

Tātaki
Auckland
Unlimited



TĀMAKI MAKĀURAU AUCKLAND

DESTINATION PARTNERSHIP PROGRAMME



Tātaki Auckland Unlimited (TAU) has been working towards developing a long-term funding solution to replace Accommodation Provider Target Rate (APTR) revenue.

The industry's preference is for a long-term national solution. For this reason, TAU is looking to implement an interim funding solution to fund tourism marketing and business event attraction for a minimum of two years, while a national solution is sought.

Based on analysis and internal and external consultation, TAU has developed a membership programme with a single set of five membership levels from which businesses can choose.

The funds generated through this programme will be used to attract holiday visitors and business events to Auckland. All funds go towards activity that directly benefits the region.

It will not be used to attract or invest in major events, or for Tātaki Auckland Unlimited overhead costs. Membership will run from 1 July 2023 to 30 June 2024.



Register your interest [here](#) or get in touch – we would love to hear from you:
Email destinationindustry@aucklandnz.com

MEMBERSHIP LEVELS

MEMBER

Available to all Auckland-based tourism businesses.

FREE

BRONZE

Available to businesses that support tourism and business events broadly and indirectly benefit from the visitor economy, including retail, restaurants, and support services OR businesses that directly benefit, but are too small to be represented in the same way as larger accommodation providers, attractions, activities, transport operators, etc.

**\$500 (non-accom.) or
\$1,000 (accom.)**

SILVER

Available to businesses that more significantly benefit from the visitor economy, including small to medium-sized attraction and venues, business events service providers, activities, tours and transport operators OR medium-sized accommodation providers with less than 80 rooms.

**\$5,000 (non-accom.) or
\$10,000 (accom.)**

GOLD

Available to businesses that depend on the visitor economy, including large-scale attractions, activities, tour and transport operators, business event service providers, and venues OR accommodation providers with 80 or more rooms. (Note: includes TAU-operated businesses such as Auckland Zoo, Auckland Art Gallery, and Maritime Museum.)

**\$25,000 (non-accom.) or
\$0.36 per room (accom.)**

PLATINUM

Available to large-scale business event and tourism businesses to whom the visitor economy is critical.

By negotiation





MEMBER (FREE)	BRONZE	SILVER	GOLD	PLATINUM TABLE
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DESTINATION BENEFITS

EDUCATION AND INSIGHTS

●	●	●	●	●	Regular newsletter with industry news, insights and opportunities
	●	●	●	●	Access to educational webinar series
		●	●	●	Analytics related to your listing(s) on aucklandnz.com (coming soon)
		●	●	●	Access to TAU's market insights / industry research

ADVOCACY AND GOVERNANCE

	●	●	●	●	Sector-wide advocacy to local and central government
		●	●	●	Invitations to provide input to TAU's annual destination planning processes
				●	Included as a voting member on the Destination Auckland Governance Committee

EXTRAS

	●	●	●	●	Access to download Auckland Brand Library content to assist with your own promotions and marketing
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TOURISM BENEFITS

BUSINESS PROFILE

●	●	●	●	●	Business listing(s) on aucklandnz.com via TNZ / Restaurant Hub API feeds
	●	●	●	●	Access to the Programme's database of members
			●	●	Opportunities for inclusion in direct-to-consumer e-newsletters
				●	Promotion of your business on aucklandnz.com and via TAU's social/e-newsletter channels

MARKETING AND PROMOTION

●	●	●	●	●	Ability to apply the Programme's member logo to your materials
	\$500	●	●	●	Inclusion in ITMG (International Trade Marketing Group)*
		●	●	●	Opportunities for inclusion in international media and trade itineraries/famils (where appropriate)
			●	●	Priority participation when PR opportunities occur
		●	●	●	Inclusion in domestic consumer marketing and one or more related collections on aucklandnz.com e.g. included in campaign imagery, web/social content, famils and/or competitions, etc.
			●	●	Inclusion in international consumer marketing and one or more related collections on aucklandnz.com e.g. included in campaign imagery, web/social content, famils and/or competitions, etc.

NETWORKING AND EVENTS

	●	●	●	●	Two invitations to each of TAU's tourism industry events
		●	●	●	Priority access to sponsorship opportunities*
				●	Complementary sponsorship of one TAU tourism industry event

* Subject to availability, additional costs may apply. Any flights, travel costs and travel arrangements are the members' own responsibility.

** Where relevant to client requirements.



BRONZE	SILVER	GOLD	PLATINUM TABLE
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AUCKLAND CONVENTION BUREAU BENEFITS

SALES AND MARKETING ACTIVITY

●	●	●	●	Referral services for client enquiries
	●	●	●	Domestic bid opportunities, business leads, and site inspections**
		●	●	Australian bid opportunities, business leads, and site inspections**
			●	International bid opportunities, leads, and site inspections**
		●	●	Opportunity to work with ACB to support member joint venture activities or families**
	●	●	●	Opportunity to network with clients during domestic ACB-hosted client programmes**
		●	●	Opportunity to network with clients during Australian and international family programmes**

TRADESHOWS AND SALES CALLS

	●	●	●	Opportunity to exhibit on the Auckland regional stand at BEIA MEETINGS
	●	●	●	Representation on domestic sales calls
		●	●	Representation at Australian tradeshows, client hostings, and sales calls
			●	Representation at international tradeshows, client hostings, and sales calls

NETWORKING

1	2	3	3	Invitations to attend ACB membership networking events
	●	●	●	Opportunity to exhibit and attend networking functions at domestic showcase events*
		●	●	Opportunity to attend client networking functions at Australian client events*
			●	Opportunity to attend client networking functions for international business*

COMMUNICATIONS

	●	●	●	Opportunity to supply material for inclusion in global client e-newsletters
	●	●	●	Opportunity to supply sales offers and promotions for marketing campaigns
	●	●	●	Promotion on ACB LinkedIn page

AUCKLAND SUPPLIER DIRECTORY

●				Listing with six images in gallery, and an eight bullet point description
	●			Listing with nine images in gallery, 12 bullet point description and one PDF upload
		●	●	Listing with first position in search results, 12 images, one logo, 20 bullets, four PDF uploads, and a video link

EXTRAS

		●	●	Access to destination collateral for Australian and International client promotion
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** Where relevant to client requirements.



YOU'RE INVITED

Join us and other like-minded industry members in growing Tāmaki Makaurau Auckland as the destination of choice for business and leisure in 2023 and beyond.

With memberships tiered to suit your business, and benefits designed to reach your markets, together we're stronger.

Become one of our members to unlock support, insight, access and exposure across trade and consumer channels. Be part of our region's future.

Register your interest **here** or get in touch – we would love to hear from you:

Email **destinationindustry@aucklandnz.com**

Details correct as of May 2023. Subject to change.