



**A guide to  
tourism  
marketing in  
Marlborough  
2012**

# INTRODUCTION:

Destination Marlborough is the region's official tourism organisation that promotes Marlborough as a visitor destination both within New Zealand and abroad. It is a not-for-profit Trust funded through a combination of Marlborough District Council rates, including a tourism targeted rate, private sector partnerships and i-SITE revenue.

As the regional tourism organisation, Destination Marlborough manages the delivery of a range of promotional activities and resources to reflect the region as an attractive visitor destination. It works across the region to identify and link opportunities and connect them through to the travel industry network. It also operates the Blenheim and Picton i-SITE Visitor Information Centres welcoming and assisting travelers, and connecting them with Marlborough visitor experiences.

Along with the regional marketing and promotional activity undertaken by Destination Marlborough, the organisation also gets actively involved advocating for regional development that will improve the visitor experience, providing advice and assistance to tourism businesses and raising the profile of the visitor industry within the community.

The results of its efforts are clear as the region plays host to visitors from throughout New Zealand and around the world. These visitors enjoy what the region has to offer, contributing to the local economy and returning home to tell others about their experiences. In 2010 visitors spent a total of \$215 million in Marlborough.

**Destination Marlborough** has an experienced team representing the region to:

- Plan and coordinate nationwide promotions to encourage more New Zealanders to holiday in Marlborough.
- Develop and promote the regions official tourism website [www.lovemarlborough.co.nz](http://www.lovemarlborough.co.nz) and grow the use of online channels to increase content about Marlborough and engage potential visitors.
- Design, produce and distribute the official visitor guide for Marlborough.
- Generate media stories in domestic and international media outlets by pitching story ideas, planning media visits and hosting while in the region.
- Attract and coordinate travel plans for international travel sellers to experience Marlborough firsthand to increase Marlborough content in travel brochures and improve the ability of travel agents to confidently sell the Marlborough region.
- Coordinate regional attendance and operator participation at travel shows, sales & training missions.
- Link Marlborough into Tourism New Zealand international marketing activity at every opportunity.
- Welcome and support visitors by operating the Blenheim & Picton i-SITE Visitor Information Centres, Interislander terminal desk, Marlborough Airport brochure display and partnering with Positively Wellington Tourism to operate the Interislander i-SITE onboard Kaitaki.
- Promote the region as a conference and incentive destination including coordinating bid documents & plan and host conference and incentive famils.
- In association with Port Marlborough attract cruise ships to Picton.
- Represent the interests of the Marlborough tourism sector regionally, nationally and internationally.
- Manage and develop industry relationships to increase the regions profile and facilitate business opportunities for operators.

*As a business involved in tourism you automatically benefit from the activities of Destination Marlborough. There are a number of ways you can leverage off the regional profile created by Destination Marlborough to attract more visitors to your experience...*

## CHECKLIST FOR MARLBOROUGH BUSINESSES:

Here is what you need to know to take full advantage of your association with Destination Marlborough and best of all, everything in this first section is FREE.

- ✓ **Sign up to DMail** – Destination Marlborough’s weekly e-newsletter to keep you and your staff up to date with the latest promotional opportunities, regional achievements, tourism industry news & views and marketing tips. Sign up online <http://lovemarlbrough.co.nz/operators/> or email [info@destinationmarlbrough.com](mailto:info@destinationmarlbrough.com) with your business and contact details.
- ✓ **List your business FREE on the official regional website** [www.lovemarlbrough.co.nz](http://www.lovemarlbrough.co.nz). This site is actively promoted by Destination Marlborough and is recognised as the official consumer and trade website for Marlborough by the tourism industry. For more details see page 7 or head straight to the site to list your business <http://lovemarlbrough.co.nz/operators/listing-your-business/> and find out more about online booking.
- ✓ **Send product information** – The Destination Marlborough team often need to react quickly to media or trade queries and regularly provide travel trade with product updates from around the region. Ensure the team have your detailed product information available at all times.
- ✓ **Contribute story ideas** – Your experience, 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 quirky happening please share the news with us.
- ✓ **Share images** – If you have images of people enjoying your product experience, own the rights to them and would like to share them please send them to the marketing team.
- ✓ **Use the social media networks** - Destination Marlborough is building social networks on Facebook, You Tube, Twitter and more. Join the conversation by linking to these sites and posting information about Marlborough to these forums:
  - Follow us on Twitter **Marlborough\_NZ** or hashtag us using **#marlbrough**
  - Like us on Facebook **Destination Marlborough**
  - Visit the YouTube Channel: **Love Marlborough**
  - Link your website to [www.lovemarlbrough.co.nz](http://www.lovemarlbrough.co.nz)
- ✓ **Participate in famil month** – in October each year (in advance of the busy season) Destination Marlborough facilitates Famil Month where local tourism businesses are encouraged to visit and experience other products available in the region to build referral networks and recommendations. Details via DMail.

- ✓ **Attend industry meetings & networking events** – Twice a year Destination Marlborough runs the Marlborough Industry Update to share news, research and information, update on activities and introduce guest speakers on relevant topics. A more informal two monthly networking evening is held to give you the opportunity to meet up with industry colleagues and i-SITE staff. Details of all these events advised via DMail.
- ✓ **Access tourism advice & support** - If you are considering buying or enhancing your tourism business in Marlborough, contact the team at Destination Marlborough who will happily share tourism marketing and product development expertise and advice and recommendations with you. Whether you looking at where to market your business, developing a new product or have a challenge you are grappling with, we encourage you to contact the office to make a time to meet up. The Destination Marlborough team also offer public relations and crisis communication support as a free service to tourism operators in the region should the need arise.
- ✓ **Publicise an event** – If you have an event that will attract visitors to the region send the details to the marketing team to get listed on the [lovemarlborough.co.nz](http://lovemarlborough.co.nz) online calendar. Contact the i-SITE to display a poster or display on screen.
- ✓ **Send a sample menu** – The Marlborough i-SITES keep a restaurant menu guide for customers to view. Send two copies of your latest menu (or sample menu) to the i-SITE Operations Manager and remember to provide updates.

# PROMOTIONAL OPPORTUNITIES TO CONSIDER:

- ✓ **I-SITE promotional display** - The Blenheim & Picton i-SITE Visitor Centres are the shop front to introduce Marlborough experiences and services to both travellers and locals. The Marlborough i-SITES received over 280,000 visitors in 2011. Brochure display and screen advertising options are available, along with feature displays in Blenheim i-SITE. Charges apply, see i-SITE section below for full details.
- ✓ **I-SITE sales representation** – The Marlborough i-SITES trained consultants made over 29,000 bookings in 2011 for customers to the value of just over \$3 million. Ensure the i-SITE team have your latest brochures and information to confidently sell your product and are informed about any changes, additional capacity or seasonal closures. 10% commission fee applies to all bookings. Ask about the Hot Deals option. Contact one of the i-SITE Centre Supervisors to discuss options.
- ✓ **Official Marlborough Visitor Guide** – designed and produced by Destination Marlborough, the definitive guide for tourists visiting the Marlborough region. With 60,000 copies distributed throughout New Zealand and internationally, the guide offers Marlborough tourism operators a highly effective direct to consumer marketing tool at affordable costs. For full details see page 8.
- ✓ **Event marketing** – If you are planning an event that will attract visitors to the region contact the team to discuss the options for promotion through domestic campaigns, ticket sales & feature display in the i-SITES, and travel trade & media communication. The earlier you make contact the more options available to you.
- ✓ **Marlborough Marketing Group** - for businesses who want to take the next step and get proactively involved in a range of domestic and international marketing activities to increase visitor numbers to Marlborough. Charges apply, for full details see page 9.
- ✓ **Marlborough Trade Directory** – this guide is produced annually by Destination Marlborough as a comprehensive training tool for travel trade to learn about the region and select products to brochure and sell to their clients. Commission criteria apply, for full details see page 12.
- ✓ **Marlborough Conference and Incentives** – membership based group for business's who would like to proactively promote themselves to the Conference and/or Incentive markets. Advertising opportunities also available.
- ✓ **Industry Advisory Group** – Destination Marlborough facilitates quarterly meetings with representatives of local sector and association groups to discuss industry matters. For more details and the list of industry participants [follow this link](#)

# DESTINATION MARLBOROUGH STAFF CONTACTS:

**Marketing Team** – Email: [marketing@destinationmarlborough.com](mailto:marketing@destinationmarlborough.com), Ph: 03 577 5523

- ❖ **Trade and International Marketing Manager** - Rachael Brown,  
Email: [rbrown@destinationmarlborough.com](mailto:rbrown@destinationmarlborough.com), Ph: 03 579 2307
- ❖ **Online and Domestic Manager, Marlborough Conference & Incentive Manager** - Olivia Bowers  
Email: [obowers@destinationmarlborough.com](mailto:obowers@destinationmarlborough.com) , Ph: 03 579 2374
- ❖ **Marketing Coordinator** - Jo May,  
Email: [jmay@destinationmarlborough.com](mailto:jmay@destinationmarlborough.com), Ph: 03 577 5523

## i-SITE Team

**i-SITE priority booking confirmation number for local operators:**

**Blenheim i-SITE:** Ph 577 8821    **Picton i-SITE:** Ph 573 9058

**Interislander i-SITE:** Ph 027 774 7483

**For all alerts, accommodation availability, product and price changes please email:**

[blenheim@destinationmarlborough.com](mailto:blenheim@destinationmarlborough.com)    [picton@destinationmarlborough.com](mailto:picton@destinationmarlborough.com)

[Interislander@wellingtonnz.com](mailto:Interislander@wellingtonnz.com)

- ❖ **Operations Manager Marlborough i-SITES**, Amy Chandler  
Email: [achandler@destinationmarlborough.com](mailto:achandler@destinationmarlborough.com), Ph: 03 577 5523 Ext 801
- ❖ **Blenheim i-SITE Centre Supervisor** - Khloe Buckley  
Email: [kbuckley@destinationmarlborough.com](mailto:kbuckley@destinationmarlborough.com), Ph: 03 577 8080
- ❖ **Picton i-SITE Centre Supervisor** - Rachel Holland  
Email: [rholland@destinationmarlborough.com](mailto:rholland@destinationmarlborough.com), Ph: 03 520 3113

## Administration Team

- ❖ **General Manager** - Tracy Johnston  
Email [tjohnston@destinationmarlborough.com](mailto:tjohnston@destinationmarlborough.com), Ph: 03 579 2375
- ❖ **Finance and Administration Manager** – Katrina Smith  
Email: [ksmith@destinationmarlborough.com](mailto:ksmith@destinationmarlborough.com) Ph: 03 577 5523

## Physical & Postal Addresses

### Marketing & Administration offices & Blenheim i-SITE

8 Sinclair Street, Railway Station Car Park, Blenheim

### Picton i-SITE

The Foreshore, Picton

**Postal:** PO Box 29, Blenheim 7240

Destination Marlborough Guide to tourism marketing in Marlborough

Last updated: Friday, February 03, 2012

# WEBSITE – [www.lovemarlborough.co.nz](http://www.lovemarlborough.co.nz)

The Marlborough regional tourism website was completely redesigned and re-launched in 2010. At the same time a more consumer orientated URL [lovemarlborough.co.nz](http://lovemarlborough.co.nz) was adopted as the primary web address for all campaign and promotional activity.

The web address is given prominent position in all Destination Marlborough printed material, advertisements, presentations, email signatures etc.

The site has been designed to focus on the needs of the end user, the potential visitor to Marlborough. New features include interactive maps, links to social media, online booking capability, the ability to highlight specials and a modern design that is search engine compatible already attracting more traffic from both consumer and trade.

A benefit of the website for Marlborough operators is having access to the password controlled web based 'content management system' allowing you to edit your listing as often as necessary. Operator listings have been developed to create a free promotional space for businesses with unlimited images, space for videos, links to websites and social media, positioning on maps throughout the site, and online booking to members of Book-IT. Analytics for your listing are available by request.

**TO LIST YOUR BUSINESS go to**  
**<http://lovemarlborough.co.nz/operators/register/>**

## **STANDARD LISTING – FREE**

Website listings are for 12 months from date of sign-up. After 12 months you will be sent an email asking if you would like to continue your listing with a reminder of what your listing currently looks like. There is no charge to have a listing on the site and they are self managed so you have control over the information held in your listing.

## **BOOKIT LISTING - 10% commission paid on any sale made on the Destination Marlborough Website.**

In order to qualify for an Operator listing with online booking you must have an account set up with BookIT, our chosen online booking system prior to listing on the website. Website listings are for 12 months from date of sign-up. After 12 months you will be sent an email asking if you would like to continue your listing with a reminder of what your listing currently looks like. The benefits of having a BookIT listing are that you can offer deals on the site, the availability of your product is shown in the calendar on the listing pages and listings with online bookings receive 10x the click through rate of listings without BookIT.

If you do not have a BookIt account click here to create one now (it is free!) or contact the BookIt support team on 0508 266548 or [support@bookit.co.nz](mailto:support@bookit.co.nz) if you have any questions (9am – 5pm 7 days a week). All revenue from bookings made through [lovemarlborough.co.nz](http://lovemarlborough.co.nz) is reinvested into updates to the site and for search engine optimisation to increase the sites visitation. To raise the profile of the site on Google we ask that all operators with a listing link [lovemarlborough.co.nz](http://lovemarlborough.co.nz) to their own website.

For all website enquiries contact our Online Manager Olivia Bowers on [obowers@destinationmarlborough.com](mailto:obowers@destinationmarlborough.com)

# OFFICIAL MARLBOROUGH VISITOR GUIDE

The Marlborough Visitor Guide produced by Destination Marlborough is the definitive guide for tourists visiting the Marlborough region. With 60,000 copies distributed throughout New Zealand and internationally, the guide offers Marlborough tourism operators a highly effective direct to consumer marketing tool at affordable costs.

The 2013 edition of the guide will include pages of editorial and maps, including area maps, events pages, and a dining guide. The guide uses easy to follow icons and has a modern look in DLE format. The guide will be distributed for a 12 month period from late October 2012 to October 2013.

## EXAMPLES OF DISTRIBUTION

- Guaranteed use in all Destination Marlborough's marketing activity including media packs.
- Displayed on board Interislander and Bluebridge ships and terminals.
- Distributed through the Christchurch Transport Circuit which consists of 45 outlets including Inter City, rental car and campervan depots.
- International distribution to the key travel trade, all visiting media, Tourism New Zealand offices and embassy's overseas.
- Guaranteed inclusion in mail outs to all consumer enquiries received by Destination Marlborough including enquiries received through the Destination Marlborough website.
- Feature display in Blenheim and Picton i-SITES, Picton Interislander terminal and Marlborough Airport
- Displayed in all 89 i-SITE Visitor Information Centres throughout New Zealand including Kaitaki i-SITE
- Local Marlborough distribution through accommodation and activity/sightseeing operators
- Provided to Marlborough conference delegates on arrival or in delegate packs.

### Official 2013 Visitor Guide Important Dates: Guide line only

**27 July 2012** – Bookings close

**20 August 2012** – Material deadline

**17 September 2012**– Approval and payment deadline

#### Advertising Costs

	2011 costs – Guideline only
Standard template listing, 8.0cm wide x 1.3cm	\$210 +GST
¼ page template listing, 8.0cm wide x 4.25cm	\$420 +GST
1/2 page display advert, 8.0cm wide by 8.2cm	\$795 +GST
One page display advert 8.0cm wide by 17cm	\$1395+GST

### Specifications:

All listing copy to be supplied as a word document & images must be 300dpi jpeg.

All display adverts to be artwork ready and supplied in hi-res PDF (no bleed).

Full page 8.0cm wide x 17cm high

Half page 8.0cm wide x 8.2cm high

All bookings, copy & supplied adverts to be sent to Jo May, [jmay@destinationmarlborough.com](mailto:jmay@destinationmarlborough.com)

#### Allan Scott Wines

[www.allanscott.co.nz](http://www.allanscott.co.nz)

Jacksons Rd, RD3 Blenheim  
T: +64 572 9054 F: +64 3 572 053  
[info@allanscott.co.nz](mailto:info@allanscott.co.nz)

A visit to Allan Scott Wines and Lunch at Twelve Trees Restaurant is a must for visitors. In summer the shaded courtyard, with its fountains and elegant topiary, creates a cool oasis while in winter the cosy rustic interior and open fire provide a warm welcome. Try out great seasonal menu and taste allan Scotts famous wines. Restaurant and shop are open daily 9am - 5 pm



#### Allan Scott Wines

[www.allanscott.co.nz](http://www.allanscott.co.nz)

A visit to Allan Scott Wines and Lunch at Twelve Trees Restaurant is a must for visitors.

# MARLBOROUGH MARKETING GROUP (MMG)



The Marlborough Marketing Group is a partnership for businesses who want to join forces and get proactively involved in a range of regional marketing initiatives to increase visitor numbers to Marlborough.

Active participation in the Marlborough Marketing Group provides individual businesses with a platform to leverage off the regional promotion and a cost effective way to extend the reach of their own marketing program. The funds from this partnership go directly into marketing initiatives utilising the resources, channels and contacts of Destination Marlborough.

Targeting customers through the travel trade is particularly challenging and expensive for individual businesses. Working together at a regional level is a great way to send a compelling message to travel sellers that Marlborough is worth including in their clients' itineraries.

Destination Marlborough offers three levels of partnership focused on different market priorities and levels of participation; Global, Australasia and Domestic.

## **PARTNERSHIP STRUCTURE**

Marlborough Marketing Group Partnerships run over a calendar year.

**GLOBAL:** For businesses who want to participate in domestic, Australia and international regional marketing initiatives. This level is recommended for businesses actively engaged in business agreements with wholesale travel trade or looking to establish this sales channel. Businesses are recommended to meet "Export Ready" criteria to make the most of this partnership.

**AUSTRALIASIA:** Ideal for businesses who want to participate in activity targeted to the domestic and Australia markets via online and consumer direct channels.

**DOMESTIC:** For businesses who want to actively participate in domestic marketing and online advertising initiatives or who would like to be involved in regional marketing initiatives at an entry level.

## To support this partnership Destination Marlborough has an experienced marketing team representing the region to:

- Filter research and market trends into a targeted strategy for both the domestic and international markets that aligns with the Marlborough visitor experience to grow visitor numbers.
- Attend relevant sector conferences and events to gather industry knowledge and represent the region.
- Manage the relationship with Tourism New Zealand and identify and action every opportunity to include Marlborough in international promotional activity.
- Represent the region and support operator participation at travel shows such as TRENZ.
- Gather and distribute media story ideas, coordinate media travel plans and host when in the region .
- Lead sales missions and training initiatives to target wholesale and retail agents.
- Manage the relationships with inbound operators and wholesalers to keep Marlborough top of mind and informed about product updates.
- Attract and coordinate travel plans for international travel sellers to famil Marlborough.
- Plan and run the Big Day Out the region’s major annual trade event.
- Chase up and distribute the results of media visits and trade famil feedback.
- Coordinate regional participation to deliver tactical domestic marketing campaigns that attract visitors to Marlborough.
- Manage the region’s online presence and initiatives to grow social media and online engagement.
- Facilitate networking and joint initiatives between operators.
- Share industry knowledge and contacts.

PARTNER BENEFITS	GLOBAL	AUSTRALASIA	DOMESTIC
Quarterly Meetings & Networking	✓	✓	✓
i-SITE training	✓	✓	✓
Domestic marketing initiatives	✓	✓	✓
Regional Guide Advertising Discount	✓	✓	✓
Media Visits	✓	✓	
Classic New Zealand Wine Trail	✓	✓	
Australia Consumer Campaigns	✓	✓	
Wholesaler & NZ IBO Sales and Training	✓		
Trade Familiarisations	✓		
Big Day Out - Trade Day	✓		
Market visit support	✓		

<b>BENEFITS</b>	<b>AREA OF ACTIVITY</b>
Quarterly Meetings and Networking	MMG Partners are encouraged to maximise the networking opportunities presented by the quarterly MMG meetings. Content includes discussion on market issues and trends, progress on marketing initiatives and brainstorming on future initiatives.
i-SITE Training	DM will undertake and lead i-SITE training visits in key gateway i-SITES. Operators are invited to participate (limited numbers and additional costs apply).
Domestic Marketing initiatives	Priority inclusion in domestic marketing initiatives including tactical campaigns, advertorial opportunities, media visits and joint advertising deals. Advertising costs may apply
Regional Guide Advertising Discount	Minimum 5% discount on advertising costs for Official Visitor Guide and Annual Trade Directory. Talk to the team about what this works out to be for your business.
Media Visits	An opportunity to showcase your product to visiting media. Priority inclusion for MMG GLOBAL & AUSTRALIASIA where product fits story angle.
Classic New Zealand Wine Trail	DM is a financial partner in the Classic New Zealand Wine Trail. Partners have access to priority participation in both domestic and international CNZWT marketing initiatives.
Australia Consumer Campaigns	Priority participation in any relevant activity on offer through Destination Marlborough's JV activity with regional partner Positively Wellington Tourism.
Wholesaler & NZ IBO Sales and Training	Exclusive opportunity to participate alongside Destination Marlborough. Priority representation by DM on sales visits, Kiwilink and Tourism New Zealand led initiatives offshore. <i>Additional costs apply.</i>
Trade Familiarisations	An opportunity to showcase your product to visiting travel sellers. Priority inclusion for MMG GLOBAL where product fits trade requirements.
Big Day Out – Trade Day	Opportunity to participate in the annual Marlborough trade day to build business relationships with travel seller decision makers. <i>Limited numbers and additional costs apply</i>
Market visit support	Utilise DM contacts, market intelligence and databases to organise independent sales visits.

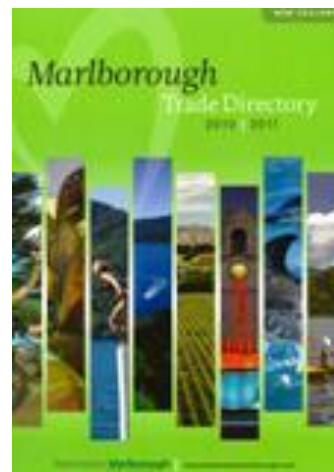
To sign up or to talk to the team about which level is right for your business contact Rachael Brown, Trade Marketing Manager or Olivia Bowers, Domestic and Online Manager, Ph: 03 5775523

# MARLBOROUGH TRADE DIRECTORY

The Destination Marlborough team actively educates and promotes to travel trade such as wholesalers and inbound operators. The Trade Directory is our comprehensive promotional tool for travel trade to learn about the region and select products to brochure and sell to their clients.

The Trade Directory is issued to over 2,000 travel industry professionals annually. The 2012/13 issue will be in circulation from May 2012 to May 2013, to coincide with our main annual trade events including Kiwilink, Trade Day and TRENZ.

Please note display advertising is restricted to business's who offer a minimum of 20% commission (with the exception of wineries and cafes/restaurants) in order for the guide to be relevant to the travel trade audience.



## Examples of distribution:

- New Zealand inbound tour operators and Australian based wholesalers.
- Sent to Tourism NZ offices worldwide.
- Via travel trade events both domestically and internationally such as TRENZ and Kiwilink USA.
- Given to all visiting travel agents on trade familiarisations.
- Sent to targeted Kiwi Specialist retail agents internationally.
- Stocklink distribution system.
- [www.lovemarlborough.co.nz](http://www.lovemarlborough.co.nz) – online PDF version.
- Sent to key neighbouring and high profile i-SITES as a training tool to support i-SITE national database sales opportunity.

Example of ¼ page template ad

## Advertising rates 2012/13 (All prices are GST excl.)

Guideline only

Size	IMG	Non IMG
Full page	\$1,100	\$1,210
1/2 page	\$600	\$660
¼ page template	\$435	\$479
Additional ¼ page	\$200	\$220

**Cougar Line** www.cougarlinecruises.co.nz

London Quay, Picton  
 T: +64 3 573 7925 | F: +64 3 573 7926  
 E: enquiries@cougarline.co.nz

Cougar Line Cruises based in Picton are the premium water transportation company in Marlborough.

- Three hour scenic Delivery Cruise
- Spectacular one day Cruise and Walks
- Lunch in the Sounds
- Early Bird Eco Cruise to Motuara Island Bird Sanctuary
- Twilight Salmon and Sauvignon Cruises

Fast, efficient transfers, to all lodges, resorts and holiday accommodation in the Queen Charlotte Sound.

# MARLBOROUGH i-SITE VISITOR INFORMATION CENTRES

The Blenheim & Picton i-SITE Visitor Centres are the shop front for Destination Marlborough and offer a nationwide information and travel booking service. The Marlborough i-SITES welcomed over 280,000 visitors in 2011 with over 29,000 making bookings, spending just over \$3m. Displaying brochures and electronic advertisements provides you with a great opportunity to profile your business directly to the visiting tourist.



## BROCHURE DISPLAY

Your business brochure will be displayed at both Blenheim & Picton i-SITES within the appropriate category. The standard size for brochure display is DLE (10 x 21cm). The annual display advertising year is 1 January – 31 December. Please contact us to discuss pro-rata options.

CATEGORY	SIZE	12 MONTH TERM
Marlborough Business	DLE	\$325.00
Out of Marlborough Business	DLE	\$420.00
Extra brochure	DLE	\$195.00
Larger format brochure	A4 or A5	\$620.00

## ELECTRONIC SCREENS

In Blenheim there is a selection of six screens available to promote your business situated in the following areas: External (afterhours only), Transport, Wine & Food, Events, Counter 1 & Counter 2.

In Picton one screen runs 24 hours located beside the counter in the retail and queue area and visible after hours.

IMAGES	1 MONTH TERM	12 MONTH TERM
Per screen static	\$75.00	\$350.00
Per video (max 30 seconds)	\$100.00	\$750.00

## HOT DEALS

This is ideal for a business wanting to promote a particular product, seasonal offer, discount or to feature a new product. There is no charge to advertise however commissions on all hot deals will be set at 15% for the duration of the Hot Deal promotion. For all screen advertising please contact Khloe Buckley or Rachel Holland for format options.

### **WINDOW DISPLAY STAND BLENHEIM i-SITE**

In Blenheim i-SITE a dedicated window display area is available for monthly hire in our events section. This is available to promote Marlborough products/events only. Monthly rates \$375.00. Set must be approved by management. Items displayed are not covered under Destination Marlborough insurance policy.

### **RETAIL PROMOTION AREA BLENHEIM i-SITE**

In Blenheim i-SITE a retail counter is available for daily hire for offering sampling/tasting of products (Wine, Olive Oil, Honey etc). Daily rate \$50.00. Please contact Blenheim Centre Supervisor to book in a date.

All rates are exclusive of GST 15%

### **INTERISLANDER i-SITE**

The Interislander i-SITE is run as a partnership between Destination Marlborough and Positively Wellington Tourism. It is located onboard the Interislander's largest passenger ferry, 'Kaitaki' and is open seven days a week from 7.40am until 4.40pm. Display spaces are available exclusively to Marlborough and Wellington tourism operators.

In addition to brochure display, the i-SITE offer a comprehensive booking service, plus use of the customer screens to promote a 'rate of the day' special. If you are interested in becoming a partner of the Interislander i-SITE, please contact Brenda Wallis at the Wellington city i-SITE at [brenda.wallis@wellingtonnz.com](mailto:brenda.wallis@wellingtonnz.com) or call 04 8024860.

### **FOR ALL i-SITE ENQUIRIES CONTACT:**

**Blenheim Centre Supervisor**, Khloe Buckley, [kbuckley@destinationmarlborough.com](mailto:kbuckley@destinationmarlborough.com), 03 577 8821

**Picton Centre Supervisor**, Rachel Holland, [rholland@destinationmarlborough.com](mailto:rholland@destinationmarlborough.com), 03 573 9058