

Tātaki
Auckland
Unlimited



TĀMAKI MAKĀURAU AUCKLAND

DESTINATION PARTNERSHIP PROGRAMME 2024-2025



Tātaki Auckland Unlimited (TAU) is pleased to confirm the second year of our Destination Partnership Programme, effective from 1 July 2024 to 30 June 2025.

While the industry pursues a long-term national solution, we remain committed to providing an interim funding solution for Auckland. The Destination Partnership Programme offers a range of partnership levels for businesses, reflecting our dedication to collaborative growth and sustainable tourism development.

In response to industry feedback and evolving needs, we have expanded the programme with the introduction of two new categories, Love AKL and Destination Services Partner - enabling a wider range of businesses to support activity that promotes Auckland as a destination.

The funds generated through this programme will be used to attract holiday visitors and business to Auckland. All funds go towards activity that directly benefits the region, and will not be used to attract or invest in major events, nor for Tātaki Auckland Unlimited overhead costs.

We look forward to another successful year of partnership and collective efforts to promote Auckland as a premier destination for leisure travellers and business events alike.

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

PARTNERSHIP LEVELS

PARTNER LISTING

Available to all Auckland-based tourism businesses.

FREE

BENEFITS

- Business listing(s) on aucklandnz.com
- Ability to apply the Programme's partner logo to your materials.

LOVE AKL

Available to small and emerging tourism businesses, and those businesses indirectly benefiting from tourism and events, such as retail and restaurants.

\$500

BENEFITS

- Connect with Auckland's destination sector.
- Invitations to industry updates, and other networking opportunities.
- Demonstrate your support for the overall work to promote Auckland as a visitor and business event destination.
- Referral services for client enquiries, where relevant.

DESTINATION SERVICES PARTNER

Available to providers of tourism marketing and ancillary support services. Examples include web design and accounting partners

\$3,500 (non-accom only)

BENEFITS

- An opportunity to host or co-host two webinars, seminars or industry training events per annum, and to invite programme partners.
- Invitations to industry updates, and other networking opportunities for up to two staff per event.

BRONZE

Available to businesses that directly benefit from the visitor economy, but are too small to be represented in the same way as larger accommodation providers, attractions, activities, transport operators, etc.

\$1,500 (non-accom and 1-25 rooms)

SILVER

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

\$5,250 (non-accom and 26-50 rooms) or \$10,560 (51-79 rooms)

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, Aotea Centre, and Maritime Museum)

\$25,000 (non-accom) or \$0.38 per room (accom 80+ rooms)

PLATINUM

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

By negotiation



BRONZE	SILVER	GOLD	PLATINUM
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DESTINATION BENEFITS

EDUCATION AND INSIGHTS

●	●	●	●
●	●	●	●
	●	●	●
	●	●	●

- Regular newsletter with industry news, insights and opportunities.
- Access to industry topic webinars, as available.
- Analytics related to your listing(s) on aucklandnz.com (coming soon).
- Access to industry insights, presentations, and content.

NETWORKING AND EVENTS

●	●	●	●
	●	●	●
			●

- Two invitations to each of TAU's tourism industry events.
- Priority access to sponsorship opportunities.*
- Complimentary sponsorship of one TAU tourism industry event.

ADVOCACY AND GOVERNANCE

●	●	●	●
	●	●	●

- Sector-wide advocacy to local and central government.
- Opportunities to contribute to Destination AKL 2035, and similar projects.

TOURISM BENEFITS

BUSINESS PROFILE

●	●	●	●
●	●	●	●
		●	●
			●

- Business listing(s) on aucklandnz.com via Tourism New Zealand / Restaurant Hub API feeds.
- Access to the Programme's database of partners.
- Opportunities for inclusion in direct-to-consumer e-newsletters.
- Promotion of your business via TAU's owned channels.

MARKETING AND PROMOTION

●	●	●	●
●	●	●	●
	●	●	●
	●	●	●
		●	●
	●	●	●
		●	●
		●	●

- Ability to apply the Programme's partner logo to your materials.
- Invitation to participate in TAU Roadshows with focus on Australia and USA.*
- Opportunities for inclusion in direct-to-consumer e-newsletters and/or organic social media activity.
- Opportunities for inclusion in international media and trade itineraries/famils where appropriate.
- Priority participation when PR opportunities occur.**
- Priority consideration for inclusion in domestic advertising activity, such as paid social posts, sponsored content, digital display advertising, and promoted competitions.
- Priority consideration for inclusion in international advertising activity, such as paid social posts, sponsored content, digital display advertising, and promoted competitions.
- Consideration for inclusion in one or more collections and/or articles on Discover Auckland (aucklandnz.com).

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

** Where relevant to client requirements.



AUCKLAND CONVENTION BUREAU BENEFITS

SALES AND MARKETING ACTIVITY

BRONZE	SILVER	GOLD	PLATINUM TABLE	Benefit
●	●	●	●	Referral services for client enquiries.**
		●	●	Australian bid opportunities, business leads, and site inspections.**
		●	●	Opportunity to work with ACB to support partner joint venture activities or famils.**
		●	●	Opportunity to network with clients during Australian and international famil programmes.**
		●	●	International bid opportunities, leads, and site inspections.**

TRADESHOWS AND SALES CALLS

BRONZE	SILVER	GOLD	PLATINUM TABLE	Benefit
●	●	●	●	Opportunity to exhibit on the Auckland regional stand at BEIA MEETINGS.***
		●	●	Representation at Australian tradeshows, client hostings, and sales calls.
			●	Representation at international tradeshows, client hostings, and sales calls.

NETWORKING

BRONZE	SILVER	GOLD	PLATINUM TABLE	Benefit
●	●	●	●	Invitation to attend ACB and / or DPP networking events.
●	●	●	●	Opportunity to exhibit at domestic showcase events.***
		●	●	Opportunity to attend client networking functions at Australian client events.*
			●	Opportunity to attend client networking functions for international business.*

COMMUNICATIONS

BRONZE	SILVER	GOLD	PLATINUM TABLE	Benefit
	●	●	●	Opportunity to supply material for inclusion in global client e-newsletters.
	●	●	●	Opportunity to supply sales offers or promotions for marketing campaigns.
	●	●	●	Opportunity to feature on ACB LinkedIn page.

AUCKLAND SUPPLIER DIRECTORY

BRONZE	SILVER	GOLD	PLATINUM TABLE	Benefit
●				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 priority position in search results, 12 images, one logo, 20 bullet point description, two PDF uploads, and one video link.

EXTRAS

BRONZE	SILVER	GOLD	PLATINUM TABLE	Benefit
		●	●	Access to destination collateral for Australian and international client promotion.

* Subject to availability, additional costs may apply.

Any flights, travel costs and travel arrangements are the partners' own responsibility.

** Where relevant to client requirements.

*** Subject to availability, additional costs may apply. Opportunity first with Silver level and above.

Register today

Join us and other like-minded industry partners in growing Tāmaki Makaurau Auckland as the destination of choice for business and leisure in 2024 - 2025 and beyond.

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

Be part of our region's future.

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

Email **destinationindustry@aucklandnz.com**

Details correct as of April 2024. Subject to change.