

Te Tai Tokerau Northland

VISITOR MAP

The Te Tai Tokerau Northland Visitor Map is a visually engaging introduction to the Taitokerau Northland region, combining stunning imagery, business listings and travel inspiration including the popular Northland Journeys.

The map highlights Taitokerau Northland's renowned experiences, must-do activities, dining and accommodation. It also encourages further trip planning via a printed QR code that directs visitors to a dedicated Visitor Map landing page on NorthlandNZ.com, where all participating business listings are displayed online for easy access to additional information.

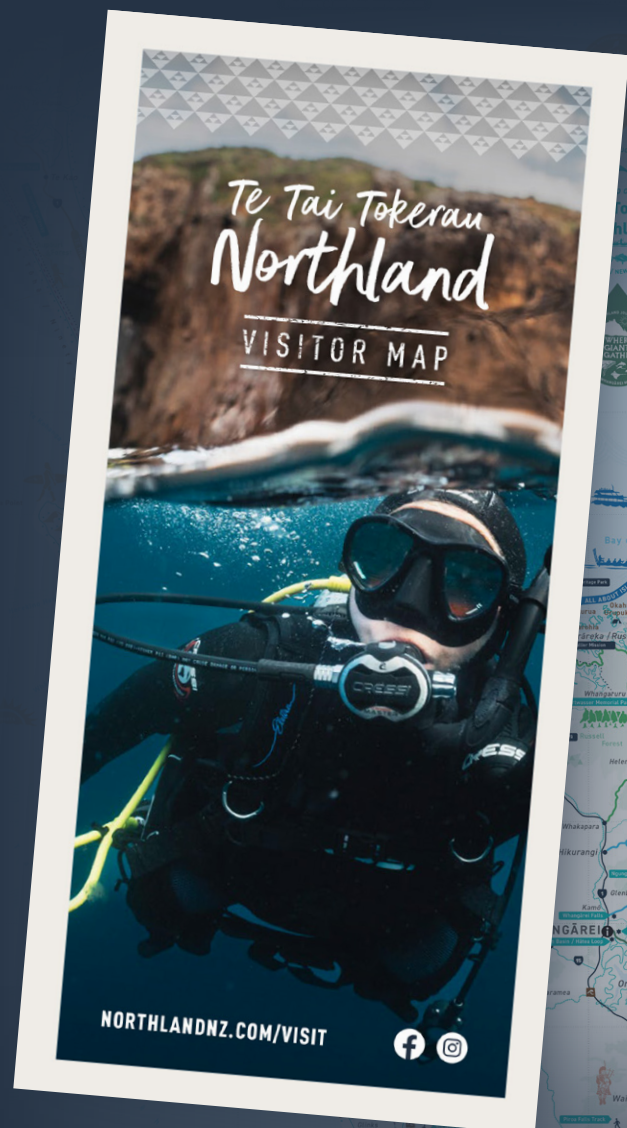
This is a valuable marketing opportunity for Taitokerau Northland businesses to promote their services to thousands of visitors exploring our region. A listing places your business alongside some of the region's most iconic destinations and experiences, showcasing what makes Taitokerau Northland truly special and a top choice for both domestic and international visitors.

We're excited to announce that this year's distribution will expand to include high-traffic areas at Auckland Airport, covering domestic, regional, and international terminals.

With a print run of 50,000 maps, the upcoming edition will hit distribution points starting in mid-September 2025.

NorthlandInc

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



MARKETING PACKAGE

\$520 plus GST

This marketing investment includes print and online exposure:

Printed Map Business Listing

Each advertiser has a business listing on the reverse side of the printed map. The listings are created by bigfish in a uniform style, giving a clean and succinct appearance.

Printed map business listings include:

- Business or product name
- Primary phone number
- Website or Facebook Page URL
- Email
- Summary description (maximum 45 words)
- 1x Image or logo
- Map coordinate corresponding to the business' location on the main map

Landing Page Business Listing

The printed visitor map encourages visitors to discover more information via a QR code that links to the **dedicated** Visitor Map landing page on NorthlandNZ.com where advertiser's business listings are displayed for easy access to additional information.

Landing page business listings include:

- Business or product name
- Main phone number
- Physical Address
- Email address (optional)
- Summary description (maximum 40 words)
- Full description (maximum 120 words)
- Logo
- Website or Booking URL
- Up to 10 landscape images
- Facebook and/or Instagram URL

NOTE: The map landing page will display your current product listing on NorthlandNZ.com/visit. If you do not have a current NorthlandNZ.com product listing, see page 4 for listing requirements.

Printed map business listing example

Q 100%

Kā Uri

Q 235 State Highway 1, Awanui P: +64 9 406 7172

E: info@ka-uri.co.nz | ka-uri.com

Kā Uri, a captivating visitor centre owned and run by Ngāti Kuri, showcases exquisite woodwork handcrafted from ancient kauri. Marvel at the famous kauri staircase, savour delicious food and coffee, browse locally sourced gifts, and immerse yourself in the unique stories from our region.

www.ka-uri.com | info@ka-uri.com

Kā Uri, a captivating visitor centre owned and run by Ngāti Kuri, showcases exquisite woodwork handcrafted from ancient kauri. Marvel at the famous kauri staircase, savour delicious food and coffee, browse locally sourced gifts, and immerse yourself in the unique stories from our region.

Kaitiaki Far North Iste Visitor Information Centre

Q Te Ahi, Corner Matthews Ave and South Road, Kaitiaki P: +64 9 408 9450

E: kaitiaki@fnidc.govt.nz | www.iste.nz/fnd-ai-iste

Booking and information services for all accommodation, attractions, activities and tours around the Far North & Northland. Plus, Council payments and a great range of gifts and locally made products. Find us in the Te Ahi building with a cafe, library, museum, free WiFi and plenty of free parking.

Sir Hek Busby Kupe Waka Centre

Q 4554 State Highway 10, Lake Ohia, Karikari Peninsula P: +64 21 906 737

E: info@arawake.co.nz | www.kupewaka.co.nz

The quest to understand how Polynesians discovered Aotearoa-New Zealand inspired the late Sir Hek to lead the revival of waka building, ocean voyaging, and traditional wayfinding for more than 30 years. See the waka, hear the stories, and learn the skills that defined Aotearoa's early history.

Whatawhiwhi TOP 10 Holiday Park

Q 17 Whatawhiwhi Road, RD3, Kaitiaki P: +64 800 142 444

E: info@whatawhiwhitop10.co.nz | www.whatawhiwhitop10.co.nz

Set overlooking Doubtful Bay and adjacent to the shores of Parihaka Beach, Whatawhiwhi TOP 10 Holiday Park offers legendary fishing, easy boat launching, safe swimming and plenty of relaxation for your total enjoyment. We provide a range of quality accommodation to suit your needs.

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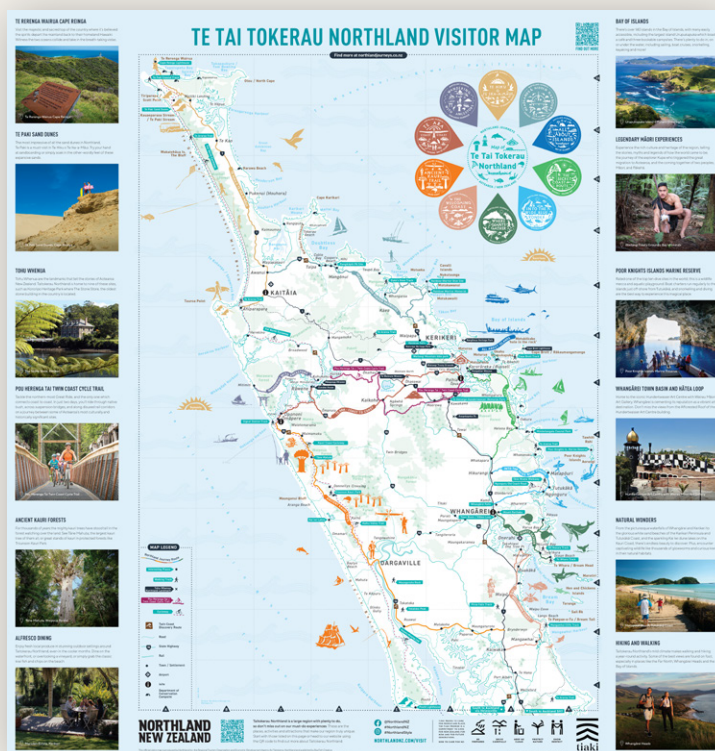
KEY DATES AND INFORMATION

Booking deadline Friday 25 July 2025

Print quantity 50,000

Distributed mid-September 2025 to:

- Auckland Airport; domestic, regional and international terminals
- Bay of Islands Airport
- Taitokerau Northland isite Information Centres; Pahia, Kaitāia, Hokianga and Whangārei
- VisitorPoint Auckland Circuit display stands
- VisitorPoint Northland Circuit display stands (Auckland to Kaitāia)
- Available on request free of charge from VisitorPoint Online to isites and businesses across New Zealand.
- Online at NorthlandNZ.com



BOOKING CONFIRMATION

Name:

Business name:

Product name:

Business phone number:

Mobile phone number:

NORTHLANDNZ.COM ONLINE BUSINESS LISTING

Do you have a current listing on NorthlandNZ.com?

Yes

No

I will create a online listing myself at no extra charge

I want bigfish to load my online business listing for me at the cost of \$50+GST

PAYMENT OPTIONS

I will pay on invoice

I will pay by Automatic Payment in 3 interest free monthly instalments

I have read the Terms & Conditions

Please email your booking confirmation to narrelle@bigfish.nz

CONTENT REQUIREMENTS

Printed Map Business Listing

The following information is to be supplied to narrelle@bigfish.nz by Monday 28 July 2025:

- Business or product name
- Primary phone number
- Website OR Facebook Page URL
- Email
- Summary description (maximum 45 words)
- 1x Image (.jpg) OR logo (.eps, .png or .jpg)

Landing Page Business Listing

If you do not have a current online listing on NorthlandNZ.com you will need to create one:

Bookable tourism product listings should be created through the [NewZealand.com business database](#).

Non-bookable (i.e. food and beverage, retail, free attraction) business listings should be created through the [NorthlandNZ.com member portal](#).

Listings must be live by Thursday 21 August 2025

If you want bigfish to create a listing for you, the charge is \$50+GST. Please supply the following information to narrelle@bigfish.nz by Monday 28 July 2025:

- Business or product name
- Main phone number
- Physical Address
- Email address (optional)
- Summary description (maximum 40 words)
- Full description (maximum 120 words)
- Logo - supplied as .jpg or .png
- Website URL
- Booking link
- Up to 10 landscape images - supplied as .jpg with a file size of 500KB to 2MB

If applicable:

- Facebook and/or Instagram URL
- Qualmark NZ rating

TERMS AND CONDITIONS

Content

The advertiser warrants that all supplied content is accurate in all detail and does not breach any copyright, trademark or Fair Trading Act provision.

Supplied images must not be embedded in a Word document or in the body of an email, but must be supplied as email attachments or sent via WeTransfer to narrelle@bigfish.nz

Images are to be landscape format, with a file size of 500KB to 2MB.

Advertising Agreement

- This Advertising Agreement is made between Big Fish Creative Ltd (bigfish) and the party who made the booking (the 'Advertiser')
- By entering into this Advertising Agreement, you agree that all accounts will be paid by the due date stated on the invoice
- A tax invoice will be sent by email to the Advertiser
- Account for payments:
Big Fish Creative 02-0492-0141888-00
- Trading Name and invoice number are required on all payments
- All accounts not fully paid by the due date or agreed date will incur a 10% late payment penalty fee after the first month overdue
- Any costs including debt collection agency costs and/or legal costs relating to the collection of unpaid debts shall be payable by the Advertiser
- If the Agreement is made with the trustee of a Trust, you accept personal liability for all obligations and liabilities under this Agreement
- Where the Advertiser is a limited liability company, the directors of that company at the time of the Advertising Agreement are responsible for all obligations and liabilities under this Agreement
- If the Advertiser has a change of ownership the Advertiser must notify bigfish in writing and agrees that full payment for all outstanding accounts will be made prior to the settlement date for change in ownership or sale of the business.