

Operator Marketing Guide

Visit Hurunui North Canterbury

Hurunui is a destination renowned for exceptional adventure offerings, unparalleled relaxation, and luxury experiences. Boasting alpine forests to rolling hills, surf-worthy waves and inland lakes, the region is a scenic playground for those who seek it. With the coolest little wine region, drawcard events, and a perfect getaway from Ōtautahi Christchurch, Hurunui is in a unique position to offer an action-packed slice of rural New Zealand.



Hurunui Tourism
Operator Marketing Guide

About us

Visit Hurunui is the official regional tourism organisation that promotes the district to international and domestic visitors. We are responsible for the marketing and promotion of the region as a visitor destination, through partnerships with industry, cooperative and direct marketing, and promotion.

Our role is to promote an exceptional visitor experience that benefits our region's economy, environment, culture, and community.

Visit Hurunui is a part of the wider Hurunui District Council Destination Management Plan. This plan outlines four strategic priorities; targeted destination marketing, enhance the visitor experience, effective destination management, and become an iconic self-drive destination.

We collaborate with local operators on product development, supporting new experiences and sustainable tourism initiatives. We maintain trade relationships with tour operators, travel agents, and booking platforms to provide market access through product packaging and joint marketing campaigns.

Read more about the Hurunui Council Destination Management Plan.

Ways to work with us

Reach out to
marketing@visithurunui.co.nz
to talk about any of the below.

Social media

- Follow **@visithurunui** on Instagram or Visit Hurunui on Facebook. Make sure to tag us in your posts so we can re-share them!
- Reach out to explore opportunities to work together to promote your business through an influencer or famils.

Visit Hurunui newsletter

- Sign up to our Quarterly e-newsletter.
- Let us know if you have a story, launch, or milestone to share with other operators.

Website

- Visit our **Stakeholder Information page** to explore our operator resources, access our Media Hub and read our latest reports.
- We're always excited to help share what's happening in our community. **List your event here** and we'll be in touch to talk about promotion options.
- Started a new business? Let us know and we'll list it.





Media & PR

- Tell us your story – are you reaching a new milestone, or launching a new product or service? Make sure we hear about it by getting in touch.
- Keep us updated or give us a call – there could be an opportunity for a blog post on the website, or a media pitch.

Campaigns

- Show your support for campaigns we are involved in by sharing them through your channels.
- Follow along with our latest campaigns in our e-newsletter or across social media. We'd love to hear your feedback, and talk about how we could work together on future campaigns.

Extending your profile and reach

Famils

- Famils (or 'familiarisation') is a visit to help people understand your product by experiencing it first-hand.
- Invite us, media or an influencer to try out your product, experience, or service. It's much easier to recommend, write a review, or tell visitors about it with first-hand knowledge!
- Make sure to list your business or product on our website, as we often pull our content for publications, social media, and the newsletter from here.

Publications

- We have relationships with online and print media, and we promote the region across editorials, radio, and digital and print ads.
- Make sure to list your business or product on our website, as we often pull our content for publications, social media, and the newsletter from here.





What trade media look for

Trade media are publications, websites and other media platforms aimed at travel professionals, including travel agents, tour operators and wholesalers. They look for:

- Clear descriptions and pricing structures
- High resolution images
- Target audiences – e.g. overseas visitors, retirees, families, young couples, big groups, day-trippers, etc.
- A story (this could be a milestone, new service, interesting origin story, operator profile, or how it benefits community).

Learn more about **trade media requirements**



Photography guidelines



Whether you're capturing images or video for social media, or as part of a kit you can share with media, planning ahead can help you promote your business in the best light.

Find out what works best for industry from this **Tourism New Zealand photo and video guide.**



Social media

- Capture content specifically for social media – use vertical aspect (9:16) and short videos (<15 sec)
- Be authentic – social imagery can be less polished

Wardrobe

- No logos
- Be cautious of colour clashing
- Avoid pattens and sunglasses (keep those eyes visible)

Advertising

- Use hero material that is clean and well-thought out
- Use content that tells a clear story

Talent/models

- Including people in imagery establishes connection
- Include a diverse range of age, gender, and ethnicities
- Get a shot with talent, get a shot without
- Make sure talent have given their permission

PR content

- Provide a selection of 1x1 and 16x9 imagery and video that is both hi- and low-res for print and online
- Use captivating and compelling content

Authenticity

- Keep it un-staged and in the moment
- Capture candid expressions
- The audience looks to see themselves in the experience or place, so make it genuine and relatable!

Audio

- Make sure audio is clear and audible (use a microphone for best outcome)
- Avoid slang or jargon

Lighting

- Avoid direct sunlight but use natural light to highlight talent and scenery
- Be careful when retouching – keep it looking as natural as possible

Our messaging

We take great pride in Hurunui's unique offerings. It's a region like no other. And how we talk about it is important. This section includes key messages we use to talk about our region – you're welcome to use them too to reinforce our regional story.

Our region

A hidden gem you will remember for the rest of your life.

From world-class wineries and boutique accommodation to geothermal hot pools, rugged coastlines, and breathtaking mountains, Hurunui is a region like no other.

With the coolest little wine region, drawcard events, and a perfect getaway from Ōtautahi Christchurch, Hurunui is in a unique position to offer an action-packed slice of rural New Zealand.

Boasting alpine forests to rolling hills, surf-worthy waves and inland lakes, the region is a scenic playground for those who seek it.





Outdoor adventure

Where rugged coastlines meet lush forests and alpine retreats.

Ski, bike, run, and hike – meet your match for an outdoor adventure.

From a coastal sunrise to a clifftop sunset, soak it all in across Hurunui.

History and heritage

Retrace the steps taken before you and learn the history of our district.

Discover the history behind Hanmer Springs – a place of rest and recovery since early Māori discovered used it as a place to rest on their long journeys over from the West Coast.

Find a treasure trove of art, sculpture, and boutique shopping right on your doorstep.





Festivals and events

Gardens in the morning, to wine in the afternoon. Discover your next hidden gem this spring.

Run a half marathon, then relax in the hot pools. Hanmer Springs has your recovery sorted.

Feel exhilarated yet?

Watch Hanmer Springs light up in winter. Escape to the alps for the Alpine Winter Festival.

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