TE TAI TOKERAU
NORTHLAND
NEW ZEALAND

TRADE MANUAL

WWW.NORTHLANDNZ.COM/TRADE

KIA ORA FROM TAITOKERAU NORTHLAND NEW ZEALAND

This Trade Manual is the start of the conversation – selling Taitokerau Northland to the world.

North of Auckland, subtropical Taitokerau Northland's longer summers and milder winters attract tens of thousands of visitors year-round.

Spectacular yet diverse coastlines, marine reserves, kauri forests, and two oceans that collide make Taitokerau Northland – New Zealand's northernmost region – an unmissable destination.

Not only is Taitokerau Northland breathtakingly beautiful, it is also rich beyond belief in culture and historical significance, with both Māori and European history interwoven into the very soul of this place and its people.

With accommodation to suit all budgets including high-end luxury accommodation; world class golf courses; and an eclectic mix of food and beverage providers from farmers' markets and roadside stalls to award-winning restaurants, wineries and artisan boutiques, Taitokerau Northland should be included in any New Zealand travel itinerary.

Tena koutou
Nau mai, haere mai ki Te Tai Tokerau.
Piki mai, kake mai.
We welcome you to
Taitokerau Northland.

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Poor Knights Marine Reserve

WHERE WE ARE

The Twin Coast Discovery Highway leads you on a circular journey through beautiful Taitokerau Northland.

Ideal for self-driving visitors; this 800km touring route connects you with the region's profound mystique. Best completed over a number of days, the Twin Coast experience is one of contrasts: the sophisticated East Coast including the Bay of Islands and Whangārei; the enchanting West Coast's ancient forests and rugged coastline; and the Top of the North encompassing Doubtless Bay, Ninety Mile Beach, and Te Rerenga Wairua Cape Reinga, a place of spiritual significance for Māori.

Sunrise in the Hokianga

AIRPORTS & TRANSFERS

Taitokerau Northland has three airports that service domestic flights, and welcomes cruise ships to the Bay of Islands and Marsden Point.

AUCKLAND CITY DRIVE TIMES

- 2 hour drive to Whangārei
- 3 hour drive to Paihia
- 4 hour drive to Hokianga Harbour
- 4.5 hour drive to Kaitaia

Drive times are approximate

BAY OF ISLANDS AIRPORT (KERIKERI)

Approximate flight time:
50 minutes from Auckland

WHANGĀREI AIRPORT

Approximate flight time:
40 minutes from Auckland

KAITAIA AIRPORT

Approximate flight time:
60 minutes from Auckland

CRUISE SHIPS

Tender wharves are located in the Bay of Islands at Waitangi, Paihia and Russell. Cruise ships can dock alongside at Northport in Marsden Point, south of Whangārei.

CLIMATE

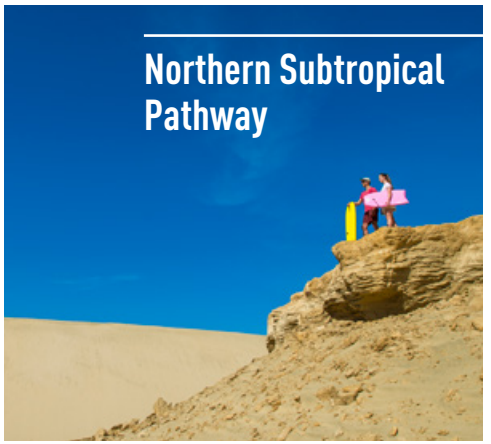
Taitokerau Northland is New Zealand's warmest subtropical region. There are 2,000 sunshine hours on average each year. The hottest months are January and February, and winters are mild. Daylight saving is in effect September to April.

Hundertwasser Art Centre

POSITIONING TAITOKERAU NORTHLAND

Taitokerau Northland has always attracted New Zealand holidaymakers because of its pristine white sandy beaches, aquatic playgrounds and relaxed pace - and our summers last a little longer. International visitors are drawn to our authentic Māori culture, natural wonders, and stories about our dual heritage and people (Māori and Pakeha).

Taitokerau Northland is represented by four brand pillars, each one a storytelling champion of the uniqueness of Taitokerau Northland:



SUMMER (DEC – FEB)

CONTRASTING COASTLINES

Average summer temperature:
24°C high, 14°C low

Taitokerau Northland's contrasting coastlines are among the best in the world, but unlike most they are not overrun, crowded or commercialised.

The East Coast beckons a discovery of white sandy beaches, sheltered coves and pristine harbours to gather kaimoana (seafood), dive, swim, sail, snorkel or surf. On the wild West Coast visit shipwrecks, the solitude of empty beaches, the world's oldest and largest kauri trees, prehistoric rock formations, crystal clear freshwater lakes and giant sand dunes.

Hokianga, West Coast, and Tasman Sea

Bay of Islands, East Coast, and Pacific Ocean
(Image: Fullers GreatSights)

WINTER (JUN – AUG)

MĀORI LIVING TODAY

Average winter temperature:
16°C high, 7°C low

Discover Kupe, the first of the Polynesian Explorers and encounter Māori lifestyles of today.

When the rest of the country are warming in front of the fire, visitors to Taitokerau Northland are still enjoying the many outdoor activities and stunning scenery.

Around the region you'll find opportunities to discover the Māori language, culture, stories and traditions in Taitokerau Northland. No matter what the time of year, our special places including Waitangi Treaty Grounds are open for business.

Waitangi Marae

Flax weaving

AUTUMN (MAR – MAY)

NORTHERN SUBTROPICAL PATHWAYS

Average autumn temperature:
21°C high, 11°C low

Journey to New Zealand's northernmost point where oceans collide and spirits depart for their ancestral homeland of Hawaiki.

While autumn starts to descend on the country, Taitokerau Northland's warm weather lingers on, making it an attractive destination for visitors. This is an ideal time of year to enjoy the many walking and cycling tracks and trails, and the region's fresh produce, award-winning wines and restaurants, and artisan food and beverages.

Te Rerenga Wairua Cape Reinga

SPRING (SEP – NOV)

ANCIENT LIVING FORESTS

Average spring temperature:
19°C high, 10°C low

Explore ancient kauri forests, walk amongst living giants.

When you stand before the ancient kauri trees you are in the presence of living entities that were mature trees before any human came to these shores. Explore these ancient living forests, regal with mighty trees that have supported lives and livelihoods for centuries. Remember that despite their immense size these giants are also fragile, and now it is our turn to protect these great guardians of the forest.

Puketi Forest

NORTHLAND JOURNEYS

The Northland Journeys beckon you off the beaten track and on to roads less travelled. This unique set of ten superb and stunning road and water based touring routes tell the stories of our region and people, while revealing more of our favourite places and hidden gems.

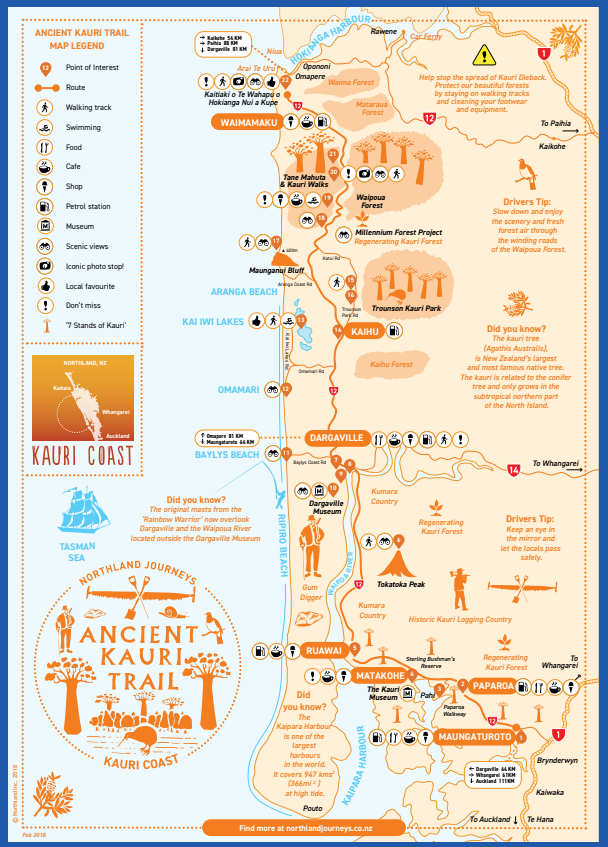
Download these maps and give them to clients that are visiting Taitokerau Northland, or use them to pitch Taitokerau Northland to the undecided. These maps are tools that will make selling Taitokerau Northland easier providing relevant information about things to see and do, including local tips, from around the region.

The journeys traverse the wide open beaches of **The Welcoming Coast**; wander the untamed and dramatic **Ancient Kauri Trail**; wind through the majestic landscape **Where Giants Gather**; travel coastal routes **Into the Wide Blue Yonder**; meander through **Headlands and Hidden Harbours**; reveal **The Secret Coast Route**; cruise through a place **All About Islands**; trace the history of **Te Ara Coast to Coast**; and travel as far north as one can go in **Te Hiku o te Ika-a-Maui**.

Plan your route around Taitokerau Northland by downloading free Journey maps before you arrive, at www.northlandjourneys.co.nz

JOURNEY ARTWORK

Each Northland Journey is depicted in a downloadable and printable PDF map, and associated pin and stamp. The artwork reflects the special wairua (essence), icons and features of each Journey.



Example: The Ancient Kauri Trail

The seafaring history of Taitokerau Northland's West Coast tells the stories of more than 150 ships, tossed from the unforgiving Tasman Sea and wrecked against the dunes and sandbars.

Museums, old buildings and abandoned railway lines pay homage to the lore of kauri loggers and gumdiggers. And mighty kauri that have withstood the test of time and human intervention still stand tall, strong and proud, providing the links to our ancient past.

Prepare to be awed by this place of dramatic contrasts, through farmland, villages and the ruggedly beautiful beaches of the wild and untamed West Coast, to the peaceful shelter and majesty of the kauri forests.

KEY PRODUCT
TOP THINGS TO SEE & DO

UNDERWATER PLAYGROUND

Head out from Whangārei on the Northland Journey 'Into the Wide Blue Yonder' to the Tutukaka Coast for an unforgettable day with Dive! Tutukaka. Enjoy some diving, snorkelling, stand up paddle boarding or sightseeing at the world-famous Poor Knights Islands Marine Reserve - one of the most spectacular dive spots in the world.

CRUISE THE ISLANDS OF THE BAY

Cruise the Bay of Islands with Explore, take in the spectacular scenery, watch for wildlife, learn about the rich history, visit the Hole in the Rock, spot marine mammals, or take a ride on the fast boat Ocean Adventure.

OVERNIGHT IN THE BAY

What better way to experience the Bay of Islands than an overnight on a boat. Board The Rock for loads of fun courtesy of the only overnight cruise in the Bay of Islands. Enjoy snorkelling, kayaking, island walks and the opportunity to catch or collect seafood (kaimoana).

SAIL THE HIGH SEAS

Enjoy the beauty of the ocean wrapped up in nautical memorabilia and history with a day sailing in the Bay of Islands on Taitokerau Northland's iconic tall ship, the R. Tucker Thompson.

JOURNEY TO WHERE TWO OCEANS COLLIDE

Journey to Aotearoa New Zealand's northernmost point Te Rerenga Wairua Cape Reinga and Ninety Mile Beach in a full day of action and discovery or take a bus tour with Fullers GreatSights.

DISCOVER FROM ABOVE

Check out the Bay of Islands and Taitokerau Northland from the air with Salt Air for a unique and memorable experience. Have your camera ready to capture the spectacular coastline views and island scenery.

IMMERSE IN MĀORI CULTURE AT NEW ZEALAND'S BIRTHPLACE

Visit New Zealand's most important historic site, the Waitangi Treaty Grounds in the Bay of Islands. Take a guided tour, watch the incredible Māori cultural performance, and visit the on-site museums; Te Kōngahu and Te Rau Aroha.

EAT, DRINK & BE MERRY AT NEW ZEALAND'S OLDEST PUB

After a day at sea, it's time for a drink, dinner, and a night in divine accommodation at New Zealand's oldest licensed hotel, the Duke of Marlborough on the waterfront in Russell. Don't forget to ask about the tales of debauchery from days of old.

REST, RELAX, UNWIND

Taitokerau Northland offers a wide range of accommodation. After a day at Waitangi or out among the islands of the Bay, relax and unwind at the Copthorne Hotel & Resort Bay of Islands or head to the Scenic Bay of Islands Hotel.

ANCIENT FORESTS

Taitokerau Northland is home to the best preserved and largest of the remaining kauri forests in New Zealand. Visit on your own or even better, take a guided walk by day or night with Footprints Waipoua. You might even hear kiwi in the wild.

DISCOVER OUR PIONEERING HISTORY

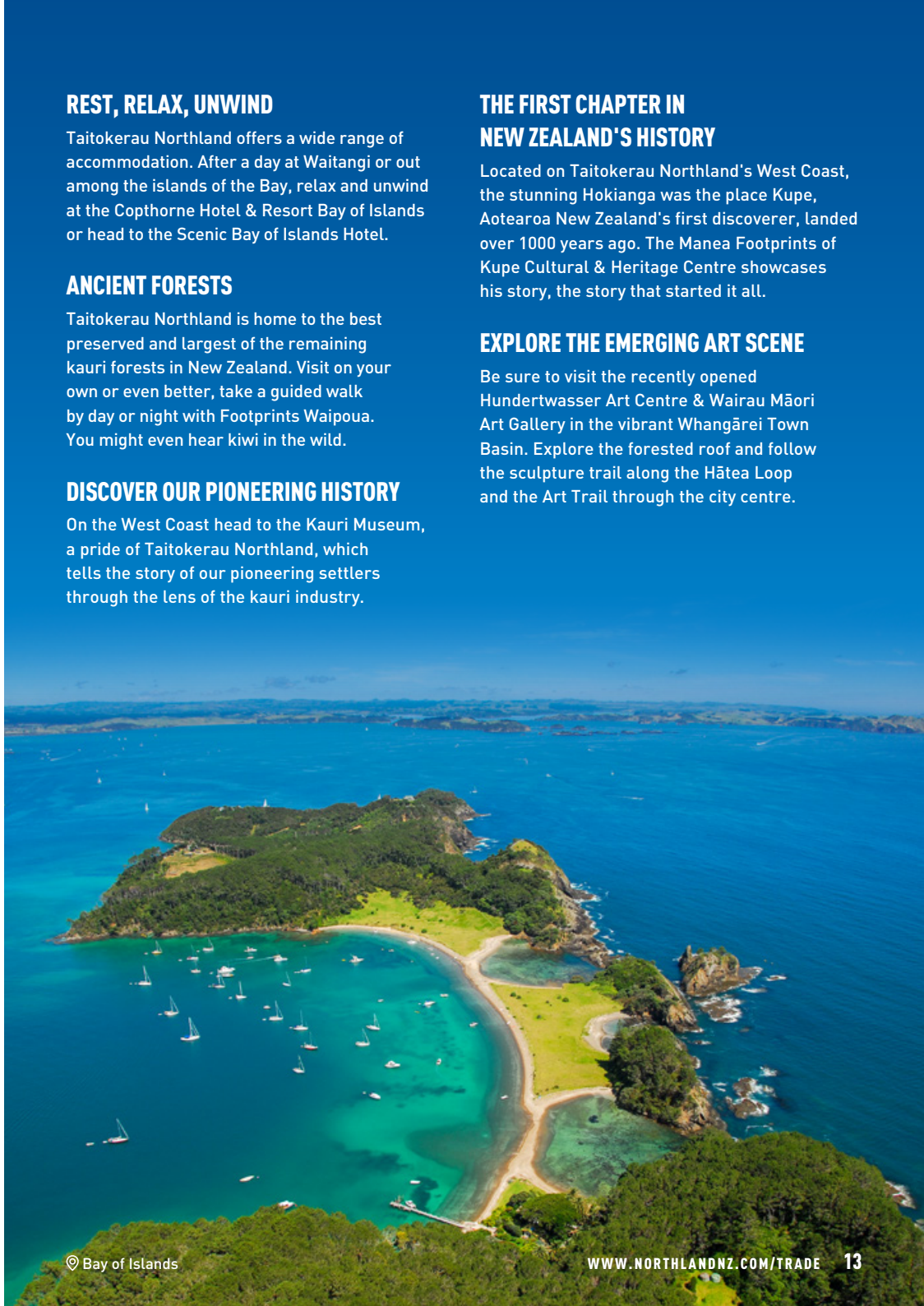
On the West Coast head to the Kauri Museum, a pride of Taitokerau Northland, which tells the story of our pioneering settlers through the lens of the kauri industry.

THE FIRST CHAPTER IN NEW ZEALAND'S HISTORY

Located on Taitokerau Northland's West Coast, the stunning Hokianga was the place Kupe, Aotearoa New Zealand's first discoverer, landed over 1000 years ago. The Manea Footprints of Kupe Cultural & Heritage Centre showcases his story, the story that started it all.

EXPLORE THE EMERGING ART SCENE

Be sure to visit the recently opened Hundertwasser Art Centre & Wairau Māori Art Gallery in the vibrant Whangārei Town Basin. Explore the forested roof and follow the sculpture trail along the Hātea Loop and the Art Trail through the city centre.



Bay of Islands

TAITOKERAU NORTHLAND TRADE PORTAL

For more information on trade ready product available in Taitokerau Northland, check out the trade portal on www.northlandnz.com/trade.

The listings include accommodation and sightseeing options that agents can book on behalf of their clients.

The trade portal houses additional tools including images, maps, suggested itineraries, brochures and publications which help agents to sell and understand Taitokerau Northland more effectively.

Bay of Islands

Whangārei Falls

Museum of Waitangi

HE KŪAKA MĀRANGARANGA
KŌTAHI TE MANU E RERE
TAU ATU KI TE TĀHUNA
TAU ATU, TAU ATU E
HE TĀNGATA KĒ KŌUTOU
HE TĀNGATA KĒ MĀTOU
I ROTO I TĒNEI WHARE
TĀTOU TĀTOU E

NĀ TĀ KINGI IHAKA

THE GODWITS MOVE TOGETHER
ONE BIRD FLIES IN
TO LAND ON THE BANK
THEN ANOTHER, AND ANOTHER
YOU ARE A DIFFERENT PEOPLE
WE ARE A DIFFERENT PEOPLE
BUT WHEN WE ARE TOGETHER IN THIS HOUSE,
WE BECOME ONE PEOPLE.

FROM THE VENERABLE SIR KINGI IHAKA

Te Paki Coastal Track

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