



DBPI Newsletter

July 2020

Dear Members,

First up a couple items about the Information Centre. Anna Jacobs our Manager of the last few years has decided to opt for an easier life and has stepped down from Manager to volunteer. Thank you for all you have done Anna. We are very fortunate to have Kerrie Spicer, recently moved here with her husband Will, to take over. She comes to us after 11 years working with the Auckland Helicopter Trust. Welcome Kerrie.

The other big news is that for the first time ever, the FNDC Council have made a \$10,000 contribution to the running costs of the Information Centre. We have on occasions had help from the Community Board, but this is a first for the Council. Grateful thanks to them.

The last few months have been a challenge and a change for most of us. As the lockdown began there were a wide variety of impacts on individuals and businesses, some foreseen, many unforeseen. John Carter our Mayor recognised this and invited the Chairs of the Business Associations in the Far North District to join him in a conference call one morning a week. As Chair of DBPI I was included in this. This list was broadened to include a variety of organisations that had links to the community.

The purpose was to feedback to the Mayor and Council what these impacts were and what modification and responses may be needed. The Mayor undertook to feed these responses to Government Ministers. He asked those who had detailed needs on the call to email him personally so he could take action where he could.

The Mayors and Council senior staff around Northland communicated with each other in a similar manner which resulted in useful cross referencing.

With the end of lock down this has now developed with the Mayor including the business associations in some Council communications and the weekly conference call is now a video link and we are able to have direct input in a consultative manner.

As we progressed to the end of lockdown the discussion turned to how to encourage and assist the Far North District to revitalise. Obviously, tourism and all the businesses relying on it would be missing out on overseas tourists, but we could expect greater numbers of Kiwis traveling and looking for holiday destinations.

The winter holiday hotspots of Queenstown, the North and South Island mountain ski resorts and Rotorua would be natural draw cards. How could we attract visitors to the Far North District?

Anika Whapshott and Steph Godsiff of Blahblah marketing in the Bay of Islands suggested making up tour packages including accommodation and activities of varying length that could then be marketed, targeting people that would in normal times be buying overseas tour packages.

So those of us who were interested joined Anika and Steph in a Zoom video meeting once a week and developed our strategy.

We started work on this project and I asked our members to provide details of what they had to offer with description and pricing. Diane our secretary collated these onto the spreadsheet and passed them onto Steph and Anika.

The job of making up these packages was more complex and time consuming than anticipated.

Steph and Anika then come up with the idea of a **free** 7-day prize package of accommodation and activity covering the whole district. Providers would donate their accommodation or activity and the whole package would be marketed, giving a high level of promotional exposure. This covered the Bay of Islands, Kawakawa, Kaikohe, Hokianga, Kaitaia, Kerikeri. and Doubtless Bay.

It was marketed as:

The Great Far North Roadie -7 nights 8 days -Action packed family adventure! 2 adults, 2 children –10th July –17th July! 2020 RRP \$4990

At the same time in Doubtless Bay a group got together to try and develop our own packages. Again, we found that easier said than done. We still believe the concept is good but putting it together is quite hard and very time consuming.

However, the Road trip promotion has been very successful, and our winners will be on their way next weekend, and in Doubtless Bay on the 13th and 14th July.

Out of all this has come a very positive step forward. Anika Whapshott says: *“In my 20 years working in the Far North this is the first time I have seen all 8 business associations working together”*.

We are going to work together promoting the whole Far North District, recognising that while each area has a special appeal, the whole has so much more to offer. The Bay of Islands is an iconic brand, but many people will rightly say, we’ve done that, and look South.

By tying all the regions together in our marketing, all will benefit. Think of these by lines: *Bay of Islands – “the name says it all”*. Hokianga - *“It’s a different World out there”* Kaitaia - *“Gateway to Ninety Mile Beach and Cape Reinga”*, Kaikohe - *“spa and cycle trail town”* *“Doubtless Bay – “Beach Paradise”* (Judging by the quality and number of our restaurants and Cafes perhaps we could add, *“Doubtless Bay, Cuisine Capital of the North”*)

This will attract many more visitors and we will all benefit. We get the link to the iconic Bay of Islands brand; the Bay of Islands benefits by more people being attracted by the diversity of attractions around the whole district. Also, the Mayor has discovered the value of this direct communication and input from community leaders and this is sure to have positive results as it continues.

Below I have included a communication from Blahblah Marketing. In it you will see links to their pages. Also, further down is the whole program for the road trip.

Ian Ivey, DBPI committee member, our facebook guru is now an editor on their facebook page so will be able to put Doubtless Bay posts on it

Kind Regards

Danny Simms

Chairman Doubtless Bay Promotions (inc)

The Great Far North Roadie was predominately a Facebook competition, but both Mediaworks and NZME talked about it on the radio, World Travellers and TIA (Tourism Industry Aotearoa) have sent out nationwide electronic newsletters <https://mailchi.mp/97d353e0fbef/24-june-2020?e=04ef58bed2> The Northern Advocate picked up on the collaboration - https://www.nzherald.co.nz/northern-advocate/news/article.cfm?c_id=1503450&objectid=12341945

Statistics from the Facebook page are as follows:

The post reached – 285,525
Engagements – 36,772

We had 5200 comments and we had 4300 shares of the post.

We now have 5298 followers and 5107 likes on the page.

We are hoping to continue with this great start and will be pulling together interesting posts for the page and mixing up product as fun and free stuff to do in our region – we really want this page to become a go to page for information – if you look on the left hand side of the page there is services – where as many products as you want can be listed – please send any products through that we have missed or that you would like to be listed. We have also got the landing page which is just in the process of being updated to have the generic information on it so that people can check out more details and come direct to your designated information websites.

Also there is a shop there – where you/ we can put products to be sold that will go direct to the operators booking system or website page – whichever they prefer – again if you have items to list here please send them through.

Please ask if you want more details or information

Thanks again all!

Anika Whapshott
Blah Blah Marketing & Events Ltd

The Great Far North Roadie -7 nights 8 days -Action packed family adventure! 2 adults, 2 children –10th July –17th July! 2020 RRP \$4990

Friday 10th July - Start your Great Far North Roadie in Kawakawa. Explore Hundertwasser's home town, the Kawiti Gloworm Caves, Bay of Islands Vintage Railway, and enjoy scrumptious food at 39 Gillies Café. Spend your first night in Kaikohe at the luxurious Left Bank Hotel with dinner downstairs at The Mint Café.

Saturday 11th - You'll be up early to hit the Hokianga Harbour using pedal power downhill, cycling the iconic Pou Herenga Tai Twin Coast Cycle Trail. Top Trail shuttles you back to your vehicle for the next stop with Awesome Adventures Hokianga. Experience the truly pleasurable Manaakitanga (hospitality) of the Hokianga in a family apartment with dinner and breakfast. A brief walk to the Harbour lets you see spectacular sand dunes.

Sunday 12th - Gets you on a Jet Ski Safari with Awesome Adventures Hokianga. Hear the authentic legend of Kupe. Feel the exhilaration of wind through your hair and salt spray on your face. Yeeehaa! Now we have to move to catch the car ferry to Kohukohu and drive the winding roads of the beautiful North Hokianga. We'll join SH1 and continue to Ahipara at the southern end of Ninety Mile Beach, and take time for coffee and cake at North Drift Café. Tuatua Rentals blasts you along Ninety Mile Beach on quad bikes between the Tasman Sea and high-rise sand dunes. Wow! Tonight you'll snuggle in at the Wayfarer Motel in Kaitaia. Check out the spa, and take the time to look up. Far Northern stars are crystal magic against the black night.

Monday 13th - takes you to New Zealand's northernmost point, Cape Reinga, a full day of adventure on the Harrison Cape Runner bus. A short scenic drive to Doubtless Bay is next. Home to some of the most beautiful beaches in the world, you stay for two nights at Mill Tide Apartment on the waterfront, just a short walk to Mangonui village.

Tuesday 14th - Up early to join Doubtless Bay Charters, and Captain Badjelly who delivers the fishing experience of your life on Doubtless Bay. Relax, chill, and enjoy your surroundings.

Wednesday 15th - Visit Butler Point Whaling Museum and Gardens. It's a hidden fascinating tourism gem and heritage destination. In the afternoon practise wine tasting at The Dancing Petrel Vineyard with aromatic, hand harvested, cool-fermented wines. Tonight's stay is at Kerikeri Park Lodge a short drive away. It's close to the Chocolate Factory. We defy you to walk in there and come out empty-handed! Kerikeri has great food options and plenty of boutique style shops for a good old mooch around.

Thursday 16th - A Family Pass to the Parrot Place is unmissable with exotic parrots from all over the world. Leave the birds to take the guided tour at Kemp House with entry to the museum at the Stone Store, two of the country's oldest standing buildings. Then take a brief drive to Paihia, Bay of Islands, for your final night at Admirals View Lodge. End the day's adventures up high! Flying Kiwi Parasail will meet you at the Paihia Wharf with 2x tandem parasails. Just relax and savour the extraordinary scenery from 1300ft. On a clear day you might see the Hole in the rock and the outer Islands (144) past Russell. Catch your breath whilst riding the Happy Ferry across the inner Bay to Russell, a town full of character, history, and charm, and dine in the iconic Duke of Marlborough Hotel.

Friday 17th - Two highlights in the area are the Waitangi Treaty Grounds, referred to as the Birthplace of our Nation, and The Waitangi Mountain Bike Park which offers tracks for beginners to experts. Paihia Mountain Bikes supply 4x full suspension mountain bikes to explore the 50 km of sweet single track with 40+ trails as your final activity.