



Destination Great Lake Taupō
Advertising rates
2023/2024

lovetaupo.com

FEATURED LISTINGS

5x to 20x higher click rate compared to free listings

lovetaupo.com

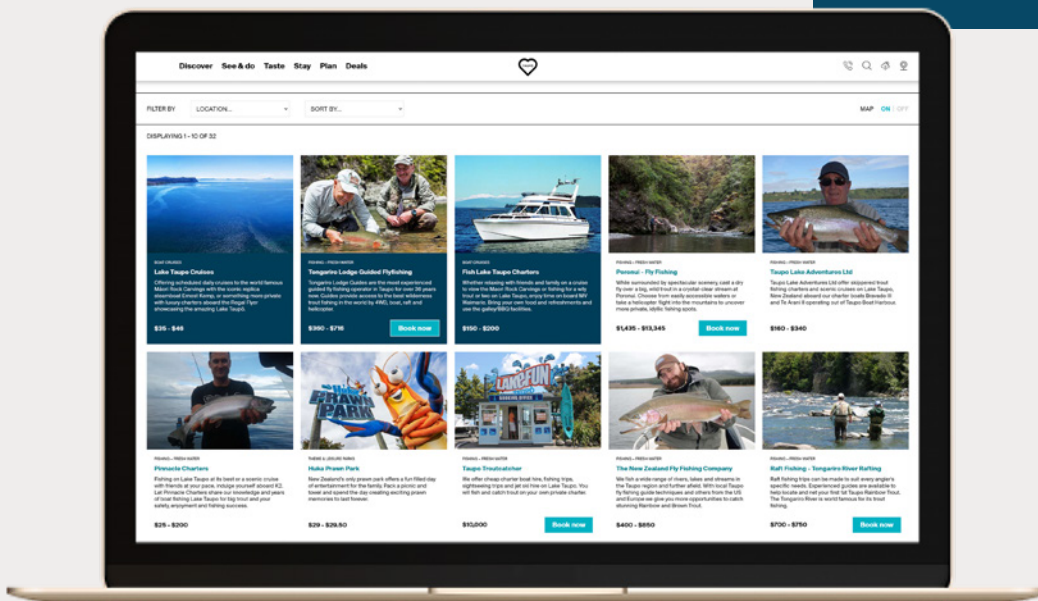
2.5m pageviews

26% bounce rate

2.27mins avg session duration

579k operator pageviews

WEBSITE STATISTICS 1 JUNE 2022 - 1 JUNE 2023



Feature listing

With an average of >208,500 pageviews and >98,700 sessions per month since June 2022, lovetaupo.com is the go-to for visitors looking for where to stay and things to do in the Taupō region.

Your featured listing:

- Will be highlighted in dark blue and appear above non-advertisers.
- Will display on a random basis and the order will change each day to ensure all advertisers have equal placement over the year.
- Will be prioritised to feature as the hero image on that page

See & do, Stay, and Taste:

\$600 + GST High traffic* pages
\$450 + GST All other pages

Conference & incentives, and Weddings:

\$200 + GST
FREE for Taupō Business Events Partners

Term: 12 months (1 July 2023 - 30 June 2024).

Max 10 featured listings per category page.

Feature listings available on all category pages on lovetaupo.com (refer to booking form).

You can advertise in more than one category.

Due to increasingly high traffic on our *Family-friendly* page, and for ease of use, we will be selecting the 10 featured listings based on popularity.

* High traffic pages have on average 10k-20k more pageviews than other pages.


lovetaupo.com: Feature listing on See & do, Stay, and Eat & drink
\$600 + GST High traffic pages (highlighted in blue) | **\$450 + GST** All other pages

You can select multiple categories, just make sure they align to your listing(s) on NewZealand.com. Please tick the category pages you wish to advertise on and add up the respective costs.

See & do
Outdoor & adventure

- Walking & hiking
 Adrenaline
 Kayaking
 Fishing

- Cycling & mountain biking
 Skiing & snowboarding
 White water rafting
 Golf

- Family friendly
 Health & wellness
 Shopping

- Dog friendly
Scenic attractions
 Tongariro Alpine Crossing

Sightseeing, tours & transport

- Scenic cruises & water activities
 Scenic flights
 Tours & transport

Art & culture

- Māori culture
 Māori Rock Carvings
 Art & galleries

Geothermal attractions

- Hot pools
 Geothermal walkways

Due to increasingly high traffic on our Family-friendly page, and for ease of use, we will be selecting the 10 featured listings based on popularity.

Stay

- Hotels
 Motels
 Luxury & boutique
 Bed & breakfast
 Apartments
 Holiday parks & campgrounds
 Backpackers
 Holiday homes
 Dog friendly accommodation

Eat & drink

- Cafés
 Restaurants & bars
 Takeaways & bakeries
 Breweries, distilleries, ...
 Markets & specialty food
 Dog friendly cafés & restaurants
 Trout

listings	\$	+ GST
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lovetaupo.com: Feature listing on Business Events and Weddings
\$200 + GST | **FREE for Taupō Business Events Partners**

You can select multiple categories. Please tick the category pages you wish to advertise on and add up the respective costs.

Conference & incentives

- Activities & teambuilding
 Venues & accommodation
 Support services

Weddings

- Wedding venues
 Photography & videography
 Spa, massage & beauty
 Hair & makeup
 Catering
 Florists
 Other wedding services

For more information on the Taupō Business Events Partnership please email meet@lovetaupo.com.

listings	\$	+ GST
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Grand total	\$	+ GST
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Terms & Conditions: All prices are GST exclusive. The advertising period is for 12 months from 1 July 2023 to 30 June 2024. Payment is required by due date or late payment charges may apply. Should you, the buyer, default on your obligations under this agreement, Destination Great Lake Taupō (DGLT) reserves the right to place any debt with Baycorp Collection Services for recovery. Baycorp will add a collection fee to the amount owing. This amount, together with the original amount of the debt, will then be the amount owed. Failure to pay within three months of invoicing will result in your advertising contract being cancelled and all advertising removed. Bookings are subject to availability. DGLT reserves the right at their sole discretion to decline any bookings or amend provided content. If complaints are made about your business, which when investigated are substantiated, DGLT reserves the right to cancel this contract. All advertisers must comply with all relevant legislative requirements. All advertisers must have appropriate systems in place to manage Health & Safety in your business in accordance with the Health & Safety at Work Act 2015. All invoices will be processed in one installment unless otherwise agreed.

I agree to the Terms & Conditions

Business name:

Contact person:

Email:

Phone:

Date:

Signature:

Return to: marketing@lovetaupo.com

Need some help?



Alex Leal
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