

# MEMBERSHIP OF HAWKE'S BAY TOURISM INDUSTRY ASSOCIATION

## Why join

Hawke's Bay Tourism is the official Regional Tourism Organisation (RTO) for Hawke's Bay.

We are a Membership-based organisation that aims to promote and co-ordinate opportunities for economic growth and prosperity from the visitor industry in Hawke's Bay. We are responsible for the tourism marketing and promotion of the region. Our success is measured by the contribution of visitors to the region, and the change in our domestic visitor spend share vs other NZ regions.

Most of our activity is funded in part by Hawke's Bay Regional Council, however a condition of that funding is that we achieve financial support from industry.

*Every level of membership entitles the operator to a listing on [www.hawkesbaynz.com](http://www.hawkesbaynz.com) - our official visitor site that sees over 500,000 sessions annually. Depending on the level of membership, members also receive a range of marketing benefits and development opportunities including:*

- Campaign partnership opportunities
- 1-2 hour business sessions with Hawke's Bay Tourism
- Use of the Hawke's Bay regional brand elements
- Access to the image library
- Attending industry updates and networking events at no cost or subsidised rates
- Regional, domestic, and International Tourism Industry insights
- Education and workshop opportunities
- Access to analytics and reporting
- Voting rights to HBTIA

We do this through membership. Participation from operators in our membership programme helps ensure our success into the future. So our structure is truly one of partnership with industry. Being a member of Hawke's Bay Tourism Industry Association gets you connected with fellow tourism operators, entitles businesses to a range of benefits to assist growth, and helps to continually grow the overall promotional budget of the region. It is vital that as a sector we all work together to secure Hawke's Bays share of the tourism pie.

To become a Hawke's Bay Tourism Industry Association member, please complete the application form here and a member of our team will be in touch. Alternatively contact our friendly team to talk through your options:

**Hilary Nyberg**

Membership & Events Coordinator

Email: [hilaryn@hawkesbaytourism.co.nz](mailto:hilaryn@hawkesbaytourism.co.nz)

**Heather Matthews**

Trade Marketing & Sales Manager

Email: [heatherm@hawkesbaytourism.co.nz](mailto:heatherm@hawkesbaytourism.co.nz)



## Benefits

## Membership Levels

**Standard membership contributes to Hawke's Bay Tourism delivering the following on behalf of the region -**

- Regional consumer marketing plan
- The delivery of major events, including F.A.W.CI, Big Easy, Spring Fling

	HBTIA Membership	Trade Marketing Group (TMG) Membership	Support Partner Membership
	\$300 + GST*	\$1,000 + GST*	\$300 + GST*
Membership to HBTIA including voting rights	✓	✓	✓
Basic listing on website in ONE category, up to TWO sub-categories	✓	✓	
Attend industry updates and networking events at no cost or subsidised rates	✓	✓	
Opportunity to jointly participate in HBT marketing campaigns	✓	✓	
Use of Hawke's Bay Tourism Industry Association member branding	✓	✓	
Winter Workshop series - Tourism specific upskilling	✓	✓	
Monthly members newsletter	✓	✓	
Access to the Monthly Tourism Statistics for Hawke's Bay	✓	✓	✓
Opportunity to sponsor / participate in selected events	✓	✓	
Opportunity to participate in paid publications at a discounted rate ie planner, Visitor Guide	✓	✓	
Opportunity to host key buyers, media, or VIP's on product Famils	✓	✓	
Access to Support Partner Benefits eg. Discount off i-SITE brochure display fee	✓	✓	
Basic listing on website with up to THREE categories, and the associated 2 sub-categories		✓	
Representation at annual trade events: TRENZ, TEC, Cruise, RTNZ Trade events, eXplore CNI, CINZ Meetings.**		✓	
Quarterly facilitation AKL Trade Mission **		✓	
Annual facilitation Australia Trade Mission **		✓	
Representation in USA, Europe through ECNI activity & partnership		✓	
Bi-Monthly TMG networking event – with Trade update from HBT		✓	
Preferential consideration for hosting Buyer or Media famils		✓	
Facilitate introductions to key Buyers or Media on HBT Famils where possible		✓	
Preferential choice for participation in paid publications. i.e. Planner, Visitor Guide		✓	
Preferential placement of imagery in trade & media activity		✓	
Features in key trade collateral – Product training resources, videos, manuals		✓	
Opportunity to provide product training to relevant HBT members each year		✓	
Availability of a Trade Sales & Marketing representative dedicated to delivering the regional Trade Marketing plan – details here (hyperlink)		✓	
Officially recognised as a supporter of Hawke's Bay Tourism including an online listing on HBTIA website			✓
Use of Hawke's Bay Tourism regional Support Partner branding			✓
Attendance at Hawke's Bay Tourism industry events & functions for up to 2 people per business			✓
Priority access to sponsorship opportunities at industry events			✓
Opportunity to promote deals to HBT Members			✓
Space in monthly members newsletter – 1 per calendar year			✓

\*One category & up to two sub-categories are included in each membership level or online listing. Operators can choose additional categories for \$150 each. For each additional category, there is the option for an additional web listing or just an additional category tag.

\*\*Hawke's Bay Tourism coordinates & facilitates the official sales missions or trade shows. The cost of member attendance is additional.

### Online Listing \$150+gst

Only available to Business Event support services, Wedding support services, Hospitality operators.

- Basic Listing on website with one category & up to two sub-categories – Self managed
- Opportunity to participate in paid publications at a discounted rate ie; Planner, Visitor Guide.