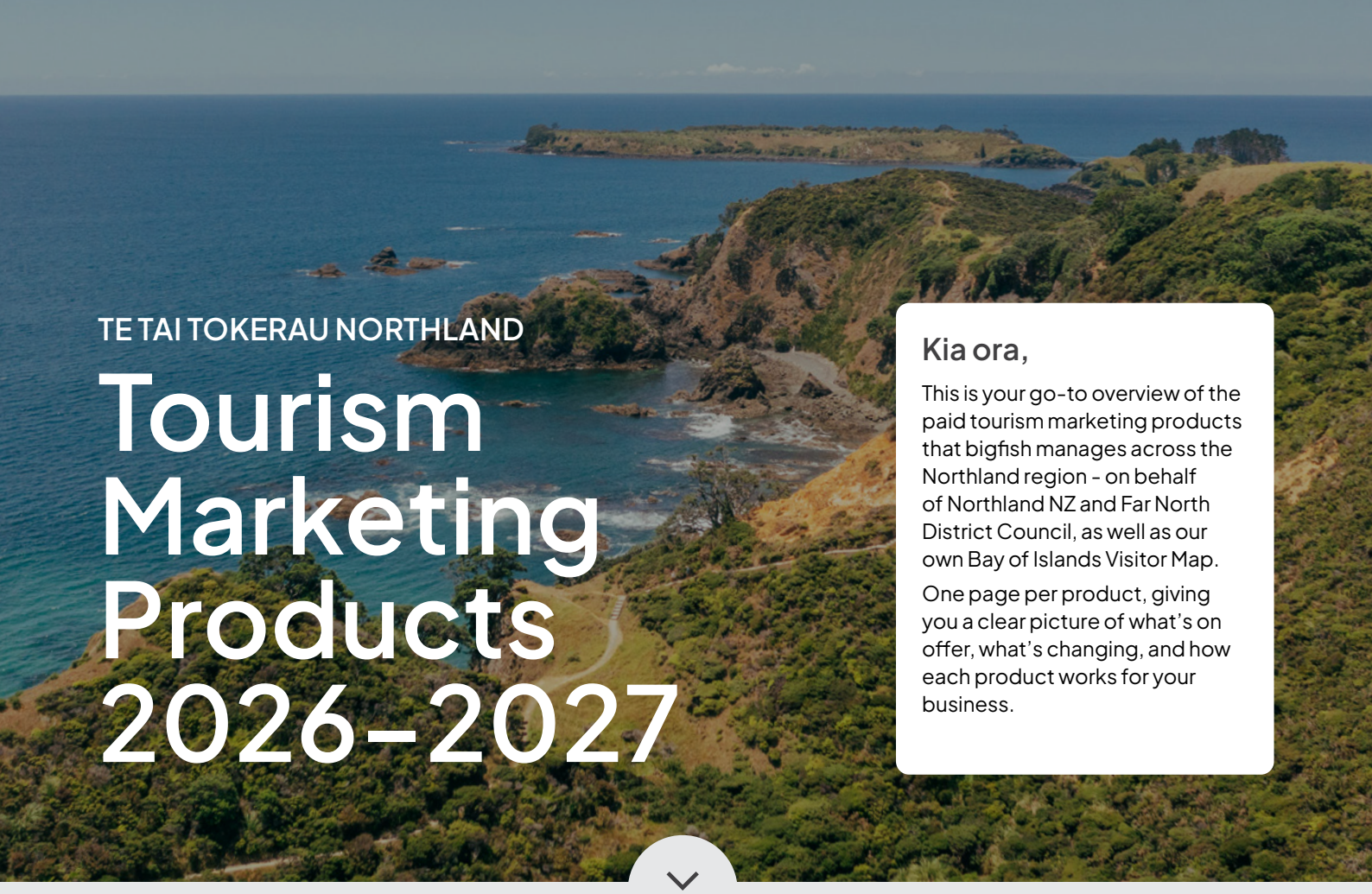


TE TAI TOKERAU NORTHLAND

# Tourism Marketing Products 2026–2027

## Kia ora,

This is your go-to overview of the paid tourism marketing products that bigfish manages across the Northland region - on behalf of Northland NZ and Far North District Council, as well as our own Bay of Islands Visitor Map.

One page per product, giving you a clear picture of what's on offer, what's changing, and how each product works for your business.

## PRODUCTS AT A GLANCE

### Te Tai Tokerau Northland Visitor Map

2026–2027 bridge edition: 10–month cycle (Sept 2026 - June 2027) to align with NorthlandNZ.com on a single July–June cycle from 2027. **Print run: 40,000**

**Sales open: mid June 2026**

### NorthlandNZ.com Business Listings

2026–2027 bridge cycle: 8–month cycle (Nov 2026 - June 2027). Featured Listings and Trade-Ready Product Directory. Aligning to a single July–June cycle from 2027.

**Bridge cycle: 1 Nov – 30 June**

### Bay of Islands Visitor Map

The only map dedicated entirely to the Bay of Islands - mapping out the places visitors want to go - and the businesses that are there to welcome them. Limited advertising spaces each year. **Print run: 30,000**

**Sales open: early Aug 2026**

### Far North isite Displays

Display advertising across three Far North isites - Paihia, Kaitāia, and Ōpononi. The isite consultants are locals who know the region well - talking with visitors face-to-face and making referrals and bookings on behalf of operators.

**Annual period: 1 Oct – 30 Sep**

### For more information contact:

**E:** narrelle@bigfish.nz
**M:** 021 466 812
**bigfish.nz**

Northland NZ For the North

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

isite Visitor Information

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PRODUCT CYCLE CHANGE

# A change to how we manage the Northland NZ product cycle

**TE TAI TOKERAU NORTHLAND VISITOR MAP & NORTHLANDNZ.COM LISTINGS 2026–2027**

## What's changing

One cycle, two products - a simpler way to plan, from 2027.

The Te Tai Tokerau Northland Visitor Map and NorthlandNZ.com listings have always run on different annual timings - the map from 1 September to 31 August, and the NorthlandNZ.com listings from 1 November to 31 October. From 1 July 2027, both move to a single 1 July to 30 June annual cycle. To bridge the gap between now and then, each product will run a shorter cycle in 2026–2027.

## How it works

For 2026–2027 only, both products run on shorter bridge cycles to bring everything into alignment. Each is priced pro-rata, so you only pay for the months covered:

| | |
|---|---|
| **Visitor Map** | 10–month edition,<br>1 September 2026 - 30 June 2027 |
| **NorthlandNZ.com** | 8–month cycle,<br>1 November 2026 - 30 June 2027 |

The reach and value of both products remain unchanged through the bridge period. From 1 July 2027, both move to a standard 12–month annual cycle at their normal rates. Staged payment across three months remains available.

## Automatic Renewal Invoices

If you currently have a NorthlandNZ.com Featured and/or Trade-Ready Listing, you will receive a renewal invoice in October 2026 for the 2026–2027, 8–month bridge cycle - unless you notify bigfish otherwise.

## Why the change

This shift is about making the Northland NZ products simpler and better timed for operators.

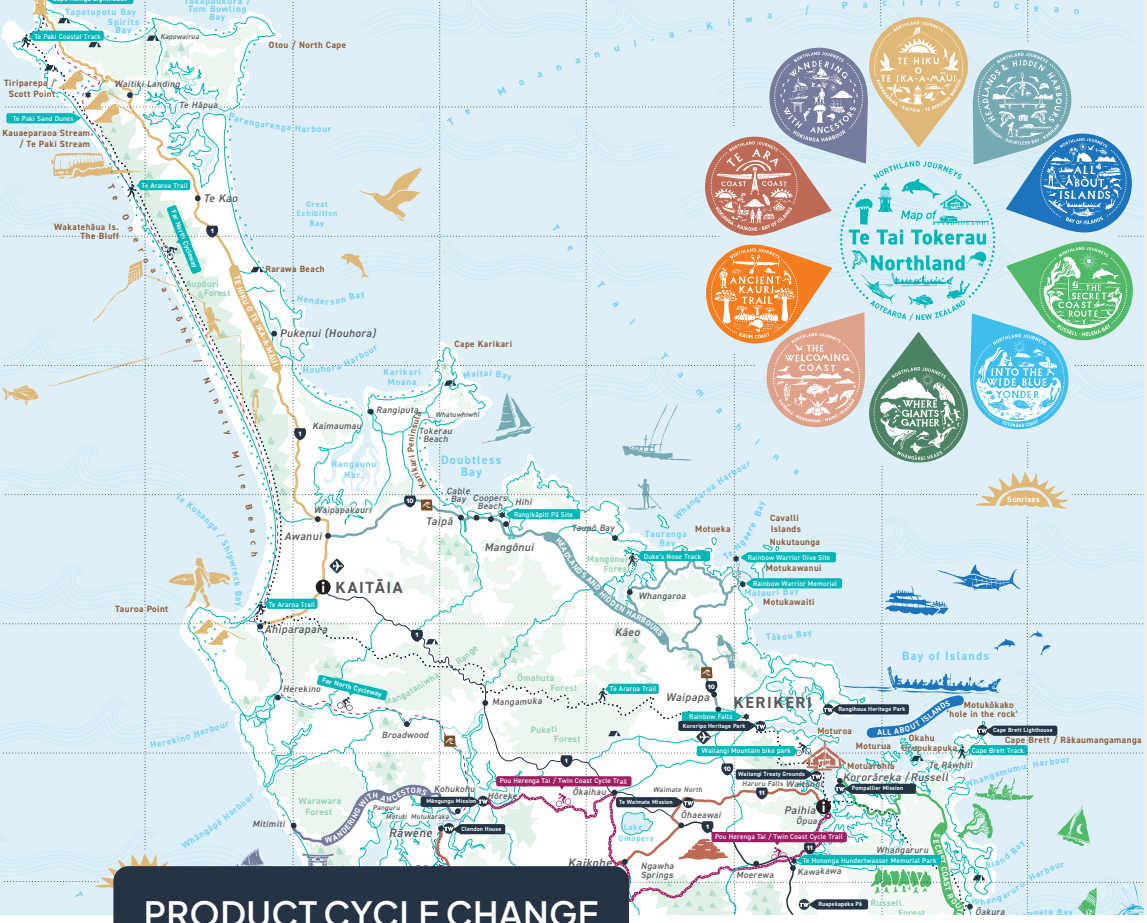
One aligned cycle means one decision per year for both Northland NZ products with one invoicing period, and from 2027 the chance to look at both products side by side, allowing you to consider them together as a coordinated package.

The sales period for 2027 will open in April, giving you the quieter autumn months to review performance, refresh your content and imagery, and confirm your investment before both products go live on 1 July 2027.

For the map, printing slightly earlier means it hits shelves ahead of spring, supporting shoulder season growth and maximising visibility leading into the peak travel period.

| PRODUCT OWNED BY: | MARKETING & ADVERTISING SALES: |
|---|---|
| Northland NZ For the North | bigfish |

**For more information contact:** narrelle@bigfish.nz | M: 021 466 812 | **bigfish.nz**







PRODUCT CYCLE CHANGE

# Te Tai Tokerau Northland Visitor Map

A visually engaging introduction to the Tai Tokerau Northland region, combining inspiring imagery, curated business listings, and key travel information including the popular Northland Journeys. QR codes printed throughout the map link directly to a dedicated landing page on NorthlandNZ.com, where visitors can explore participating businesses in more detail and continue planning their trip online.

## A change to this year's cycle

**The 2026–2027 map will run as a 10–month bridge edition (1 September 2026 – 30 June 2027).** This is a one-off transition to align the Visitor Map with NorthlandNZ.com listings into a single July-June annual cycle from 2027 onwards.

This change creates a more streamlined approach to planning and managing your marketing, with one aligned renewal period across both print and digital channels of the Northland NZ products. And printing slightly earlier means it hits shelves ahead of spring, supporting shoulder season growth and maximising visibility leading into the peak travel period.

Pricing for this bridge edition is pro-rated to reflect the shorter cycle.

## Distribution

The Te Tai Tokerau Northland Visitor Map has a wide distribution network that includes Auckland Airport (all terminals), Bay of Islands Airport, all Northland isites, VisitorPoint display circuits from Auckland to Kaitāia, and online at NorthlandNZ.com. Maps are also available on request, free of charge, through VisitorPoint Online to isites and other businesses across New Zealand.

| | |
|---|---|
| **Print quantity** | 40,000 |
| **Sales period** | mid June - late July 2026 |
| **Rate** | $465 plus GST (10–month bridge edition) |
| **Distribution** | September 2026 - end June 2027 |



| PRODUCT OWNED BY: | MARKETING & ADVERTISING SALES: |
|---|---|
| Northland NZ For the North | bigfish |

**For more information contact:** narrelle@bigfish.nz | M: 021 466 812 | **bigfish.nz**




PRODUCT CYCLE CHANGE

# NorthlandNZ.com Listings

NorthlandNZ.com is the flagship destination website for Tai Tokerau Northland, acting as the central hub for regional tourism marketing. All Northland NZ marketing campaigns, social media, and Northland Style campaign activity drive traffic directly to the website.

## A change to this year's cycle

NorthlandNZ.com Featured and Trade-Ready Listings will run on a **8-month bridge cycle (1 November 2026 - 30 June 2027)**, to align with the Te Tai Tokerau Northland Visitor Map on a single July-June cycle from 2027 onwards.

## Featured Listings

Upgrading your standard listing to a Featured Listing places your business at the top of relevant search results, giving you maximum visibility to visitors actively researching and planning a trip to the region. In the 12 months up to 30 May 2026, the Visit section of NorthlandNZ.com recorded over 270,000 page views - that's 40,000 more views than the previous annual period.

## Te Tai Tokerau Northland Trade-Ready Product Directory

Hosted on the dedicated Travel Trade hub on NorthlandNZ.com, the Trade-Ready Product Directory is a key planning resource for inbound tour operators, travel wholesalers, cruise booking agents, airlines, and conference organisers. Northland NZ promotes the directory through TRENZ, trade training events, Tourism New Zealand Kiwi Links, Australia sales calls, and a trade newsletter reaching 3,700+ recipients. Listings are self-managed through the NorthlandNZ.com portal.

## Automatic Renewal Invoices

If you currently have a NorthlandNZ.com Featured and/or Trade-Ready Listing, you will receive a renewal invoice in October 2026 for the 2026-2027, 8-month bridge cycle - unless you notify bigfish otherwise.

Pricing for 2026-2027 NorthlandNZ.com listings are **pro-rated to reflect the shorter cycle.**

| | |
|---|---|
| **Bridge Cycle Period** | 1 November 2026 - 30 June 2027 (8-months) |
| **Featured and Trade-Ready Listings** | Main listing: $145<br>Additional product listing: $80 |

Featured and Trade-Ready Listings are priced the same. All prices exclude GST.



| PRODUCTS OWNED BY: | MARKETING & ADVERTISING SALES: |
|---|---|
| Northland NZ For the North | bigfish |

**For more information contact:** narrelle@bigfish.nz | M: 021 466 812 | **bigfish.nz**




# 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

| | |
|---|---|
| **Print quantity** | 30,000 |
| **Sales period** | early August - mid September 2026 |
| **Advertising cost** | from $400 plus GST |
| **Distribution** | 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 or mobile 021 466 812.



**PRODUCT OWNED AND CREATED BY:**

bigfish



# Far North District isite Visitor Information Centres

## Display Opportunities 2026–2027

Owned and managed by Far North District Council, the three isite Visitor Information Centres at Paihia, Kaitāia and Ōpononi are a first port of call for visitors exploring the northernmost part of New Zealand - from cruise ship passengers arriving into the Bay of Islands to domestic and international visitors travelling through the region.

Far North isite consultants are passionate locals who know the area well. They engage with visitors face-to-face, listen to what they're looking for, and offer tailored recommendations that help visitors get the most out of their time in the Far North. They make referrals and bookings on behalf of display members, encouraging visitors to stay longer, explore further, and return again.

Having your business on display at the Far North isites puts you in front of visitors at exactly the moment they're making decisions.

The Paihia isite is one of the five most-visited isites in New Zealand, and a well-connected place to have your business seen.

Display options across the three centres include brochures, posters, digital screens, video and banners.




## Automatic Renewal Invoices

If you currently have a display at any of the Far North isite Centres, you will receive a renewal invoice in September 2026 for the 2026–2027 annual period - unless you notify bigfish otherwise.

**BROCHURE DISPLAY:**

| | |
|---|---|
| Paihia only* | $250 |
| All three isites (Paihia, Kaitāia, Ōpononi) | $250 |
| Kaitāia or Ōpononi only | $110 each |

**Paihia is classified as a commercial isite - one of the five most-visited in New Zealand - and is priced accordingly. Displaying brochures at Paihia only, is the same rate as displaying across all three centres.*

**OTHER DISPLAY OPTIONS:**

| Display | Location | Rate |
|---|---|---|
| Digital Screen Poster | Paihia & Ōpononi | $320 |
| Physical A2 Poster | Paihia | $320 |
| Physical A4 Poster | Kaitāia | $110 |
| Video (up to 1 minute) | All three isites | $420 |
| Banner | Paihia | $860 |

Far North isite displays are run on an annual basis from 1 October to 30 September. All prices exclude GST.

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

**PRODUCT OWNED BY:**

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

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**MARKETING & ADVERTISING SALES:**

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