

DESTINATION WAIRARAPA

Join & be part of our region's success

2024 MEMBERSHIP LEVELS

We're here to help local tourism operators improve and grow. Our team has a wealth of experience in product development, marketing, social media and PR. If you're looking to start or expand a business in the Wairarapa, our focus is to help you succeed.

Your support is greatly appreciated: you'll help contribute to keeping Wairarapa top of mind as a visitor destination and a thriving tourism and hospitality sector.

There are 4 levels of membership offering differing benefits, depending on your needs.

Associate \$50+GST ▲

During key holiday periods and weekends your business sees many visitors amongst its clientele – you may be a real estate agent, petrol station, or supermarket.

- Receive Destination Wairarapa communications
- Receive When & Where weekly emails
- Linked to from an Associates Hub on www.wairarapanz.com
- Invitations to Destination Wairarapa networking opportunities

Partner \$200+GST ◆

You are a small transport provider/tour operator, small accommodation provider, café, restaurant, bar, retail store, activity, event with less than 1,500 attendees.

→ New Destination Wairarapa tourism business checklist:

- Business Plan
- Goals/Vision
- SWOT
- Website – Images & content
- Social Media ability/presence
- Health & Safety and, if applicable; transport/driver appropriate accreditation to carry passengers
- Qualmark
- Sustainability
- Newzealand.com and Google Business
- www.wairarapanz.com listing
If you are an accommodation, activity, tour, or transport operator we will support you to list your business on Newzealand.com – this listing will be your WairarapaNZ listing. If you do not fit into one of these categories we will create a Member listing for you on our website.
- Inward links to your website
- Access to closed Wairarapa Tourism Facebook group (this group is for sharing industry knowledge and information – it is not a sales channel)
- An introductory post about your business on the closed Wairarapa Tourism Facebook group page,

this would be summarised and shared in our weekly DW member's email.

- Famil visits by isite & Destination Wairarapa staff
- Support from isite staff i.e. booking assistance, central point for co-ordination and information of business open hours and activities during busy weekends and public holidays, assistance with your guests onward travel needs
- Industry research
- Capability building and Wairarapa business networking opportunities through Business Wairarapa joint membership
- Advice on accommodation and activity booking platforms
- Marketing & distribution suggestions
- Product development suggestions
- Plus Associate member benefits. +▲
(Additional to this is option)

Add-ons to your Partner membership:

1. Brochure display in Masterton & Martinborough isite Visitor Information Centres = \$150 + GST
2. Up to 4 additional tourism businesses/properties added to the membership = \$150 +GST

Annual Events Partner \$425+GST ●

Your event attracts visitors from outside the region and has more than 1500 attendees.

- Event Campaign Checklist
- Facebook post x 2 on Wairarapa FB page
- Neighbourly post x 2
- When and Where email feature x 1
- Event inclusion in Media Calendar
- Media Release – distributed to Destination Wairarapa's media database. This needs to be provided to DW (it may be edited to suit).
- What's On in the Wairarapa Facebook group post
- Facebook website tile and page on Destination Wairarapa website
- Campaign email inclusion
- Email footer & FB cover image
- Competition via FB or eDM
- Access to closed Wairarapa Events Hub Facebook group
- Event industry networking opportunities
- Plus Partner and Associate benefits ◆+▲

Add-ons to your Annual Events membership:

1. Upgraded marketing package including development of media releases and proactive pitching to media + paid for social media campaigns = \$500 + GST

Platinum \$1525+GST ★

Your diverse products and experiences attract visitors from a range of markets. As leading operators in the region, we work with you closely on media, trade (including Business Events) and marketing opportunities. Our support and partnership with you includes:

- Development of media releases, and proactive pitching to media
- Preference for media familiarisations
- Preference for trade familiarisations
- Preference for business event familiarisations
- Invitations to regional sales calls & workshops
- Feature in Destination Wairarapa's Trade show presentations
- Opportunities to profile and package with domestic and international (when available) campaigns
- Inclusion in inbound trade updates
- Inclusion in marketing updates to WellingtonNZ
- Inclusion in projects such as Classic New Zealand Wine Trail Marketing collective, Remutaka Cycle Trail and Dark Skies development
- Brochure display at Masterton and Martinborough isite Visitor Information Centres
- Plus Events, Partner and Associate benefits ●+◆+▲

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2024 MEMBERSHIP FORM

Thank you for your interest in joining Destination Wairarapa. Our membership year runs 12 months from 1 April 2024.

Please select your membership level:

<input type="checkbox"/> Platinum	\$1,525 + GST
<input type="checkbox"/> Annual Events Partner	\$425 + GST
<input type="checkbox"/> Option: Upgraded marketing package	\$500 + GST
<input type="checkbox"/> Partner	\$200 + GST
<input type="checkbox"/> Option 1: Brochure display – 12 months	\$150 + GST
<input type="checkbox"/> Option 2: Additional tourism businesses/properties added to membership	\$150 + GST
<input type="checkbox"/> Associate Membership	\$50 + GST

Your contact details:

Your Name:	
Business Name:	
Trading Name: (if different from Business Name)	
Physical address of the property/ activity/café:	
Mobile number:	
Email address:	

I give permission for Destination Wairarapa to email me.

Please return your completed form to: Anna Nielson, General Manager anna@wairarapanz.com

Office Use Only		
Database	Website/Marketing	Admin
<input type="checkbox"/> Member Database <input type="checkbox"/> DW Members CM <input type="checkbox"/> When & Where	<input type="checkbox"/> Website form sent / NZ.com listing created <input type="checkbox"/> Facebook group invite <input type="checkbox"/> Follow on social	<input type="checkbox"/> Invoice sent