

# Te Tai Tokerau Northland

## VISITOR MAP 2026-2027

The Te Tai Tokerau Northland Visitor Map is designed to inspire visitors to explore more of our extraordinary region - from iconic destinations and coastal adventures to hidden gems, local flavours, unique stays and unforgettable experiences.

Combining beautiful imagery, regional travel inspiration, the popular Northland Journeys and business listings from across the region, the map is both a practical travel companion and a showcase of what makes Taitokerau Northland so special. Created to help visitors navigate and discover Taitokerau Northland, the map encourages exploration, longer stays, and connections with local business along the way.

Being part of the map means your business sits alongside some of the region's most iconic destinations and experiences - reaching guests as they begin or continue exploring Taitokerau Northland. Each participating business also benefits from an accompanying online presence via the dedicated visitor map landing page on [NorthlandNZ.com](https://NorthlandNZ.com), giving guests easy access to additional information and direct links for further enquiry or booking.

With a print run of 40,000 copies, the 2026-2027 edition will begin distribution from early September 2026.



Northland NZ  
For the North

# MARKETING PACKAGE

**\$465** plus GST

Te Tai Tokerau  
**Northland**  
VISITOR MAP

## Printed Visitor Map Listing

Each participating business receives a printed business listing on the reverse side of the visitor map, presented in a clean, consistent and easy-to-read format designed to support visitor trip planning throughout Taitokerau Northland.



## NorthlandNZ.com Map Landing Page Listing

Visitors can continue planning their journey online by scanning QR codes featured throughout the printed map, linking directly to the dedicated visitor map landing page on [NorthlandNZ.com](https://NorthlandNZ.com).

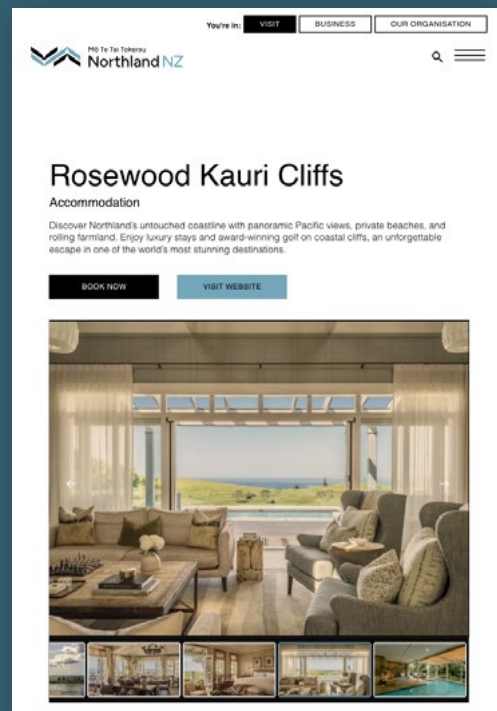
This online presence lets visitors explore participating businesses in more detail, access direct booking or website links, and discover additional imagery and information while planning their Taitokerau Northland experience.

**Please note:** The map landing page displays your current [NorthlandNZ.com](https://NorthlandNZ.com) product listing. If you do not have a listing, refer to page 4 for online listing requirements and setup instructions.

Printed map business listing example



Map landing page business listing example



## A CHANGE TO THIS YEAR'S CYCLE

This year's Visitor Map runs as a shorter 10-month bridge edition (1 September 2026 - 30 June 2027), as part of a one-off transition to align the Visitor Map and NorthlandNZ.com listings into a single July-June cycle from 2027.

The \$465 plus GST investment reflects the shorter cycle - the map's distribution network, visitor reach and value to participating businesses remain unchanged.

# KEY DATES AND INFORMATION

Booking deadline: Friday 24 July 2026

Print quantity 40,000

Distributed from early September 2026 to:

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



## BOOKING CONFIRMATION

I would like to advertise in the 2026–2027 Te Tai Tokerau Northland Visitor Map (10-month bridge edition) for \$465 + GST.

Contact name:

Business name:

Product name:

Phone number:

Email:

### NORTHLANDNZ.COM ONLINE BUSINESS LISTING

Do you have a current listing on [NorthlandNZ.com](http://NorthlandNZ.com)?

Yes

No

Refer to page 4 for online listing requirements and setup instructions.

### PAYMENT OPTIONS

Pay on invoice

Pay by Automatic Payment in 3-monthly instalments at no extra cost

**I have read the Terms & Conditions on page 4**

Please email your booking confirmation to [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz) before Friday 24 July 2026

# CONTENT REQUIREMENTS

## Printed Map Business Listing

Supply the following content to [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz) by Monday 27 July 2026:

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

## Landing Page Business Listing

If you do not currently have a [NorthlandNZ.com](http://NorthlandNZ.com) listing, you will need to create one:

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

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

Please have your online listing live by Friday 31 July 2026

You will need the following to setup your online listing:

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

If applicable:

- Booking link
- 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](mailto: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.