

FOR IMMEDIATE RELEASE

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STARTS –

Collective Concepts: Business marketing for Rotorua

Rotorua is a scenically spectacular city renowned as New Zealand's cultural heartland for its ability to immerse visitors in the warmth of traditional Maori Culture. Rotorua is also acclaimed for its fascinating geothermal activity from bubbling mud pools to magnificent geysers. Whether it is for thrill-seeking adventure or tranquillity and wellness, Collective Concepts is committed to ensuring that all New Zealanders are experiencing this unique destination.

Collective Concepts offers a "one-stop shop" marketing solution for tourism, hospitality and event businesses in New Zealand. The company's focus is to actively promote each unique region's enterprises to key markets in New Zealand's major cities; both north and south, 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 each region 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 the region's offerings, showing it to be an accessible and varied destination, no matter the season.

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

December 2009 saw 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 major cities north and south. The promotion includes visits to i-Sites and independent tourism booking offices, rental car and campervan companies, hotel concierges and backpackers. These visits are educational and include appropriate brochure distribution, giving agents the tools to promote each region as an essential destination. The programme also involves attendance at networking events on behalf of participating businesses and targeting corporate clients to inform them about specific products or services. Following its successful launch in Northland the Collective Concepts 26-week programme is now available in other unique regions around New Zealand including Rotorua.

Director Kate Claydon says: "When we formed Collective Concepts we saw that there was real potential in grouping small tourism businesses and selling them together as one whole experience; this accommodation for your stay, that restaurant for eating out, these activities for fun, adventure and sightseeing... Also we are really keen to break any existing pre-conceived ideas about seasonality; we need to be actively marketing our businesses throughout the year – no matter what the season, or reason for visiting we want to maximise their stay ensuring they are mountain biking, white water rafting, immersing themselves in the spirit of Maori Culture and experiencing total relaxation at its geothermal best! That's why this 26-week programme operates year round, focusing on maximising visitor numbers for the region's four seasons. New Zealand 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 marketing@collectiveconcepts.co.nz or phone (09)4386577. Introductory offer for 26-week programme of \$175+GST per week. Terms and conditions apply. Monthly activity reports supplied.

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