



FREE

site

# Bay of Islands Visitor Map

## Made for the Bay of Islands

The only printed map dedicated entirely to the Bay of Islands – produced specifically for the operators and visitors who come here. It’s been a trusted resource for many years, covering the area in detail and mapping out the places visitors want to go – and the businesses that are there to welcome them. With limited advertising spaces each year, being on it puts your business in good company.

## A closer look at the map

Side A covers the full Bay of Islands area. Side B goes deeper with dedicated town maps for Kerikeri, Paihia/Waitangi and Russell. Every advertisement is tagged with a grid reference, linking your business directly to its location on the map – so visitors can find you easily.

At A2 size folded to DL, it’s compact enough to slip into a pocket or bag and refer back to throughout the trip. Far North isite consultants reach for it as a geographical guide – a practical tool for showing visitors where businesses are and helping them work out how to get there.

## Getting into visitors’ hands

30,000 copies are distributed across a network that reaches visitors at multiple points on their journey – and now even before they’ve crossed Cook Strait. Following a successful trial on both the Interislander and Bluebridge Cook Strait ferries, maps will be distributed on both services as part of an annual display – putting the Bay of Islands in front of visitors while they’re still planning what to do when they arrive in the North Island.

## Full distribution includes

- Interislander and Bluebridge Cook Strait ferries
- Bay of Islands, Hokianga, Top of the North, and Whangārei isite Visitor Information Centres
- Bay of Islands Airport
- VisitorPoint circuit display stands from Auckland to the top of the North
- Available on request, free of charge, via VisitorPoint Online to isites and businesses across New Zealand
- Online at [bigfish.nz](http://bigfish.nz)

<b>Print quantity</b>	30,000
<b>Sales period</b>	early August – mid September 2026
<b>Advertising cost</b>	from \$400 plus GST
<b>Distribution</b>	from early December 2026

The full rate card will be released early August 2026, for any advertising enquiries prior to this date, please contact Narrelle Tuckey: [narrelle@bigfish.nz](mailto:narrelle@bigfish.nz) or mobile 021 466 812.



PRODUCT OWNED AND CREATED BY:

**bigfish**