

Visitor Sector Promotion Programme 2023/2024

Kia ora,

By joining the Visitor Sector Promotion Programme, you can partner with the NRDA to get in front of the right customers and promote your business to target markets through our extensive range of connections, and channels. You'll also get valuable market insights, and be part of a strong, collaborative network of businesses, contributing to destination marketing and management. We look forward to teaming up with you and sharing the wonderful stories and experiences of our region with the world.



A white handwritten signature of Craig Boodee on a dark green background.

Ngā mihi,
Craig Boodee,
Visitor Destination
Manager

NELSON
REGIONAL
DEVELOPMENT
AGENCY

nelson
tasman.nz

BOWATER MOTOR GROUP
BMG
Established in 1945.

Join a strong, collaborative network of businesses

- We aim to create a strong community of businesses that provide space for collaboration and business opportunities, with a range of local forums and workshops.
- Put your business in front of the right customers with a year-round online presence and relevant media profiling opportunities as they arise.
- Provide input into plans for Nelson Tasman's visitor sector strategies and align your own activity with regional activity when/where it works for you.
- Through our extensive network of domestic and international contacts selling and visiting the region, we can help put you in front of the right people.
- Promote your business on the world stage, with a presence at international trade shows, business partners are placed at the forefront of our business interactions, prioritising your business whenever possible. NB: this is for international & gold marketing partners.

To participate in this year's Visitor Sector Promotion Programme please sign up at www.nelsontasman.nz/do-business/visitorsectorpromotion--programme/sign-up/

What level of involvement is right for me?

There are three tiers available for businesses to partner with the NRDA:

Visitor Marketing & Business Support

Gold Marketing Partner

Niche Marketing Groups

Visitor Marketing and Business Support

Feature your business in two key areas of the region's official website:

1. Your relevant category under activities, accommodation or transport e.g. walks & hikes or boutique & lodge accommodation, and
2. Promote an ongoing feature in our popular deals and offers section (this is optional).

Both of these features provide links to relevant pages on partner websites. Partners will also be able to participate in campaign activity plus receive updates and insights as well as utilise regional brand & campaign assets.

Gold Marketing Partner

This level is designed for companies wanting a strong domestic and international marketing presence with the added benefit of being able to belong to as many niche marketing groups as are appropriate to your business.



Niche Marketing Groups

There are six market specific focus areas within the region's Destination Management Plan that we focus on. We will generate greater presence and return on investment by combining regional marketing efforts with groups of businesses focused on these same niche markets:

Niche Marketing Groups



Businesses participating in these groups have input into planning the activities to develop each niche market (relevant to them) and benefit from the collaboration and implementation of marketing activity. Visitor sector businesses can belong to one or more groups.

Likely focus areas for each group are outlined below:

- **Business Events:** Targeting Professional Conference Organisers (PCOs) and event organisers directly and via key events such as MEETINGS. Building Nelson Tasman's presence in business events media channels e.g. Meeting Newz. Creating compelling conference/events bids by profiling partner businesses and showcasing the region.
- **Great Rides:** Building awareness of the region's two 'loop' rides via a new media programme including content creation and hosting travel media. Promoting new itineraries that show how easy it is for visitors to stay in the region without using a car.
- **Light Footprint:** Continuing to promote the zero carbon itineraries that have attracted media attention across NZ and Australia. Broadening this category to highlight those businesses who are carbon conscious. Seeking new direct marketing channels to eco-conscious travellers.
- **Outdoor Adventure:** Focusing on creating digital activations including social media marketing and cross-selling activity to generate domestic visitation to the region in peak and shoulder seasons.
- **Makers, Creators & Curators:** Promoting artisan producers and galleries, cellar doors and retailers that showcase local flavours, creativity, and design.
- **International:** Continue to produce updated trade marketing and education material to support overseas travel sellers who need to know the current situation regarding commissionable experiences and operating hours of activities including food & beverage establishments. We will balance region wide marketing and media activity with partners own sales and marketing to ensure the region and its internationally focused operators get the best return on the collective investment.

These focus areas will be reviewed each year and others added as resources allow.

Visitor Sector Promotion Programme Options

Business partnerships support the NRDA to coordinate region-wide marketing activity, maintain a leading online presence and provide business and event support.

For 1 July 2023 to 30 June 2024.

	Visitor Marketing & Business Support	Niche Marketing Group (per group)	Gold Marketing Partner
<i>Prices exclude GST.</i>	\$660	\$1,980 ¹	\$5280

Regional Marketing Presence

Featured website listing (in relevant category)	✓	✓	✓
Ongoing feature in the deals & offers section	✓	✓	✓
Opportunity to participate in campaigns and sponsorships (may include an additional cost)	✓	✓	✓
Opportunity to advertise on visitor guide/regional map (will incur additional cost)	✓	✓	✓
Access to regional identity toolkit and campaign assets	✓	✓	✓

Networking and Business Support

Ongoing updates via NRDA's closed group on Facebook	✓	✓	✓
Invitations to quarterly networking events	✓	✓	✓
Quarterly marketing insights & activity update newsletter	✓	✓	✓
Access to training workshops e.g. digital marketing, product development, pricing for travel trade and sustainability	✓	✓	✓

Niche marketing presence & consumer activity

Input into activity planning for selected niche e.g. website features, social media campaigns, famil hosting where appropriate		✓	✓
Promotion via local and domestic marketing databases		✓	✓
Presence in marketing activity of your preferred niche group(s) including potential special interest market segments		✓	✓
Invitations to relevant forums and consumer events / shows (may incur additional cost to attend)		✓	✓
Opportunity to host media, trade, influencer or VIP famils (where appropriate & possible)		✓	✓

International Trade Activity (International Marketing Niche Group only)

Features in trade marketing material e.g. trade directory and trade training resources		✓	✓
Access to international activities & representation at trade marketing events including TRENZ, KiwiLinks and RTNZ events (additional cost to attend)		✓	✓
Inclusion in trade EDMs / updates		✓	✓
Activity/trade show follow up reports including business contacts and leads		✓	✓
Preferential access to international travel trade & media famils		✓	✓

¹Per niche marketing group: Business Events, Light Footprint, Outdoor Adventure, Cycle Trails, Makers, Creators & Curators., International.