

Akaroa and the Bays Investment and Benefits - 2026/27

By marketing the destination collectively, we can tell a stronger and more compelling story, extend our reach, encourage greater collaboration and give visitors more reasons to discover, stay and spend time across Akaroa and the surrounding bays. This destination-led approach shifts the focus from promoting businesses in isolation to building the profile and appeal of the whole area, creating greater value and opportunity for every participating member.

The proposed 2026 membership structure has been developed in response to the key milestones and findings identified through ADP's 2025 Strategic Marketing Review and the draft 2026/27 Business Plan. The move to a simple flat-rate membership model is designed to bring local businesses and organisations together under one strong destination brand, Akaroa & The Bays.

Membership is proposed at \$365 per year, just \$1 a day—representing an affordable investment in the collective success and visibility of Akaroa & The Bays. Members may also choose to pay \$32 per month, with a 12-month commitment

Strategic Direction

Our focus for 2026/27 is to strengthen Akaroa & The Bays as a destination by presenting the area through clear, consistent and inspiring visitor information. Rather than promoting individual businesses in isolation, our marketing will connect accommodation, experiences, food, retail, events and local stories into a stronger overall destination offering.

Key Visitor Categories

Visitor information and promotional activity will be organised around three easy-to-understand categories:

Stay - Accommodation and places to stay throughout Akaroa & The Bays.

Experience - Activities, attractions, tours and experiences that encourage visitors to explore the area.

Taste & Treasures - Food, local produce, shopping, arts, crafts and distinctive products from the region.

Akaroa.com

Akaroa.com will remain a central destination-marketing platform, helping visitors discover what to see, do, experience and enjoy across Akaroa & The Bays. Homepage features, category listings and sponsorship opportunities provide businesses with different levels of visibility while supporting a wider destination story.

Discover Content

Editorial and discovery content will give visitors more reasons to explore, stay longer and engage with the wider area. Key content themes include:

- What's On - events, activities and timely reasons to visit.
- Explore Our Bays - stories and information encouraging visitors to discover the wider harbour and bays.
- News & Inspiration - seasonal ideas, local stories and travel inspiration.
- Meet the Local Wildlife - content showcasing the area's distinctive wildlife and natural environment

Digital & Social Media

Facebook, Instagram and TikTok will complement Akaroa.com by sharing timely, engaging and visual content. These channels can support events, special offers, seasonal campaigns, new products and experiences, while directing audiences back to destination information on Akaroa.com.

2026/27 Member Benefits:

To build a stronger and more recognisable destination presence for Akaroa & The Bays, increase the reach and value of our collective marketing, and provide members with clear opportunities to participate in and benefit from destination promotion.

Member Benefits

Membership provides a practical mix of business visibility, destination marketing, promotional opportunities, industry information and networking benefits.

Free Community/Business Directory listing on the new classified business directory page.	Brand exposure through Akaroa & The Bays social media channels, reaching more than 130,000 followers.
One business profile listing in your choice of visitor category: Stay, Experience, or Taste & Treasures.	Consistent, targeted destination marketing designed to attract visitors to Akaroa & The Bays, with content members can share through their own channels.
One complimentary Facebook and Instagram post highlighting your business, services or products.	Monthly reporting on Akaroa & The Bays website and social media activity.
Listing on the Maps & Planning page.	Free listing on the What's On page for eligible events run by your business or organisation.
Listing on the Akaroa & The Bays printed map pad.	Free listing on the Specials page for current promotions and offers.
Opportunity to participate in paid advertising on the Akaroa & The Bays map	Invitations to networking opportunities and member events throughout the year.
Opportunity to promote special offers through Akaroa.com and Akaroa & The Bays social media channels.	Access to current tourism trends, industry updates and visitor information from ChristchurchNZ and Tourism New Zealand.
Additional category listings at discounted member rate of \$100 per category.	Opportunity to be featured in the monthly newsletter sent to Akaroa.com subscribers.
Opportunities to participate in promotional campaigns organised by ChristchurchNZ, when available.	20% discount on Saltview Media services.
Access to discounted add-on advertising opportunities (see table overleaf).	

[CLICK HERE](#) to sign up for Add-on advertising space.

2026/27 Member Investment and additional Marketing opportunities

These add-ons support the destination marketing strategy and give members a range of options to increase their visibility across Akaroa.com and social media.

Add-ons	Best Suited To	# available	Member Cost	Non-Member Cost
Community/Business Directory (business name, contact details.)	All local businesses and community organisations want a basic presence and easy-to-find contact details.	Unlimited	FREE	\$100 per year (Registered Charity Free)
Akaroa.com homepage Main Sponsorship for 12 months	A business seeking premium, year-round brand visibility in the most prominent position on Akaroa.com.	1	\$4000	N/A
Akaroa.com homepage feature - 1 month	Businesses wanting short-term, high-visibility exposure on the Akaroa.com homepage.	1 per month	\$200	\$400
Category listing (Stay, Experience, or Taste & Treasures)	Businesses that fit one or more visitor categories: Stay, Experience, or Taste & Treasures. Extra category available for multi listings	Unlimited	Cost: see members benefits \$ 100 per extra category	\$400 per category per year
Category listing sponsorship for 12 months (Stay, Experience, or Taste & Treasures)	Businesses wanting year-round prominence within a key visitor category: Stay, Experience, or Taste & Treasures.	3 (one per category)	\$500	\$700
Discover sponsorship for 12 months (What's on, Explore our bays, News and Inspiration, Meet the local wildlife)	Businesses want to align their brand with inspirational visitor content such as What's On, Explore Our Bays, News & Inspiration, or Meet the Local Wildlife.	4 (one per category)	\$500	\$700
Additional Facebook & Instagram individual post (Advertisers to provide content and image)	Businesses promoting a special offer, event, new product, seasonal message, or timely update to the Akaroa social audience.	Unlimited	\$100	\$200
6 months pinned post on Facebook	Businesses wanting a key message or campaign kept highly visible on Facebook for an extended period.	2	\$2000	N/A
TikTok individual post (Advertisers to provide content and image)	Businesses with strong visual content that want to reach audiences through short-form, engaging video content.	Unlimited	\$100	\$200

All prices are GST exclusive

[CLICK HERE](#) to sign up for Add-on Advertising space.