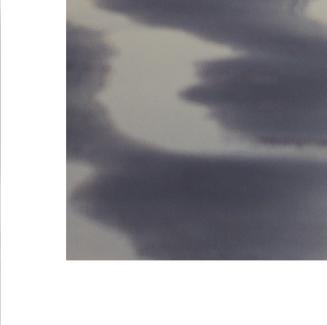


Business Partner Programme

2019/2020
Prospectus



Connect with the visitor
industry and explore
new opportunities



ChristchurchNZ™

Introduction to ChristchurchNZ

▼ The Terrace



ChristchurchNZ is the city profile and economic development agency charged with attracting visitors and stimulating economic activity for Christchurch and the wider Canterbury region. Our goal is to create excitement, connect change-makers and grow confidence within the city and region.

At ChristchurchNZ we optimise the economic and social opportunities that tourism, major events, city promotion and economic development bring to Christchurch and Canterbury.

We provide the vision and leadership to attract visitors, conferences and events to our city of opportunity and exploration, as well as business, talent, students, investors and entrepreneurs.

We provide targeted initiatives to promote our city nationally and internationally and support innovation, commercialisation and business growth. Our goal is to ensure Christchurch's reputation grows as a vibrant and exciting city surrounded by mountains and beaches - a place where people explore, experiment, test new ideas and innovate in business, technology and society.

The ChristchurchNZ destination and attraction team is focused on tourism and works with the industry to make an impact on visitor numbers and the experience they have when visiting the city and region, these areas of focus are:

Trade

Working with travel trade is a fantastic way to reach potential visitors in a wide variety of markets, with our trade team helping business partners to effectively use this channel. International travel sellers, inbound tour operators, travel agents, wholesalers and online travel retailers play a vital role in 'selling' Christchurch and Canterbury, providing trusted expertise and personalised service to customers. Visitors rely heavily on the advice of local travel experts when planning and booking their holiday particularly in long haul and emerging markets.

Developing strong relationships with travel distributors allows you to broaden your customer base far beyond the reach of your own marketing budget, and provides long lead time bookings and repeat business all year round.

▼ Canterbury Plains



Media

Our wonderful region is a haven for broadcasters, journalists, bloggers and photographers. Our media team encourage travel and lifestyle journalists from New Zealand and the rest of the world to experience Christchurch and the wider Canterbury region year-round.

We provide domestic and international media with varying levels of support – from assistance with on-the-ground activities, transport and accommodation through to supplying useful contacts, imagery and story ideas.

We also work closely with Tourism New Zealand and their International Media Programme in New Zealand – from supporting media visits and organising media discount passes to providing editorial content, contacts, images and broadcast-quality video footage.

Conference & Incentives

Our Convention Bureau is a dedicated business unit within ChristchurchNZ tasked with marketing the city and region to the conference and incentive market, driving value to the city and region through this high value visitor sector.

We connect business event planners, buyers and other conference and incentive professionals with local venues and event service providers, helping to ensure Christchurch and the Canterbury region is at the forefront of

the business events market.

We partner with Tourism New Zealand to bid for international conferences and business events that bring large volumes of high value international visitors to Christchurch.

Consumer & Digital

Our consumer and digital teams look after ChristchurchNZ’s direct to consumer channels including our website, social media platforms, newsletters and campaigns. They also manage our digital assets, including images and video, and the official visitor guide.

We work with Tourism New Zealand in the Australian market with three joint campaigns each year, and promote our own domestic campaign during the winter months.

Our website and social media channels are strong tools for talking directly to current and potential visitors to the region. We continually develop new content for these channels and are always open to new ideas coming in from business partners.

The operator listings held on our website are pulled directly from Tourism New Zealand’s website and we are available to offer assistance.



Business Partner Programme

▼ Ocean to Alps



Our Business Partner Programme is focused on supporting strong engagement across ChristchurchNZ, and specifically within the Destination and Attraction.

Members of ChristchurchNZ's business partner program are treated as preferred suppliers and whenever possible receive priority features on ChristchurchNZ websites and marketing collateral.

ChristchurchNZ recognises the key drivers the visitor industry contributes to the region's economic success. This partnership creates a base for collaboration and connection with the services and networks we have access to.

Widely recognised within the visitor industry the Business Partner Programme provides two levels to accommodate your preferences - General and Brochure Plus. Both levels with their benefits are detailed in the prospectus, or contact the Business Partner Executive to discuss your operation and the options best suited to your needs.

Our Business Partner events programme creates business to business networking opportunities and connection with the wider ChristchurchNZ marketing, strategy, innovation and business development pillars.

ChristchurchNZ connects changemakers across Christchurch and Canterbury to grow the economy for all.

Contact: business.development@christchurchnz.com

▼ Punting on Ōtakaro Avon River



General Partner

This category is a support level for our Business Partner Programme and ensures a higher level of engagement with ChristchurchNZ than businesses outside the programme.

This category is the ideal level for businesses that want a connection with the regional tourism organisation ChristchurchNZ and the many benefits that brings - keeping up-to-date with news and relevant tourism information and networking with other operators in the city and region.

The General Business Partnership costs from **\$245 plus GST** per annum.

Business partner benefits include:

- **Automatic Payments** Your service will be bookable with automatic payments processed fortnightly and paid into your bank account
- **Invitations to networking Functions** 4 annual networking and industry update functions per year
- **Invitation to 4 tourism related workshops per year** Based on key tourism related issues and market development
- **Invitations to all Tourism New Zealand** updates held in Christchurch

- **Newsletters and regular email updates** Regular newsletters with relevant Canterbury tourism information and business opportunities
- **Annual use of ChristchurchNZ's business partnership logo** Access to official business logos which can be used on websites and correspondence.
- **Assistance with listing your business** on newzealand.com and christchurchnz.com Christchurch i-SITE Visitor Centre automatic payments (where applicable)
- **Additional paid promotional** display options within the i-SITE e.g. digital screen advertising

Summary of Benefits

ChristchurchNZ 2019 / 2020 Partnership Levels and Benefits

General \$245 plus GST	Brochure Plus \$495 plus GST
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Brochure display in Christchurch i-SITE Visitor Centre

Ensure your product is on display for visitors to Christchurch.



The i-SITE is in the historic Arts Centre with the inclusion of a Department of Conservation counter. Your brochures are used as a point of sale selling tool.



i-SITE Visitor Centre automatic payments

Your service will be bookable with automatic payments processed fortnightly, directly paid into your account – no need for you to issue an invoice to ChristchurchNZ.



i-SITE Visitor Centre referrals

Preferential referrals from Christchurch i-SITE Visitor Centre, where appropriate.



Newsletters and regular email updates

Fortnightly electronic newsletters with relevant Canterbury tourism information and business opportunities.



Invitation to networking functions and industry update functions

Minimum of four annual networking and industry update functions per year.



Assistance with listing on www.christchurchnz.com

Support with the creation of your Tourism New Zealand operator database listing(s) via <http://www.christchurchnz.com/business-partners/list-your-tourism-product-on-christchurchnzcom/> Please note: ChristchurchNZ does not maintain these listings but provides assistance so that you can maintain your own listing.



Official Visitor Guide discounts

Enjoy great discounts on advertising in the ChristchurchNZ Official Visitor Guide.



Official Business Partner logos

Access to 'official business partner' logos which can be used on websites and correspondence. With this logo comes instant recognition that you are a certified ChristchurchNZ partner adding credibility to your product.



Operator listings will be translated into Chinese/Mandarin

Included in your partnership is a free service of having your operator listing translated into Chinese on the Tourism New Zealand website. Please note: ChristchurchNZ does not load this translation into the Tourism New Zealand Operator Database.





Brochure Plus Partner

This category gives you all the benefits of a General Partnership as well as display of your brochure at the Christchurch i-SITE Visitor Centre. This ensures a higher level of engagement with ChristchurchNZ and the flow on benefits this creates.

The Brochure Plus category is ideal to promote your business through displaying a brochure in the Christchurch i-SITE Visitor Centre. Located in the Arts Centre on Worcester Boulevard, in the heart of Christchurch amongst key city attractions, the i-SITE provides an opportunity to showcase your business in this key visitor hub.

The brochures on display convey to the visitor the many options of visitor product and experiences on offer, and directly promote your product. Displayed brochure products are given preference when sales staff discuss options with visitors. It's estimated that over a third of visitors use printed brochures as their main source of booking information.

The Brochure Plus Business Partnership costs from **\$495 plus GST** per annum.

Business partner benefits include:

- **Brochure on visible display in the Christchurch i-SITE Visitor Centre** housed in The Arts Centre which is one of the most significant collections of heritage buildings in New Zealand
- **Automatic Payments** Your service will be bookable with automatic payments processed fortnightly and paid into your bank account
- **Invitations to networking Functions**
4 annual networking and industry update functions per year
- **Invitation to 4 tourism related workshops per year** Based on key tourism related issues and market development
- **Invitations to all Tourism New Zealand updates** held in Christchurch
- **Newsletters and regular email updates** regular electronic newsletters with relevant Canterbury tourism information and business opportunities
- **Annual use of ChristchurchNZ's business partnership logo** Access to official business logos which can be used on websites and correspondence.
- **Assistance with listing your business** on newzealand.com and christchurchnz.com Christchurch i-SITE Visitor Centre automatic payments (where applicable)
- **Additional paid promotional display options** within the i-SITE

Convention Bureau

▼ Whale Watching in Kaikoura



The ChristchurchNZ Convention Bureau is a business unit within ChristchurchNZ tasked with promoting the city and region to the business events sector.

Christchurch is well known as an excellent conference destination, pre-earthquake the city had significant market share of all business events activity in New Zealand. We are working to increase our market share back to pre-earthquake levels and with new world-class infrastructure coming on line recently and over the next few years - including hotels, conference venues and other related event services, we can now attract large international conferences as well as small to medium sized domestic conferences which have been the focus for the past several years.

Business events visitors are high value to the city and region - spending more on average per night compared to leisure visitors, and often spending time in the region post-conference. There are also important non-economic benefits that come with hosting conferences including knowledge creation and transfer, trade opportunities, enhancement of our destination profile, corporate social

responsibility initiatives, and future job growth and immigration.

The Convention Bureau enjoys strong partnerships with our local network of venues and event service providers that operate in the business events market. Together we create a compelling proposition to organisers of conferences, incentives, and other business events.

Contact:
conventions@christchurchnz.com



Convention Bureau Partner

The ChristchurchNZ Convention Bureau is dedicated to the promotion and marketing of Christchurch and Canterbury to attract conference and incentive business.

This category is ideal if the conference and incentive sector is a target segment for your business, and you think your business could benefit from being aligned with the Convention Bureau.

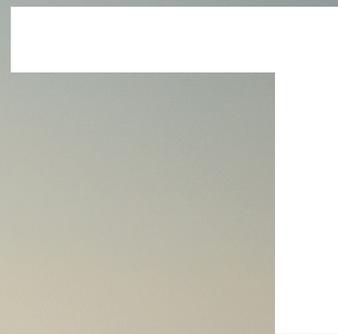
Business partner benefits include:

- Business leads coming into the Convention Bureau
- Inclusion in city proposals where appropriate
- Products and services featured on the Convention Bureau website: www.christchurchconventions.com
- Invitations to four networking events per year
- Inclusion in e-newsletters sent to our conference and incentive database
- Media opportunities where appropriate
- Participation at conference and incentive tradeshows
- Familiarisations and site inspections where appropriate
- Full benefits of the ChristchurchNZ Business Partnership including a DLE brochure display at the Christchurch i-SITE Visitor

Business partnership levels and benefits 2019/20

Summary of Benefits	Bronze \$1,100 plus GST	Silver \$3,300 plus GST	Gold \$6,600 plus GST	Platinum \$12,000 plus GST
Website presence listing/s for your venue or event services on christchurchconventions.com	2 listings	Up to 3 listings	Up to 5 listings	Up to 7 listings
Famils and site visits – opportunities to showcase your venue or event services, subject to client requirements	Where appropriate	3rd option	2nd option	Priority
Business leads and referrals – included in proposals and receive leads and referrals, subject to client requirements	Where appropriate	3rd option	2nd option	Priority
Networking – you are invited to regular industry networking functions	●	●	●	●
Tradeshows – opportunity to exhibit alongside the Convention Bureau and other partners eg MEETINGS	Where appropriate	3rd option	2nd option	Priority
Newsletter and media – opportunities to be included in our EDM, and other media coverage as appropriate	●	●	●	● Priority
Sales activity – opportunities to undertake joint in-market activity with the Convention Bureau			● 2nd option	● Priority
Strategic partner sessions – attend annual business partner strategy session			●	●
ChristchurchNZ business partnership – receive full benefits of the ChristchurchNZ tourism business partnership programme	●	●	●	●

Explore



ChristchurchNZ™

PO Box 2962
Christchurch 8140
New Zealand
Ph: 64 3 379 9629
info@christchurchNZ.com
ChristchurchNZ.com