

Destination
Marlborough



CONSUMER EVENTS

Support Guide



A little about us

Destination Marlborough is the official Regional Tourism Organisation (RTO) for the Marlborough region. We are a not-for-profit Trust funded through a combination of Marlborough District Council rates, including a tourism targeted rate, private sector partnerships, and i-SITE revenue.

Our role is to market the region as a visitor destination, telling the world why Marlborough is a 'brilliant' destination to visit for a holiday, business or to catch up with friends and family, is what we do. We're here to support our industry.

We also operate the Blenheim, Picton and Havelock i-SITE Visitor Information Centres to assist travellers and connect them with Marlborough visitor experiences, as well as managing Business Events Marlborough and managing partnership programmes for international trade education and joint marketing.

Destination Marlborough can offer varied levels of marketing and promotional support for your consumer event, depending on the economic benefit and level of visitation into the region your event will facilitate.

CONTACT

To work with Destination Marlborough to promote your event, contact info@marlboroughnz.com

For more on Marlborough events, visit marlboroughnz.com/events/

Feast Marlborough photo by Richard Briggs



Getting started!

FOLLOW-ME AND MARLBOROUGH DISTRICT COUNCIL

Your first stop when planning or looking for support for an event in Marlborough should be the Regional Events Advisor at the Marlborough District Council (MDC).

MDC & Follow-ME can help in a range of areas, including:

- Event advisory service
- Funding opportunities
- Event process and consents
- Promotion and marketing
- Planning and event strategy

For more information, check out marlborough.govt.nz/recreation/events

Contact MDC's Regional Events Advisor, phone 03 520 7400 or email events@marlborough.govt.nz if you have any questions about running an event in Marlborough.

To access Destination Marlborough event support, your event **MUST** be listed on the follow-me platform at www.marlboroughnz.com/events



Marlborough Wine & Food Festival photo by Richard Briggs



Platforms and Support

Social Media

Destination Marlborough has a large, highly engaged audience on both Instagram and Facebook. To support your event, we can create and post organic Facebook and/or Instagram posts and stories.

Airport screens

Destination Marlborough has one screen at the Marlborough airport that can display event videos for the lead up and duration of your event.

i-SITEs

The Marlborough i-SITEs can be present at your event registration or similar, and staff an information kiosk for your attendees to discover things to do and book additional activities.

i-SITEs can assist with information and booking of accommodation, travel and transport for your attendees prior to the event.

Consumer eDMs

Destination Marlborough sends regular consumer eDMs with an events section that can feature your event.

Campaigns

Destination Marlborough runs domestic consumer campaigns throughout the year, as well as additional international campaigns aligned with partners. Your event can be included in campaigns by featuring on the campaign landing page, or within the creative and media outputs where applicable.

PR/Media

Tie in with Destination Marlborough's PR & media program by providing information on what makes your event 'newsworthy', and hosting a writer or journalist prior to/at the event for additional coverage through media stories.

Destination Marlborough can send your press release to our media partners for an opportunity to gain extra coverage.

Visual assets

Destination Marlborough has a full image gallery, as well as an extensive b-roll library. Imagery can be accessed at www.marlboroughnz.com/imagelibrary/ and b-roll can be accessed on request. All visual assets are restricted for use in promoting Marlborough as a visitor destination.

Collateral and information for attendees

Destination Marlborough produces Marlborough's official visitor guide each year – we can provide copies of this guide for your attendees. Other collateral may be available on request. We also have brilliant branded pull up banners you can use for registrations etc.

Adhoc/bespoke support

We can help in many ways, and we're open to discussion on doing something different. Examples include:

- Ticket giveaways
- Competitions
- Inserts/collateral into other markets
- Event specific campaigns
- Creative inclusion in domestic campaigns
- Press release reach
- Contacts and connection with partners (eg. AirNZ, Tourism New Zealand)
- Contacts and connections with travel trade



Havelock Mussel & Seafood Festival photo above



Where does your event fit?



Below are the classifications of events by MDC.

PREMIER EVENTS:

Premier 1 Events will attract up to 5,000 attendees from a national and/or international visitor base. The event will generate high media interest nationally and internationally and will be a strong economic driver to the local economy. This category may include niche events that attract over 5,000 people.

Premier 2 events have lower social interaction with the community but are still sought after for their economic benefits whereas Premier 1 events rank high in social and economic results and are highly desirable.

NICHE EVENTS:

A niche event attracts people with a specialist or niche interest. The event normally generates an awareness beyond Marlborough and has strong local support and involvement from the people from the special interest sector.

REGIONAL EVENTS:

A regional event plays a defining role in regional identity. They attract up to 5,000 attendees, predominantly from the greater Marlborough area and neighbouring regions. This type of event usually has strong social anchors but as the attendees are predominantly from the Marlborough region, it does not have strong economic benefits of new money coming in from outside of the region. They do however still contribute to the economy in other ways e.g. job creation. Regional events have the potential to grow to become premier events over time.

COMMUNITY EVENTS:

A community event attracts predominantly local people who celebrate an occasion with certain parts of the local community. Community events create social cohesion and have a 'feel good' factor. This type of event features social benefits but little to no economic benefits. Community events have the potential to attract attendees from outside of the region and to grow to become regional and premier events.

Levels of support

Photo by NZEnduro

	Premier	Niche	Regional	Community
Social Media	✓		✓	✓
Airport Screens	✓	✓	✓	
i-SITEs	✓			
Consumer eDMs	✓		✓	
Campaigns	✓			
PR/Media	✓	✓		
Visual assets	✓	✓	✓	✓
Collateral and information for attendees	✓	✓		
Adhoc/bespoke support	✓	✓	✓	



BUSINESS EVENTS

Destination Marlborough has a dedicated business events team that can help you. For business events enquiries, contact Business Events Marlborough at conference@marlboroughnz.com

Contact us

Get in touch. We are keen to chat about how we can support your event.

Email info@marlboroughnz.com

Call 03 577 5523

For further marketing opportunities with Destination Marlborough, check out our Marketing Opportunities Guide at marlboroughnz.com/marketingopp/

Classic Fighters photo by Tracey Green



Picton | Blenheim | Havelock

Marlborough
MarlboroughNZ.com

Brilliant
EVERY DAY