

FOR IMMEDIATE RELEASE

December 2009

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Collective Concepts: Business marketing for Northland

Northland is a beautiful region of varying character, with its twin coast, rugged landscapes and culturally textured townships that are so pivotal to New Zealand's history. Due to its distinctive geography, this beautiful finger of land can feel like something of an outpost. The fact that Northland is a destination in itself is both its wonder and its drawback – the northern reaches of our island is not a place you “just pass through”. Drawing the visitor numbers necessary to sustain year-round the small businesses that characterise the region is tricky. But it is a challenge that Collective Concepts is facing head on.

Collective Concepts offers a “one-stop shop” marketing solution for tourism, hospitality and event business in Northland. The company's focus is to actively promote the region's enterprises to key markets in New Zealand's major cities, both north and south, both for work and play. Underpinning Collective Concepts approach is the belief that the domestic market first needs to be educated about what is on offer in Northland and, secondly, that the region's activities and services can better be promoted in carefully crafted groups – that way you are offering an overall experience that illustrates the breadth of Northland's offerings, showing it to be an accessible and varied destination, winter and summer.

Collective Concepts was formed in 2008 by Director Kate Claydon, whose experience with tourism is informed by 10 years hospitality and hotel experience in New Zealand & Australia which includes over 4 years specialising in selling Northland as a tourism destination.

This summer sees the launch of a new 26-week programme for Collective Concepts that capitalises on the idea of holistic business marketing, whereby a suite of ten complementary businesses are actively promoted together to key on-sellers in Auckland, Wellington and Christchurch. The promotion includes visits to i-Sites and independent tourism booking offices, rental car and campervan companies, hotel concierges and backpackers. These visits will be educational and will include appropriate brochure distribution, giving agents the tools to promote Northland as an essential destination. The programme will involve attendance at networking events on behalf of participating businesses and targeting corporate clients to inform them about specific products or services.

Director Kate Claydon says: “When we formed Collective Concepts we saw that there was real potential in grouping small Northland businesses and selling them together as one whole experience; this venue for your work conference, that restaurant to wine and dine clients, this activity for team building and so on... Also we are really keen to break the seasonal cycle; it's a mentality that stunts our vision as a region and we need to be actively marketing our businesses throughout the year – just because it's winter doesn't stop the horses trekking, the waterfalls flowing or the boats sailing! That's why this 26-week programme carries on throughout the summer, focusing on next year already, the shoulder season and winter. Northland has something for all people, for all seasons and we're keen to show that off to the domestic market.”

To be part of the 26-week programme or for a no obligation discussion about how Collective Concepts can help you, contact kate@collectiveconcepts.co.nz or phone 09 438 6577. Introductory offer for 26-week programme of \$175+gst per week. Terms and conditions apply. Monthly activity reports supplied.

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