



EVENTS • HOSPITALITY • TOURISM  
[www.collectiveconcepts.co.nz](http://www.collectiveconcepts.co.nz)

## Promote Package

Collective Concepts Promote Package is a quarterly product training and brochure drop service designed to be a cost effective way to increase your brand awareness and get your business promoted and marketed within the Canterbury, Auckland and Northland markets. We conduct product training with the key on-sellers, booking agents and travel influencers in your chosen regions to educate them and promote your business. We also personally drop your brochures to a number of hotels, motels, holiday parks, car and campervan rental companies and other tourist hot-spots. With the Promote Package you can specify which region/s (Canterbury, Auckland and Northland) you would like your business promoted in.

***The main objective of the Promote Package is to get your business noticed so you see an overall increase in your visitor numbers***

### **How are we different?**

Collective Concepts offers a friendly personalised product training and brochure drop service giving you a 'face' in the market place. We have existing relationships with i-Sites and booking agents in Christchurch, Auckland, and Northland and educate their staff on the unique selling points of your product or service so they have the tools and knowledge to effectively offer advice and on-sell it to domestic and international travellers. Our regular on-going contact with these booking agents means that the businesses we promote are always front of mind. We also pride ourselves on limiting the number of complementary tourism and hospitality based businesses we work with on a quarterly basis. For this reason places are strictly limited and in demand so consider securing your place for 12 months at a time!

### **Promote Package Inclusions:**

**Visiting & Training Booking Agents** – Three days per region, per quarter will be spent conducting physical visits to key booking agents and travel influencers. **Visits for 2014 will be conducted during April, July, October & December. Limited spots available so secure yours early to avoid disappointment!**

Key booking agents include i-Sites and Visitor Information & Booking Centres, hotel concierges, rental car and campervan companies, backpacker hostels, motels and holiday parks.

**Brochure Distribution** – Your brochure will be included in our quarterly deliveries of regional brochure packs to key on-sellers and booking agents and on request from the booking agent at other times within each paid quarter.

**Quarterly Report** – A spreadsheet with an overview of the quarter, the total number of product training visits conducted and number of places brochures were dropped in each region. Any comments or feedback received.

**Quarterly e-Newsletter** – Your business will be included in the Collective Concepts quarterly e-newsletter which is **distributed to our database of over 1500** and is a good vehicle for advising of news updates, special offers or just showcasing your business in between the quarterly visits.

**Quarterly Quick Reference Factsheet** – Your business will be advertised in this flyer which can include any seasonal promotion or special offer you are running. The offer does not have to be available for the whole quarter it can be for any period within that quarter. The flyer is delivered personally alongside your brochure and will be discussed as part of the product training and updates.

**Cost:**

The Promote Package is a cost effective way to keep your business front of mind with key on-sellers. You choose how much or little exposure you need and the regions you want to be promoted in. Cost includes all design and printing costs associated with the production of the quarterly quick reference factsheet as well as fuel and travel expenses associated with brochure distribution and training visits.

*Cost is per quarter, plus GST and will be invoiced the month prior for payment the 20<sup>th</sup> of the month the visits are conducted.*

**\$500.00 + GST – Christchurch region**

**\$500.00 + GST – Auckland region**

**\$250+ GST – Northland region\***

*\*Only available as an add-on to Auckland region.*

**Contact us for an obligation free discussion.**

**Collective Concepts**

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