

# 2010/11 MEMBERSHIP CAMPAIGN UPDATE - MARCH

It's all happening with billboards, visitor guides, maps, and an increasing online presence – your investment in your business and our region is coming along nicely.

**Guest nights** up during December 2010 (compared to December 2009): Horowhenua up 11.3%; Kapiti up 11.7%. More stats will be available soon once the Statistics NZ office in Christchurch is up and running.

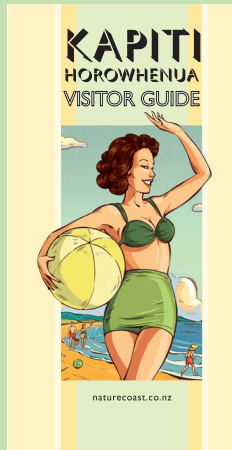


Local illustrator Gina Kiel has created three Campaign **illustrations** which are being rolled out in various mediums including billboards, a regional visitor guide, Catch Kapiti cover, and posters. Feedback on their vitality and appropriateness has been really positive.

Our special deal with APN Outdoor has seen three Campaign **billboards** placed along State Highway One in Levin and Paraparaumu, and one



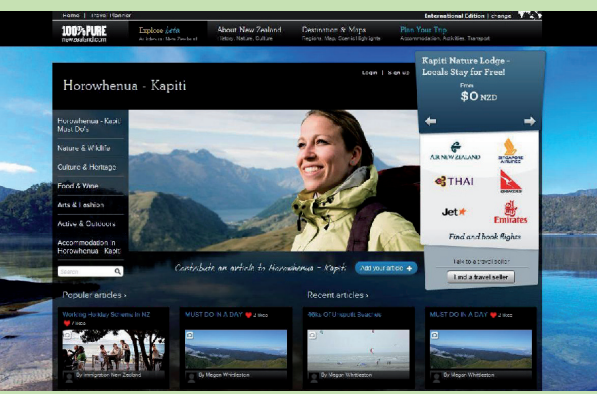
on The Terrace, Wellington (pictured). More will be erected in high profile places throughout the year. Plus, Coastlands have been displaying an eye-catching illustration poster at their new southern entrance.



The region's **visitor guide** is now ready. 65,000 have been distributed to more than 85 i-SITE Visitor Information Centres across New Zealand, as well as other strategic locations. Visually it's strong, and is very user-friendly. It is also a good tool for visitors as it contains useful maps which will increase its longevity. The guide not only profiles advertisers but carries our brand messages. Collect your copies from Nature Coast offices or i-SITES.

Our **brand messages** and images have been spread through local media and the Catch Kapiti events programme, Dominion Post advertising, and local newspapers, including the latest Dominion Post ad that celebrated Paekakariki School's 125th anniversary. New street maps for Levin will soon be available at

the information booth at the north end of Levin. In the pipe line too is some new 'fun maps' for the Horowhenua district, in association with Tourism Horowhenua. All activity in this area is in line with what is required to make the most of the Rugby World Cup (RWC) period. It's good to see many of you have kicked into gear by adding special deals to RWC your websites. For some businesses, RWC is a great excuse to up their game when it comes to some basics around hospitality and marketing – whether for a specific RWC audience or not.

With over 4,000 Facebook friends, increased presence on Tourism New Zealand's [website](http://www.newzealand.com) (www.newzealand.com), Twitter, and Flickr, the regions **online presence** is more visible. You can now upload your own articles and photos to Tourism New Zealand's site and we strongly encourage you do so. Just go online to the Explore Beta page on the Tourism New Zealand website [go here](#) To create your profile click the 'sign-up' button at the bottom of the page. It's free.

For a list of Campaign members, please [go here](#).