and handy maps to showcase the best of the Whangārei District. QR codes provide seamless integration to the official destination marketing website WhangareiNZ.com, with digital promotion across the fleet of Whangārei District Love it Here! social platforms.

Print quantity: 25,000

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 and Auckland VisitorPoint Circuits, online at WhangareiNZ.com and promoted on Whangarei District Council social channels.

Sales: Aug-Sept 2024 | **Printed:** October 2024

Cost: From \$375

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, and free of charge via VisitorPoint.

Sales: June-July 2024 | **Printed:** September 2024

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 2024

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 the Bay of Islands area, Paihia, Russell and Kerikeri.

Size: A2 | **Print quantity:** 30,000

Distribution: All Northland isites, Bay of Islands Airport, VisitorPoint Northland Circuit, available free of charge to all local businesses and isites nationally via VisitorPoint.

Sales: Oct-Nov 2024 | **Printed:** November 2024

Cost: \$400

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 2024

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

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: From \$320 (Paihia), \$110 (Kaitiāia)

Video: From \$420

Banner: \$860 (Paihia)

When: Annual period from 1 October 2024

* All prices exclude GST