

Taitokerau Northland Tourism Marketing Product Summary

2025-2026

Kia ora,

The 2025-2026 Tourism Marketing Product Summary brings you a streamlined overview of paid marketing opportunities available through Northland Inc (the Regional Tourism Organisation for Taitokerau Northland), Whangarei District Council and Far North District Council.

- Te Tai Tokerau Northland Visitor Map
- NorthlandNZ.com Featured Listings
- Taitokerau Northland Trade-Ready Product Directory
- Whangārei District Visitor Guide
- Bay of Islands Visitor Map
- Far North isite Displays

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

Whangarei
District Council

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

i site Visitor Information

bigfish

Taitokerau Northland Tourism Marketing Products

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TE TAI TOKERAU NORTHLAND VISITOR MAP



Combining captivating imagery, business listings, and travel inspiration such as the Northland Journeys, Te Tai Tokerau Northland Visitor Map showcases the region's diverse attractions and experiences while directing visitors to a dedicated landing page on NorthlandNZ.com, where they can find detailed information to help plan their trip.

Print quantity: 50,000

Distribution: All Northland isites, Auckland Airport (Domestic, Regional, and International terminals), Bay of Islands Airport, Northland and Auckland VisitorPoint Circuits. Available on request from VisitorPoint Online (free of charge) to isites and other businesses across New Zealand. Online at NorthlandNZ.com

Sales: June-July 2025
Printed: September 2025
Cost: \$520



WHANGĀREI DISTRICT VISITOR GUIDE



A must-have pocket guide for domestic and international visitors (including cruise passengers) featuring essential information, scenic imagery, and handy maps that highlight the best of the Whangārei District. Integrated QR codes link directly to the official destination website, WhangareiNZ.com, with the support of digital promotion across Whangārei District Love it Here! social channels.

Distribution: All Northland isites, Whangārei and Bay of Islands Airports, Northland and Auckland VisitorPoint Circuits. Available on request from VisitorPoint Online (free of charge) to isites and other businesses across New Zealand. Online at WhangareiNZ.com

Sales: Aug-Sept 2025
Printed: October 2025
Cost: From \$375



NORTHLANDNZ.COM FEATURED LISTINGS



NorthlandNZ.com is the flagship destination website for the Taitokerau Northland region.

Upgrade your standard online business listing to a Featured Listing to appear at the top of relevant search results, boosting your visibility to potential visitors. Northland Inc's marketing campaigns, promotional activities, and social media drive targeted traffic to NorthlandNZ.com, increasing exposure of your Featured online business listing.

When: Annual period from 1 November 2025
Cost: \$210 per year.
Additional product(s) \$110 per year.



BAY OF ISLANDS VISITOR MAP



Used extensively at the Bay of Islands isite to guide holidaymakers (including cruise passengers) on where to eat, play and stay.

Featuring accommodation, activities and attractions, walking tracks, cycle trails, scenic and heritage highlights, amenities and useful information that is specific to the Bay of Islands.

Distribution: All Northland isites, VisitorPoint Northland Circuit, and the Bay of Islands Airport. Available on request from VisitorPoint Online (free of charge) to isites and other businesses across New Zealand.

Sales: Oct-Nov 2025
Printed: November 2025
Cost: From \$400



TAITOKERAU NORTHLAND TRADE-READY PRODUCT DIRECTORY



Trade-Ready Listings are displayed in the dedicated Travel Trade Hub on NorthlandNZ.com.

The trade directory is a vital planning resource for travel trade and tourism industry professionals, as well as conferences, incentives, and event organisers. It is promoted through webinars, in-person training events and Tourism NZ trade events, highlighting the choices Taitokerau Northland has to offer and giving plenty of reasons for industry experts to recommend Northland to their clients.

When: Annual period from 1 November 2025
Cost: \$210 per year.
Additional product(s) \$110 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 property, activity, shop, restaurant, café or service to thousands of potential customers (including cruise passengers) as they are actively seeking out information.

Brochure: \$250 (all 3 isites), \$110 (Kaitiāia or Hokianga)
Physical Poster: \$320 (Paihia), \$110 (Kaitiāia)

Digital Screen Display (Paihia only):
Digital Poster \$320, Video from \$420

When: Annual period from 1 October 2025

