

An aerial photograph of a coastal bay in Northland, New Zealand. The water is a vibrant turquoise color, and numerous white sailboats are scattered throughout the bay. A large, green, forested island dominates the left side of the frame, with a sandy beach curving around its base. The sky is a deep blue, and the overall scene is bright and scenic.

NorthlandInc

Growing Northland's Economy
Kia tupu ai te ōhanga o Te Tai Tokerau

NORTHLAND NZ BUSINESS LISTINGS

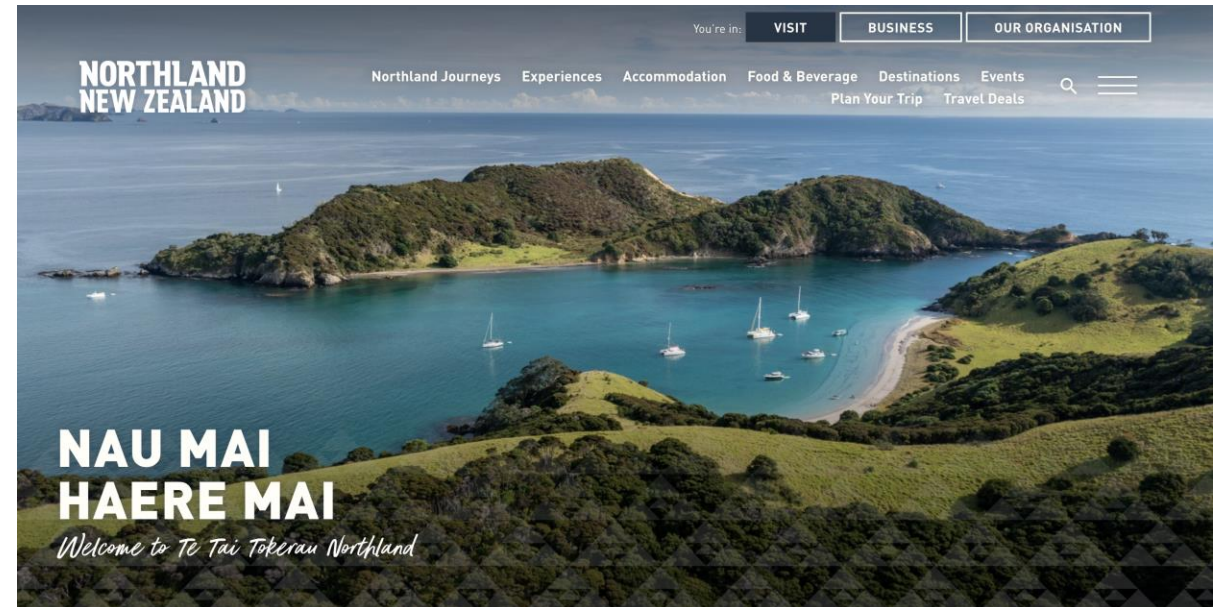
How to guide

Why list on NorthlandNZ.com

NorthlandNZ.com is the official website for visitors coming to Taitokerau Northland.

All campaign activity, visitor collateral and social media drives visitor traffic back to the website.

Taitokerau Northland visitor industry businesses including food and beverage can create FREE business listings on NorthlandNZ.com to showcase their products and businesses to potential visitors as they dream, plan and book their travel.



Who can list on NorthlandNZ.com

- Bookable visitor experiences.
 - These should be listed on [NewZealand.com](https://www.newzealand.com) and will automatically appear on NorthlandNZ.com once approved.
- Free visitor experiences and attractions
 - These can be listed through the [NorthlandNZ.com portal](https://www.northlandnz.com/portal). Retail business may list under Souvenirs and Gifts.
- Accommodation
 - These should be listed on [NewZealand.com](https://www.newzealand.com) and will automatically appear on NorthlandNZ.com once approved.
- Food and beverage
 - Bookable experiences such as wine tasting or brewery tours should be listed on [NewZealand.com](https://www.newzealand.com) and will automatically appear on NorthlandNZ.com once approved.
 - All other food and beverage businesses can be listed through the [NorthlandNZ.com portal](https://www.northlandnz.com/portal) including markets, artisan producers, cafes, restaurants, etc. Artisan producers may list their business provided the products are made in-house and are 'artisan' by nature (handmade, small batch, unique), have at least one regular or permanent destination where people can buy in person, and are available to purchase from these outlets at least six months of the calendar year.
- Transport
 - These should be listed on [NewZealand.com](https://www.newzealand.com) and will automatically appear on NorthlandNZ.com once approved.
- Visitor information centres
 - These should be listed on [NewZealand.com](https://www.newzealand.com) and will automatically appear on NorthlandNZ.com once approved.
- Event listings
 - Events listed on EventFinda will automatically appear on NorthlandNZ.com once approved. If you do not wish to list through EventFinda, event listings can be created through the [NorthlandNZ.com portal](https://www.northlandnz.com/portal).
- Trade listings
 - Trade listings are a paid product available to trade-ready operators only. These can be created and managed through the [NorthlandNZ.com portal](https://www.northlandnz.com/portal). Trade listings are promoted to international travel trade by our Trade Marketing Manager. Find out more about being trade ready in our [operator toolkit](#) and contact tourism@northlandnz.com to book your trade listing.

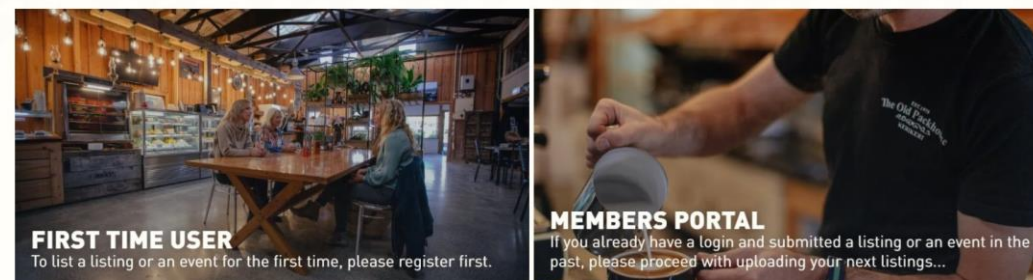
Create your business listing

Head to www.northlandnz.com/list-your-business-or-event/ and create your member profile or log in to your existing member profile through the portal.

Before you start, take a moment to think about the key things you want to tell the visitor about your business. You'll need to know your address and phone number, and have at least one high resolution image to accompany your listing.

Click create a business listing to get started.

If you have a bookable visitor experience please head to <https://register.newzealand.com/> to list your business. Your listing will automatically appear on NorthlandNZ.com once approved.



APPROVED EVENTS

0



APPROVED BUSINESS LISTINGS

0



EVENTS

Create an Event

View and edit existing events.

BUSINESS LISTINGS

Create a Business Listing

View and edit existing listings.

Create your business listing

Listing name

Your listing name will be the main title on the website. Keep this short and straightforward i.e. Lisa's Farm – Cheese making experience.

Select a type – Things to do or Food and Beverage

Once you select a type you will need to select a category. Please select one or two categories most relevant to your listing. If you are not sure what category to select please get in touch with lisa.cunningham@northlandnz.com

Trade listings are a paid product available to trade-ready operators only. If you are creating a trade listing please scroll down through for a trade listing specific guide.

NORTHLAND NEW ZEALAND Dashboard Manage Events Manage Business Listings Logout

NEW LISTING

Basic Info

Listing Name *

Upload Logo
Choose File No file chosen

Select a Type *
Select option

Company Name *

Summary *

A 250 character summary of the listing, used as the listing preview and in search results.

Description *

The description displays on the detailed listing page. Google recommends descriptions being at least 300 words long.

Next

Northland Inc **NORTHLAND NEW ZEALAND**

tiaki

TAKE MEALS TO GO
THE BEST MEALS ARE MADE
THE CLASSY MEALS ARE IN
CONTEMPORARY THE CLASSY
THE NEW ZEALAND ONE
HOW TO CARE FOR NZ
BE PREPARED
DRIVE CAREFULLY
KEEP NZ CLEAN
PROTECT OUR WATERS
GROW RESPECT

tiakiNEWZEALAND.COM | #TIAKIPROMISE

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Website by

TRAVEL TRADE MEDIA CENTRE RESOURCE LIBRARY LIST YOUR EVENT CONTACT LIST YOUR BUSINESS

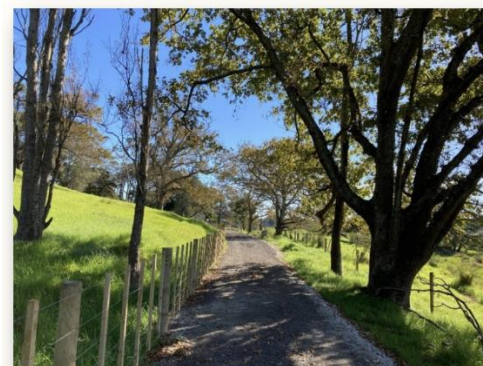
Create your business listing

Summary

Your summary should be a brief but clear description of what your business/product is. This is the only thing a visitor will read before they click into your listing so make it good!

Description

Your description is a full description of your business/product. Use this field to speak directly to the visitor and convince them why they need to experience your product or visit your business. Be sure to include your unique selling points!



Kaihu Valley Trail - Stage One

Prepare to be awed by a valley of dramatic contrasts, through farmland and forest, along an enchanting river, capturing historical and cultural stories along the untamed...

Listing name

Summary

Create your business listing

Contact details

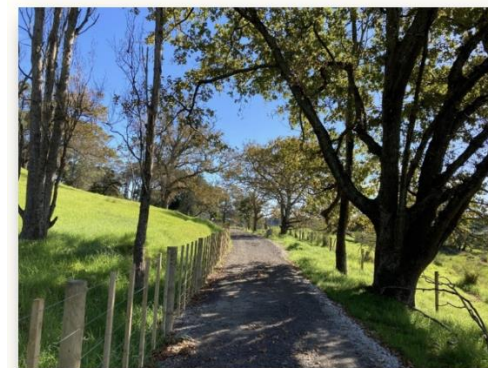
These contact details are what the visitor would use to get in touch, find out more, or visit your product or business.

All fields are made public.

Add media

Your main image is one of the most important parts of your listing and will display on the preview. This should be high resolution, preferably landscape format and provide the visitor with a taste of what your business or product offers. Please do not use an image with text in this file as some listing displays will crop the text or cover it with the title.

You can also add a Youtube video if you have one.



Kaihu Valley Trail - Stage One

Prepare to be awed by a valley of dramatic contrasts, through farmland and forest, along an enchanting river, capturing historical and cultural stories along the untamed...

Main image

Listing name

Summary

Create your business listing

Additional info

Here you can add further information such as your pricing information, social media links and opening hours.

Preview tab

The preview tab will show you which fields you still need to complete before you can submit as well as a preview of your listing.

Below are the remaining required fields:

- Listing Name
- Type
- Categories
- Company Name
- Summary
- Description
- Longitude
- Latitude
- Street
- Suburb
- City
- Post Code
- Country
- Phone

Create your business listing

Well done!

Once your business listing is submitted for approval it will be reviewed by one of the Northland Inc team and approved to publish on the NorthlandNZ.com website.

We recommend you add a reminder to your calendar to review and update your listing once every three months.

Upgrade to a featured listing.

You can upgrade your listing to a featured listing which includes an eye-catching border and priority display on the website. Please email tourism@northlandnz.com for the latest rate card.



Zane Grey's Restaurant & Bar

Perfectly situated on Paihia's waterfront in the stunning Bay of Islands, Zane Grey's Restaurant and Bar celebrates everything there is to love about Northland. We have...



Whare Waka Cafe

Whare Waka Cafe is located at the Waitangi Treaty Grounds overlooking the waka with views across the Bay of Islands



Paihia Club & Madly Indian Restaurant

The Paihia Club & Madly Indian welcome all. We offer a friendly environment to meet with friends & make new ones. With a great range of...

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Listing name

Your listing name will be the main title on the website. Please use your business name followed by your product name if you intend to have more than one trade listing i.e. Lisa's Nature Tours – Guided Coastal Experience.

Summary

Your summary should be a brief but clear description of what your business/product is. This will display on the preview of your trade listing as well as in search results.



Hundertwasser Art Centre

PRICE: \$15 - \$25

Celebrating painter, ecologist, architect and visionary Friedensreich Hundertwasser and contemporary Māori artists. Visitors will enjoy the unique architecture, exhibitions, theatre, Afforested Roof and MuseumShop.

Listing name

Summary

Create your trade listing

Description

Write this as though you are speaking to the travel trade audience, so include information they may need to know to sell your product as well as emphasising your key selling points. Activity providers should include information such as where your tour or experience will depart from/take place, how long the experience takes, whether it includes a meal, and what their clients may need to bring or wear. Accommodation providers should include information such as number of rooms and different room types, proximity to major attractions or airports, room and property facilities and amenities. Conference and event venues should include information such as venue capacity and configurations.

Where applicable, include details for the following:

- Transport considerations (tour pick ups, courtesy airport transfers, public transport proximity, coach parking etc)
- Seasons, days and hours of operation
- Maximum group sizes and private charter/tour/booking information
- Accessibility information (including languages if applicable)
- Facilities and services (toilets, wifi, cafe, restaurant, pet friendly etc)
- Sustainability, and social/community initiatives
- Travel trade contact and office hours if applicable.

Create your trade listing

Contact details

You may like to use some of these fields to provide specific trade links and contact details. All fields are made public.

Add media

Your main image is one of the most important parts of your listing and will display on the preview. This should be high resolution, preferably landscape format and provide a taste of what your business or product offers. Please do not use an image with text in this file as some listing displays will crop the text or cover it with the title.

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Main image

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Featured trade listings

Featured trade listings are exclusive to members of the International Marketing Group (IMG). If you are interested in joining the IMG please get in touch with sarah.archer@northlandnz.com.



The Kauri Museum

PRICE: \$8 - \$25

The Kauri Museum is famous for its displays featuring the legacy left behind by the ancient kauri trees which once covered northern Aotearoa New Zealand.



Karikari Estate Winery & Restaurant

New Zealand's northernmost vineyard and winery nestled on Northland's Karikari Peninsula overlooking the rolling coastal land towards the very top of the Far North.



Pou Herenga Tai - Twin Coast Cycle Trail

A one, two, or more day's ride from the beautiful Bay of Islands to picturesque Hokianga Harbour, or vice versa.