



isite ADVERTISING PACKAGES

OCTOBER 2023 - SEPTEMBER 2024



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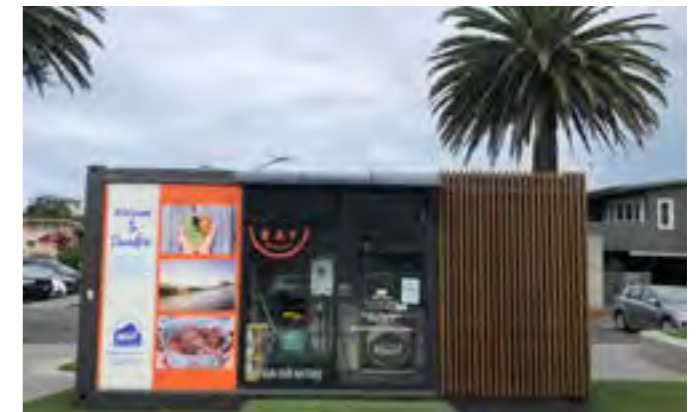


INTRODUCING YOUR isites

The Tauranga and Mount isite Visitor Information Centre offers effective marketing opportunities that can elevate your company's profile to visitors to the Bay of Plenty region. Qualified isite staff on location enables your business to receive bookings to boost your revenue while visitors are in the moment.

Tauranga isite has a brand-new city centre location in the heart of the city in Red Square. The Tauranga isite will be operating a satellite isite in Mount Maunganui, located at Te Papa O Nga Manu Porotakataka.

This 2023/24 season within the Port of Tauranga grounds, a temporary Cruise isite will be set up to welcome and promote our region to cruise ship passengers. This is your opportunity to have your brochure on display for the estimated 290,000 cruise passengers and crew to see your offering before they exit through the port gates. We're offering marketing, branding, advertising and traffic building solutions for your business to enhance your visibility by prominently featuring your product offering to our visitors.





ADVERTISING OPPORTUNITIES



DL BROCHURE DISPLAY

Our DL brochure stands are on display where visitors are able to select brochures free of charge. There are a fixed number of slots available at the Tauranga and Satellite isites and are sold on a first in-first-served basis.



DIGITAL DISPLAY

Promote your business to a large audience on a digital TV in the Tauranga isite with a 20-second ad. Ads on the digital display are on a rotating schedule and can be JPEG images or MP4 videos. All content must be in high resolution, comply with the sizing format and pre-approved by the isite management. Design of the ad is the responsibility of the operator.



SOCIAL MEDIA (FACEBOOK, INSTAGRAM)

Feature on our social media channels.

WE'LL BOOK YOUR VISITORS RIGHT THEN AND THERE

Contact us to book on behalf of visitors while they are in the i-SITE. Only a 10% commission in the Tauranga isite and Mount Maunganui Satellite isite.

If you have any questions about advertising your business with us, please contact nicole@bayofplentynz.com. To book your advertising spaces with us, please complete the booking form and agreement attached.

PACKAGES

RECEIVE 10% DISCOUNT IF BOOKING BOTH CRUISE & STANDARD/SEASONAL PACKAGE

STANDARD PACKAGE

INCLUDES

- 1 x DLE brochure display (both isites)
- Digital Display 40" Screens in Tauranga isite.
- Social media post: 1x sponsored social media advert for one week
- Static displays, sandwich boards and product activations. (Limited space - a first in-first-served basis, must provide own sandwich board)

PRICE

\$250+GST from the 1st October 2023 - 30th September 2024

SEASONAL PACKAGE

INCLUDES

- 1 x DLE brochure display (both isites)
- Digital display 40" Screens in Tauranga isite.
- Social media post: 1x sponsored social media advert for one week
- Static displays, sandwich boards and product activations. (Limited space - a first in-first-served basis, must provide own sandwich board)

PRICE

\$150+GST from 1st October 2023 - 31st March 2024

CRUISE PACKAGE

INCLUDES

- DLE brochure display on a double-sided free-standing brochure rack

PRICE

1x pocket \$200+GST from 18th October 2023 - 17th April 2024
 2x pockets \$300+GST from 18th October 2023 - 17th April 2024

FREE WAYS TO CONNECT YOUR BUSINESS

There are several no-cost ways you can leverage off the regional profile and communication channels created by Tourism Bay of Plenty to attract more visitors to your operation.

REGISTER FOR EDMs

Tourism Bay of Plenty sends out e-news broadcasts to keep you and your staff up-to-date with the latest news and promotional opportunities, regional achievements, and tourism industry news. Sign up [HERE](#).

LIST YOUR PRODUCT ON BAYOFPLENTYNZ.COM

bayofplentynz.com is the official consumer and trade tourism website for Bay of Plenty and averages over 30,000 unique visitors each month. [List your products and services for free.](#)

LINK YOUR WEBSITE TO BAYOFPLENTYNZ.COM

Link your website to the region's official visitor information site, bayofplentynz.com, which is especially useful for accommodation providers to encourage additional nights by showing the variety of activities available in the region. To register your interest, contact: digital@bayofplentynz.com.

GET SOCIAL MEDIA SAVVY

Follow Tourism Bay of Plenty on Instagram, Facebook, Twitter and YouTube and post your own content using: #noplacelikehomebop #bayofplentynz #taurangaisite.

TELL US YOUR STORY

Your experience, new products, events, or something you have going on could be a great story to share online or pitch to media. If you have something new, original, record-breaking, or unusual happening, let us know. Contact: julie@bayofplentynz.com.

ATTEND INDUSTRY MEETINGS AND NETWORKING EVENTS

Tourism Bay of Plenty and the Tauranga isite host industry updates and networking events to share news, research and information, update on activity and introduce guest speakers on relevant topics. These are a valuable opportunity to network with industry colleagues. Make sure you are registered to receive EDMs.

SHARE YOUR IMAGES

Submit your marketing images and footage of the region. Send them to: suzy@bayofplentynz.com.

FAMILS

The Visitor Sales & Service team are available to experience your product to increase their product knowledge. If you are interested in hosting a familiarisation (famil), please register with the Tauranga isite. Famils assist the team in promoting your offering to visitors.

PRODUCT UPDATES

Register with the isite to book a time to visit and give the visitor services staff a product update. Tell us about your product, pricing or any changes. To register for a product update, contact bookings@bayofplentynz.com.

EXTENDING YOUR PROFILE AND REACH

There are a range of initiatives to help you extend your profile and reach within the tourism market.

isite NETWORK

The Tauranga and regional isites are the local specialists to introduce the Bay of Plenty experiences and services to visitors and locals. Over 45% of all international visitors to New Zealand use an isite and around two thirds of these say that isites influenced their decision on what activity, transport or accommodation provider they used. Click [HERE](#) to learn more about the isite network.

SET UP YOUR ONLINE BOOKINGS ON BAYOFPLENTYNZ.COM

Simplify the booking process for your customers by adding BookIT or REZDY online bookings to your listing on www.bayofplentynz.com. This enables you to offer special online deals and show the availability of your product while potential visitors are in the dreaming and researching phase, so they are encouraged to book. BookIT is used by over two thirds of the NZ isite Network giving you a vast reach to visitors being directly influenced by isite professionals. To activate online bookings to your listing, you can set up free with BookIT (www.bookit.co.nz ; email support@bookit.co.nz or Ph. 0508266548).

OFFICIAL VISITOR GUIDE

All Official Visitor Guides are displayed within accredited isites throughout NZ. Showcase your business to international and domestic visitors in the Official Bay of Plenty Visitor Guide & Map The guide is a brilliant planning tool used by tourists full of information, maps, and listings of places to go, see and do. To find out more or book your advertising spot in the next Official Bay of Plenty Visitor Guide & Map contact: carole@bayofplentynz.com.

HANDY DIMENSIONS GUIDE

DLE	21cm X 10cm
DIGITAL DISPLAY - STILL FRAME	1920px X 1080px Image area/text space 1538px X 866px
DIGITAL DISPLAY - VIDEO	HDTV 1920 X 1080px Image area/text space 1538 X 866px MP4 Please note: the digital screens do not play back audio.





[BAYOFPLENTYNZ.COM](https://www.bayofplentynz.com)