NELSON
REGIONAL
DEVELOPMENT
AGENCY

Visitor Business Partner Programme 2019 – 2020

nelsontasman.nz

We invite you to take your business to the next level as part of our Visitor Business Partnership Network.

Put your business in front of the right customers. Through our extensive network of domestic and international visitors coming to the region, we can help put you in front of the right people.

Take advantage of a range of opportunities to tell your story. With dedicated access to both physical and digital spaces, we can help communicate your story in the most effective way.

Promote your business on the world stage. With domestic and international trade shows throughout the year, business partners are placed at the forefront of our business interactions, prioritising your business whenever possible.

Use our global network and industry knowledge to help guide your business decisions. With years of collective experience across our team, we can provide valuable insights to help your business grow.

Become part of a strong, collaborative network of businesses. With a range of local forums and workshops, we aim to create a strong community of businesses that provide space for collaboration and business opportunities.

Tap into to our Regional Identity resources. As a business partner you have access to a range of promotional and marketing material to help keep your brand looking sharp.

Visitor Business Partner Highlights 2018 – 2019

Digital

- A complete revamp of the Nelson Tasman website with fresh content, imagery and functionality based on a new long-term digital strategy
- New online image library created to assist individuals and businesses in positioning the region as an extraordinary place to live, work and play
- Launch of a Visit Abel Tasman sub-site in collaboration with TBPA, to enhance the digital presence and promotion of the area
- Introduction of the Crowdriff platform which allows us to source high quality user-generated content using artificial intelligence for use in marketing the region
- Investment in a fresh SEO strategy that has seen our website visits and social engagement grow exponentially in recent months
- An integrated #nelsontasmanlocals campaign resulted in mass sharing of over 500 digital messages about why locals love to live, work and play in the Nelson Tasman region.

i-SITE

- Nelson i-SITE is committed to providing the welcome function for the Nelson Tasman region seeing around 160,000 visitors a year, helping with itinerary planning, bookings and relevant information
- The i-SITE offers an extension of our partners' services, both in and out of region

Domestic Consumer Marketing

- Some key stats from two multi-channel campaigns with AA Traveller and NZME include: email marketing to 380,000 domestic travellers, 12 page insert in the New Zealand Herald distributed to 50,000 households in Auckland, a digital reach in excess of 250,000, 47 radio liners delivered to 400,000+ listeners, and a digital takeover of the AA traveller website.
- Road Trip Campaign with Destination Marlborough and Interislander, targeting Wellington travellers. Digital road-trip content reached an audience of 125,000 over 2 weeks, with over 3000 competition entrants added to our database.
- Creation of three extraordinary new Visitor videos, supported by digital advertising across social media and the NZ Herald website.
- A domestic influencer and media programme resulting in 800+ pieces of social content created by 14 influencers to an audience of over 380,000 people. 9 media articles have also been published on the Stuff and NZ Herald digital platforms which have a combined daily audience in excess of 1.5million readers.
- InstaMeet in the Abel Tasman generated a huge amount of social, digital, video and image content showcasing the beauty of the shoulder season.
- Representing Nelson Tasman & business partners at key consumer shows such as the New Zealand Agricultural Show, which attracts over 100,000 visitors each year.

Visitor Business Partner Highlights 2018 – 2019

International Marketing

- Hosted 137 trade visitors including famils with business partner experiences and created opportunities for partners to meet them
- Hosted 75 media visitors resulting in 2101 media stories being published in digital and print publications
- Attended TRENZ to represent the region and business partners to international agents and wholesalers
- Trained inbound tour operators from all over NZ
- Represented the region off-shore at events in Australia, USA, the UK and Germany
- Sent regular product updates about local tourism offerings to our database of 3500 trade plus key influencers at TNZ and other organisations.

Business Events

- Meetings – met with PCOs (Professional Conference Organiser) plus post-meeting famils of top quality leads
- Implement PCO famil programme. Opportunities for accommodation and activity partners to host
- Major events link with business partners to promote the region to event attendees of sporting, artistic and business events.
- Bids for major events and conferences with partner inclusion where appropriate
- Hosting Business Events related media
- Facilitating Nelson Tasman presence with key local and national industry networks
- New business and sponsorship referral through major events

Visitor Strategy Parameters 2019 – 2020

The Nelson Regional Development Agency Visitor Destination Management activity is guided by the following:

1. **Inspiring others to share our Extraordinary Nelson Tasman Identity Story**

2. **An increased emphasis on the transition from broadcast marketer to enabler:**

   - Creator / facilitator of marketing platforms and channels for use by others
   - Alignment of visitor and talent attraction messages where possible

3. **Destination management approach:**

   - Focus on the overall visitor experience and its positive contribution to the community
   - Sustainability at the heart of the visitor experience
   - Recognising the importance of locals and their influence on the visitor experience
   - Sustainable i-SITE business model

4. **Focus on reducing seasonality – primary focus on shoulder seasons and secondary focus on winter through events**

5. **Higher value market focus**

6. **Highly targeted markets and segments:**

   - Domestic – Auckland, Wellington, Christchurch (targeted personas, VFR, special interest)
   - International – Australia, USA, Germany, UK, Rest of Europe (mid to high-end FIT, Smaller groups, VFR, special interest)
   - Business Events
   - Major events – strengthen identity and deliver value at the right time

7. **Underpinned by Public Private partnership approach to delivery**

"We've been really impressed with the partnership with the NRDA. We've seen our business and brand exposed to a wide variety of target customers, gain representation at events we usually wouldn't be able to attend and the opportunity to be involved in a range of marketing opportunities. This has given us a measurable increase in business over the past year."

Richard Ussher,
Cable Bay Adventure Park

Visitor Business Partner Programme 2019 – 2020

The programme has been designed to provide an integrated public/private marketing partnership model, while allowing flexibility to meet the needs of your businesses. All partners are contributing to the wider promotion of the whole destination, but you can choose the programme that best fits your focus – for example, you may combine programmes or purchase additional i-SITE products.

All partners have access to web listings, regional identity assets and relevant forums run by the Nelson Regional Development Agency.

Gold Partner

If you want "the works" go for Gold! You will be prioritised for all domestic marketing, international promotions and business events. As well as receiving a range of i-SITE products and a 10% reduction off further i-SITE products, you will also get digital advantages such as a premium web listing and features in social medial and EDMs.

Destination Marketing

Domestic Consumer

If your primary focus is to drive more New Zealanders to your business, this is the category for you. You will be prioritised for all domestic digital activations, consumer shows and marketing activity focused on driving domestic visitation to the region. You will of course be featured on social media and in consumer EDMs.

Hospitality

This partnership is for restaurants, cafés and bars who wish to host domestic, international and business events famils. We will prioritise your business for all dining opportunities with media and trade visitors, as well as for our own functions and events. You will also have access to consumer marketing activity including 10% discount on i-SITE products, a listing on the website, social media, digital activations and you will be invited to our partner forums.

Visitor Business Partner Programme 2019 – 2020

International

International Trade and Media

If you are looking to grow your international customer base we can help connect you with trade representatives as well as get exposure to international media. You will be prioritised to host appropriate famils and represented at all trade training events, both on and off shore. You will have a brochure display in the i-SITE, a web listing and be featured in social media posts and EDMs to our international database. Please note that to take part in Tourism NZ famils you MUST be Qualmarked and offer commissionable product.

Boutique Accommodation

This partnership is for boutique accommodation providers who wish to increase their exposure to the international market. You will be given the opportunity to host relevant international trade and media famils, but please note that you will not be represented at trade events out of town. You will have a web listing, a brochure display in the i-SITE, features in social media and EDMs to our international database where appropriate, plus you will be invited to our partner forums and workshops. Please note that to take part in Tourism NZ funded famils, you MUST be Qualmarked.

Business Events

Support Services

To ensure your business, which supports the conference industry, is included in Professional Conference Organiser famil itinerary documents and features as a standard listing on the nelsontasman.nz website.

Business Events - Comprehensive

If you want Professional Conference Organisers to know all about your offerings, we can help you. The Business Events partners will be represented at MEETINGS20 in Auckland as well as having the opportunity to host PCO famils (where appropriate).

Start Up Partner

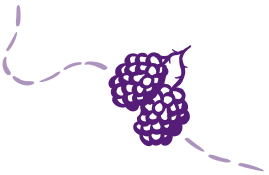
Intro Level

This entry level partner offering gives your small business access to regional identity assets, workshops and invitations to events through networking with other operators. Suitable for Cafés, Giftshops and other businesses who benefit from visitors to our region.

i-SITE Partner

As an i-SITE partner you will get a brochure display in the Nelson i-SITE, a standard web listing, access to the Regional Identity Assets and all relevant forums.

For detailed information on each of the programmes please see the matrix on page 10 – 11.



Visitor Business Partner Programme 2019 – 2020

		Start Up		Destination Marketing	
		NEW Intro Level	i-SITE	NEW Hospitality[7]	Domestic Consumer
	Investment + GST	**$150**	**$500**	**$1,000**	**$1,400**
i-SITE	i-SITE Brochure Rack Displays		1		1
	i-SITE Electronic Ad[1]				
	10% discount on i-SITE Products			✓	
Digital & Print Publications	Access to Regional Identity Assets[2]	✓	✓	✓	✓
	Web Listing	✓[9]	standard	standard	enhanced
	Feature on nelsontasman.nz homepage[3]				enhanced
	Feature in seasonal campaign webpages				✓
	Social Media			✓	priority
	Feature in EDM to consumer database				✓
	Access to Workshops	✓		✓	✓
Activities & Events	Access to business events tradeshows, workshops & representation[4]				
	Access to domestic marketing activity and consumer shows[4]			✓	priority
	Access to all international activities[4] & representation at trade marketing events and inclusion in trade EDMs				
	Marketing activity follow up and insights[5]				✓
	Invitation to Relevant Forums and Events	✓	✓	✓	✓
Famil Hosting	Access to business events famils where appropriate & possible			✓	
	Access to domestic famils where appropriate & possible			✓	✓
	Access to international trade & media famils where appropriate & possible[6]			✓	

Notes

1. Electronic ad is for photo or video for 1 year
2. Includes images, video, logo
3. Feature 2 Gold, 3 Domestic Marketing, International or BE Comprehensive listings on a 2 week rotating cycle. The feature is the same size as the web listing
4. Consumer shows may incur additional costs
5. Trade contact details will only be sent to Business Events, Domestic, International Trade & Media, and Gold partners where applicable
6. Accommodation and activities are required to be Qualmarked in order to take part in TNZ famil programme. Qualmark is not required for restaurants.
7. Only available to restaurants, wine bars, cellar doors and breweries
8. Listing will only be in events section of the website
9. Web listing will be a free listing with no imagery

	International		Business Events		Gold
	Boutique Accommodation	International Trade & Media	NEW Support Services	Comprehensive	Gold Partners will be given priority in all NRDA initiatives
	$1,400	$2,600	$300	$1,500	$6,000
	1	1		1	3
					✓
					✓
	✓	✓	✓	✓	✓
	enhanced	enhanced	standard[8]	enhanced	premium
		enhanced			premium
					priority
	✓	✓			priority
					✓
	✓	✓		✓	✓
				✓	✓
					priority
		✓			✓
	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓
				✓	✓
					✓
	✓	✓			✓

i-SITE Products

Brochure Display*

Your Brochure will be displayed on our Nelson-Tasman and New Zealand Story Panels

- Your choice of DLE or A5 size.

Costs:

$500 i-SITE and out of region partner

$300 additional slot

Must Do*

Premium end of aisle advertising display. Two spaces available.*

- 1 x A3 poster display
- 3 x DLE brochure display

Costs:

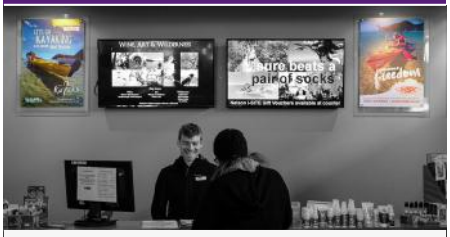
Peak $300 per month Jan Feb March

High $200 per month Nov Dec

Mid $150 per month Sep Oct April

Low $50 per month May June July Aug

Poster Display A1*



Poster Display A1:

Premium display option, only six spaces available.

- Eye-catching, positioned behind the i-SITE consultants allowing for great product exposure.

Costs:

$1800 per annum

Double sided window Poster AO*

- Large window posters with both in and outside viewing

Costs:

$1000 per annum

*Depending on space availability.

All prices exclude GST

i-SITE Products

Product of the Month*

The ultimate advertising display feature to maximise performance for your business. Highly visible and effective.

- Display of digital material through our cloud platform with custom-made playlists. (personalised playlists can include your Instagram account, youtube channel, video footage, static images).
- 2 x DLE brochure racks.
- Space for pull-up banner/flag/feature.
- Your product only for the entire month.

Costs:

Peak $500 per month Jan Feb March

High $450 per month Nov Dec

Mid $280 per month, Sep Oct April

Low $90 per month May June July Aug

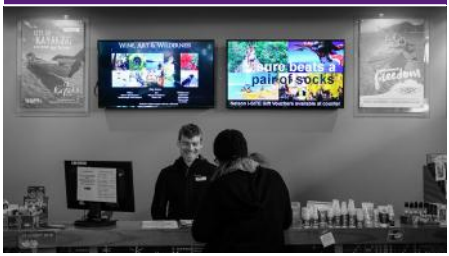
End of Aisle Advertising*

- A4 poster rotated monthly from top to bottom.
- 1 x DLE.

Costs:

$500 per annum

Digital Advertising



Two screens placed in a premium position directly behind the consultants, fully visible to the public. One screen located next to our main entrance. A great way to showcase your products.

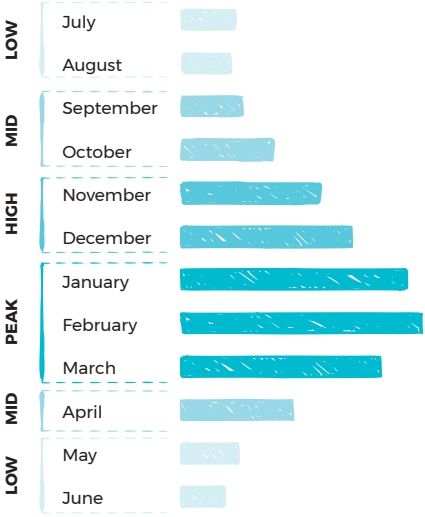
- Choice to display 5 static images or video footage.
- Your digital content will be played a minimum of 120 times per day over 3 screens.
- Video content limited to a maximum of two minutes in length.

Costs:

4 months Display for $250

SPECIAL 1-year display for $500

i-SITE Foot Traffic Trends



Web Listings

Our freshly redesigned website has seen impressive traffic over the past couple of years, and is an excellent way to get your business in front of potential customers looking to visit the region.

We have a wide range of options to best suit your business:

Premium Listing:

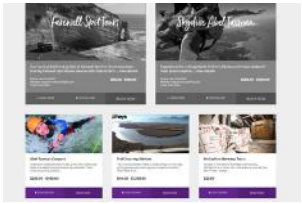
- Our largest listing (approx. 4x size of standard)
- Displays at the top of category (premium listings shuffle with other premium listings on refresh)

*Available to Gold Partners only

Enhanced Listing:

- Second largest listing (approx. 2 x size of standard)
- Displays after premium listings in category (enhanced listings shuffle with other enhanced listings on refresh)

*Available to Domestic Consumer, Boutique Accommodation, International Trade and Media, and Comprehensive Business Events Partners only



Standard Listing:

- Third largest listing
- Displays after premium and enhanced listings in category, but ahead of free listings (standard listings shuffle with other standard listings on refresh)

*Available to i-SITE, Hospitality and Business Events Support Services Partners only

Free Listing:

- Smallest listing type
- Displays website and phone number. No photos/ videos/descriptions
- Displays bottom of the category

*Available to Intro Level partners only

“Partnering with NRDA has raised the profile of Waka Abel Tasman in a way that would have been impossible without the program. The opportunity to host famils and feature in various Tourism NZ media campaigns has given us the opportunity to feature next to top operators. For a small operator with a limited carefully-managed marketing budget, we consider the program money well spent. Nāu te rourou nāku te rourou ka ora ai te iwi, creating more for everyone together.”

Lee-Anne Jago
Waka Abel Tasman

NELSON REGIONAL DEVELOPMENT AGENCY

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Contact

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Or

For Subscription Renewals please log-in to your partner profile on the Nelson Tasman website:
www.nelsontasman.nz/security/login