

PROJECT REPORT

COMMUNITY GRANT FUND - LOCAL

Name of organisation : Hokianga Tourism Association

Name & location of project : www.hokianga.com

Date of project/activity : September - November 2018

Which Community Board did you receive funding from? Kaikohe-Hokianga

Amount received from the Community Fund : NZD \$ 1725.00

H O K I A N G A T O U R I S M A S S O C I A T I O N

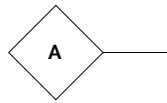
TO

Governance Support
Far North District
Council
Private Bag 752
Kaikohe 0440

FROM

Hokianga Tourism Association
PO Box 67
Opononi

www.hokianga.com
hokiangatourism@gmail.com



COMMUNITY GRANT
FUND LOCAL

PLEASE GIVE DETAILS HOW MONEY WAS SPENT

Supplier : Tony Bridge Photographer \$ 1150.00 GST inc

Supplier : Peter Huckle Web Design & Implementation \$ 1537.69

Domain Renewal costs for purposes of redirecting traffic from old website Hokiangatourism.org.nz

to hokianga.com for 24 months \$ 43.59

Total \$ 2731.28

Please Note :

Tony Bridge invoiced as Watertraveller Ltd. Invoice paid on 20.11.18

Peter Huckle invoice paid on 30.11.2018 including the domain redirection fee.

Kiwi bank.

HTA WORKING Switch accounts

Account name: HOKIANGA TOURISM ASSOCIATION
Account number: 38-9019-0458020-00
Available balance: \$96.38

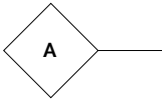
Search results Future Add a goal Showing 17 of 17

Search again account HTA WORKING \$96.38

Show transactions from: 1/11/2018 to 14/1/2019 [Search again](#) [Clear](#)

Date	Description	Deposits	Withdrawals	Balance
31 Dec '18	TRANSACTION FEES		\$1.60	\$96.38
24 Dec '18	DIRECT DEBIT -AA TOURISM PUBLISHING LIMITED		\$191.67	\$97.98
24 Dec '18	PAY BLAH BLAH MARKETING		\$373.75	\$289.65
24 Dec '18	TRANSFER FROM HOKIANGA TOURISM ASSOCIATION - 01	\$373.75		\$663.40
7 Dec '18	PAY BIG FISH CREATIVE LTD		\$431.25	\$289.65
6 Dec '18	TRANSFER FROM HOKIANGA TOURISM ASSOCIATION - 01	\$431.25		\$720.90
6 Dec '18	PAY AA TOURISM PUBLISHING LTD		\$191.67	\$289.65
30 Nov '18	TRANSACTION FEES		\$1.20	\$481.32
30 Nov '18	PAY P R & L A HUCKLE		\$1,581.28	\$482.52
30 Nov '18	TRANSFER FROM HOKIANGA TOURISM ASSOCIATION - 01	\$2,000.00		\$2,063.80
27 Nov '18	FOR \$191.67 TO AA TOURISM PUBLIS 26 NOV 18			\$63.80
27 Nov '18	DD DISHONOUR FEE		\$2.50	\$63.80
26 Nov '18	PAY DM EDMONDS		\$200.00	\$66.30
26 Nov '18	PAY PHYLLIS NAHI		\$210.00	\$266.30
23 Nov '18	FROM REPUBLICA LIMITED	\$50.00		\$476.30
21 Nov '18	BILL PAYMENT 201819 WAIRERE BOULDERS GRAHAM AND PAUL	\$50.00		\$426.30
20 Nov '18	PAY WATERTRAVELLER LIMITED		\$1,150.00	\$376.30

Find your monthly statements in your statement vault



03

Pagemakers

4 Church Street
Kohukohu, 0491 New Zealand
Phone: 020 4179 6179 email:peter@pagemakers.co.nz

P
Date: 13 August 2018
Invoice #: 20180813-1

INVOICE

Bill To: Hokianga Tourism Association
P. O. Box 67
Opononi 0445

Service To:

PO #	Sales Rep	Service Date	Terms	Due Date

Product ID	Description	Qty/Hours	Unit Price	Line Total
	Development of the new Hokianga Tourism website www.hokianga.com	68.00	\$20.00	\$1,360.00
	Domain name hokianga.com transfer	1.00	\$14.10	\$14.10
	Domain name tehokianga.nz for development	1.00	\$43.59	\$43.59
	Website hosting – 12 months	1.00	\$120.00	\$120.00

Notes:

Please pay to KiwiBank account 38-9016-0159332-00 in the name of P R Huckle

Subtotal	\$1,537.69
Discount %	\$0.00
Discount Amount	0.00
TOTAL	\$1,537.69
PAID	\$0.00
TOTAL DUE	\$1,537.69

THANK YOU FOR YOUR BUSINESS!



TAX INVOICE

Hokianga Tourism Association
Attention: P.O Box 67
Opononi 0431
Northland
NEW ZEALAND

Invoice Date
20 Nov 2018

Invoice Number
INV-0072

GST Number
123-349-768

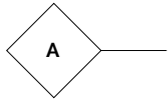
Watertraveller Limited
8 Anderson Place
Te Anau 9600
Aotearoa/New Zealand

Description	Quantity	Unit Price	Amount NZD
Commercial Photography for HTA	1.00	1,000.00	1,000.00
		Subtotal	1,000.00
		TOTAL GST 15%	150.00
		TOTAL NZD	1,150.00

Due Date: 27 Nov 2018

Terms.:7 days. Please pay within 7 days to the following account:
06-0350-0843489-00





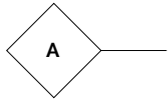
GIVE A BRIEF DESCRIPTION OF THE HIGHLIGHTS OF YOUR PROJECT INCLUDING NUMBERS PARTICIPATING, HOW IT BENEFITS THE COMMUNITY AND ANY MARKETING COLLATERAL THAT WAS PRODUCED ACKNOWLEDGING THE COMMUNITY BOARD.

CONTEXT: WITH THE POPULARITY OF HOKIANGA AS A VISITOR DESTINATION INCREASING AND WITH MORE PEOPLE MOVING HERE TO LIVE AND CONTRIBUTE TO THE EMERGENT TOURISM ECONOMY, WE FELT IT TIMELY TO UPDATE OUR ASSOCIATION WEBSITE SO AS TO BETTER COMMUNICATE AND ENGAGE WITH POTENTIAL VISITORS ON WHAT HOKIANGA HAS TO OFFER AS A DESTINATION.

NORTHLAND IS A BEAUTIFUL REGION AS IS THE FAR NORTH. THERE ARE MANY ATTRACTIVE PLACES TO VISIT...THE BAY OF ISLANDS/ PAIHIA IS AN ESTABLISHED TOURIST DESTINATION. WE ARE OPERATING IN A HIGHLY COMPETITIVE TOURISM MARKET AND WE NEED TO REACH POTENTIAL VISITORS TO HOKIANGA BY CREATING COMPELLING REASONS/ DESIRE TO VISIT AND SPEND TIME HERE.

SHOWCASING THE NATURAL AND BUILT ENVIRONMENTS IN THE BEST LIGHT IS THE OBVIOUS FIRST STEP ALONG WITH ENSURING OUR WEBSITE IS USER FRIENDLY, USEFUL AS WELL AS VISUALLY ENGAGING.

THE HIGHLIGHTS OF THIS PROJECT ARE IN THE 90 DAYS OF WEBSITE DATA WHICH FOLLOW.



HOKIANGA.COM GOES 'LIVE' ON 25.10.2018

1. Hokianga.com is our new domain name - chosen for being more visitor/user friendly than previous lengthy hokiangatourism.org.nz which was more association focused.

We are currently fourth listed on google home page for searches 'Hokianga'

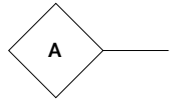
2. We chose to utilise a fully responsive web design to ensure optimum viewing on different devices : desktop, tablet and smart phone.

3. We consolidated our brand design by incorporating the Hokianga wave motif commissioned for our Hokianga road signs created by local artist.

4. We designed the website to be user friendly by creating easy to read content divided into four main categories : destinations, accommodation, activities and services. Each category is then sub-divided by geographical criteria – North, South and Top of the Harbour. In the Destinations tab these sub categories divide into specific locations linked to googlemaps to ensure geographical context.

5. We engaged professional landscape photographer Tony Bridge to produce images from different locations in Hokianga to showcase the natural and built environments in their best light. The key image for each page is the banner image that runs horizontal across the top of the web page. Tony produced 21 landscape photographs for us to use as banner images throughout the site.

6. We were unexpectedly offered a great 'last minute' advertising opportunity in the AA Northland Visitor Guide. This being the inside front cover at a majorly discounted rate... on condition that we provide the artwork within 24 hrs. Thanks to having Tony's images we chose the view from Te Arai Uru (in portrait format) and a landscape image from same shoot was chosen as banner on our home page. Utilising images from the same shoot/viewpoint consolidates a sense of place. This view point of Hokianga from Te Arai Uru encompasses the North, South and Top of the Harbour and includes the bush, sea and sand dunes.



HOKIANGA

HOME ACCOMMODATION ▾ DESTINATIONS ▾ ACTIVITIES ▾ SERVICES LINKS ABOUT US ▾

Haere Mai! Welcome!

HOME PG HOKIANGA.COM

We utilised this opportunity us to announce the new website nationwide, encouraging visitors to the site. The copy was kept simple and to the point.

Hokianga.com went 'live' by end October and the 90,000 copies of the AA guide were distributed throughout NZ, mainly at i-sites (but also in the main airports) in the last week of November. Our analytics data covers 90 days of activity :from the 25th of October to the 25th of January.

INSIDE COVER AA NORTHLAND VISITOR GUIDE 2019



It's all here,
just ask a local.

Hokianga.com

He taonga rongonui te aroha ki te tangata
Goodwill towards others is a precious treasure

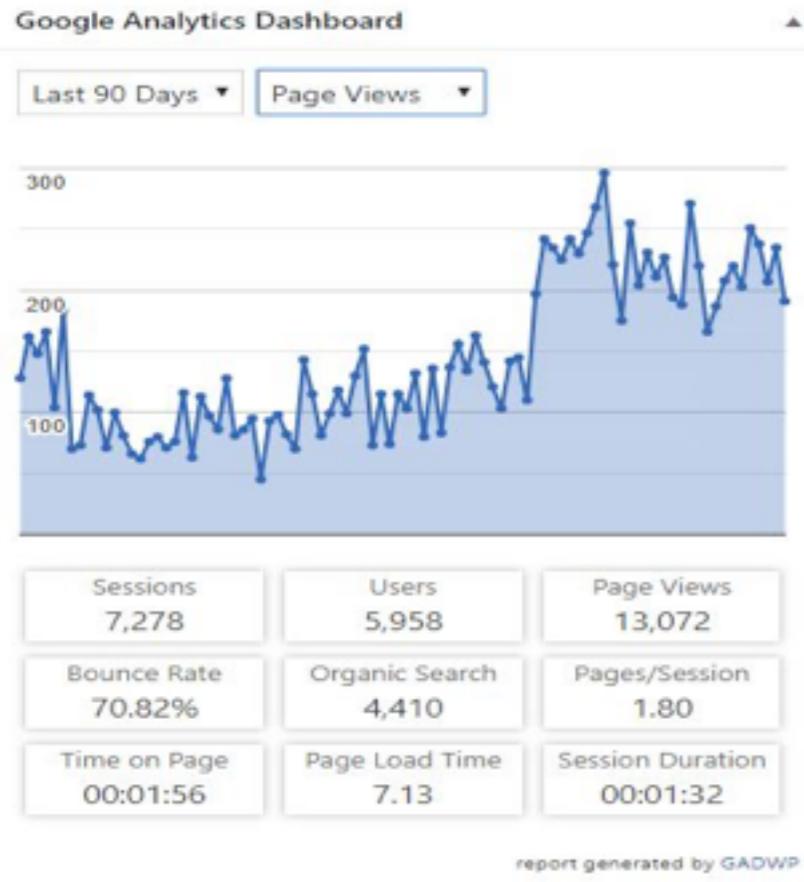
Hokianga.com is the website of the Hokianga Tourism Association,
established in 1988 by locals committed to sustainable and independent tourism.

COMPANION

CLIENT

Concept: Louise Palmer | Hokianga.com: Atalaia | Photography: Tony Bridge, Webmaster: Peter Huckle

A



report generated by GADWP

AT A GLANCE:

We have had 6 thousand visitors to the site, with 7,300 sessions and 13,072 page views.

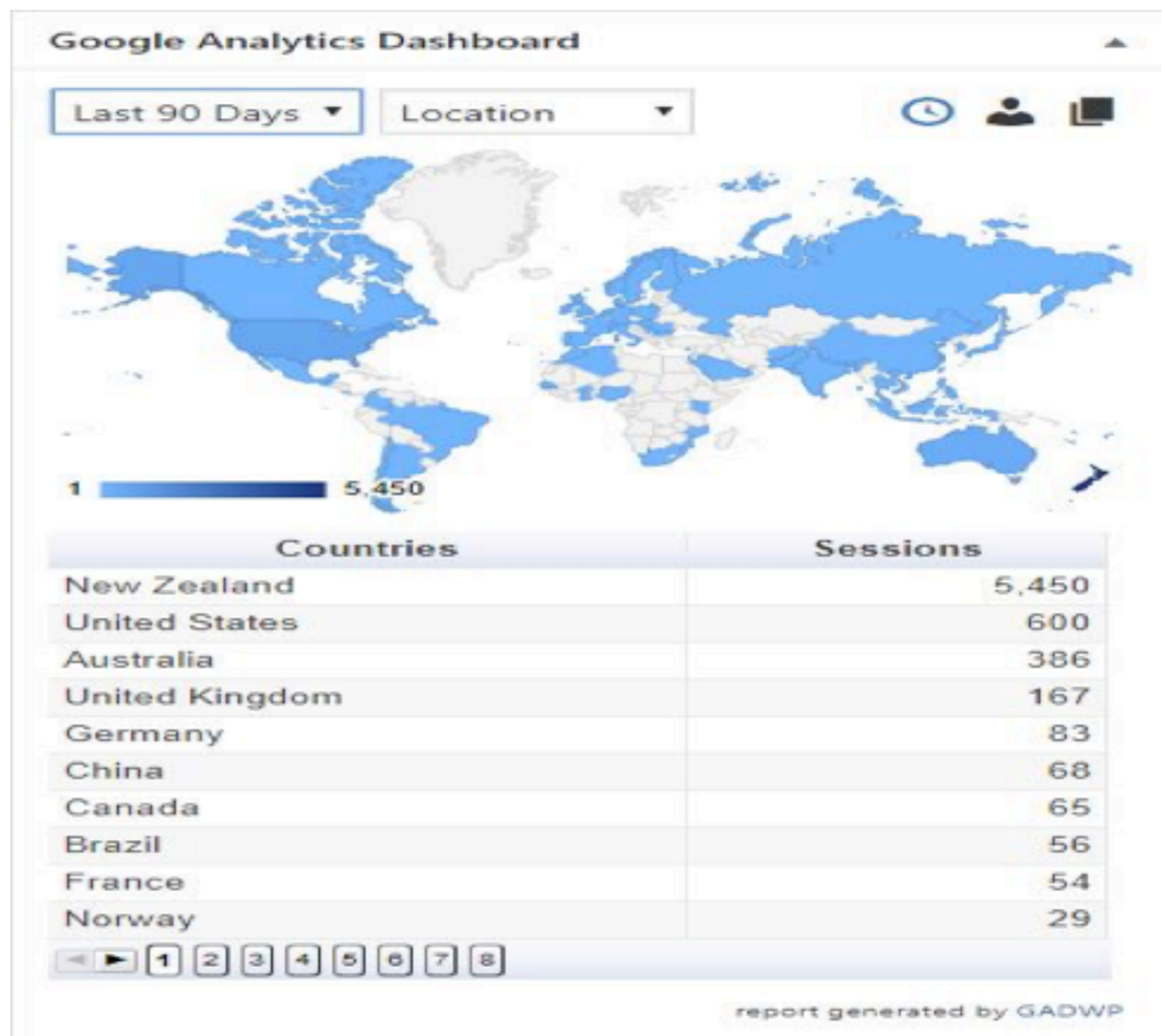
Each session lasts on average 1 minute and a half. Which means people are reading/scanning / browsing the content.

The number of visitors first peaks at the time of distribution of the AA NVG and continues to climb peaking in the week between Christmas and New Year. This would indicate visitors are searching for information specific to Hokianga in real time ie. when touring Northland and/or when in Hokianga to research itineraries, activities mainly.

This assumption is supported by the geographical location data of visitors to the site which indicates that the majority of searches – 5450, come from within NZ.

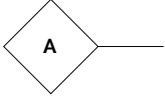
WEBSITE ANALYTICS 25.10.18 - 25.01.19

Off shore visits to site are predominantly from USA, Australia and the UK and these give us an indication of where future potential visitors might be coming from. We haven't printed out all 8 location pages – but can confirm there is interest in Hokianga from all over the world.



report generated by GADWP

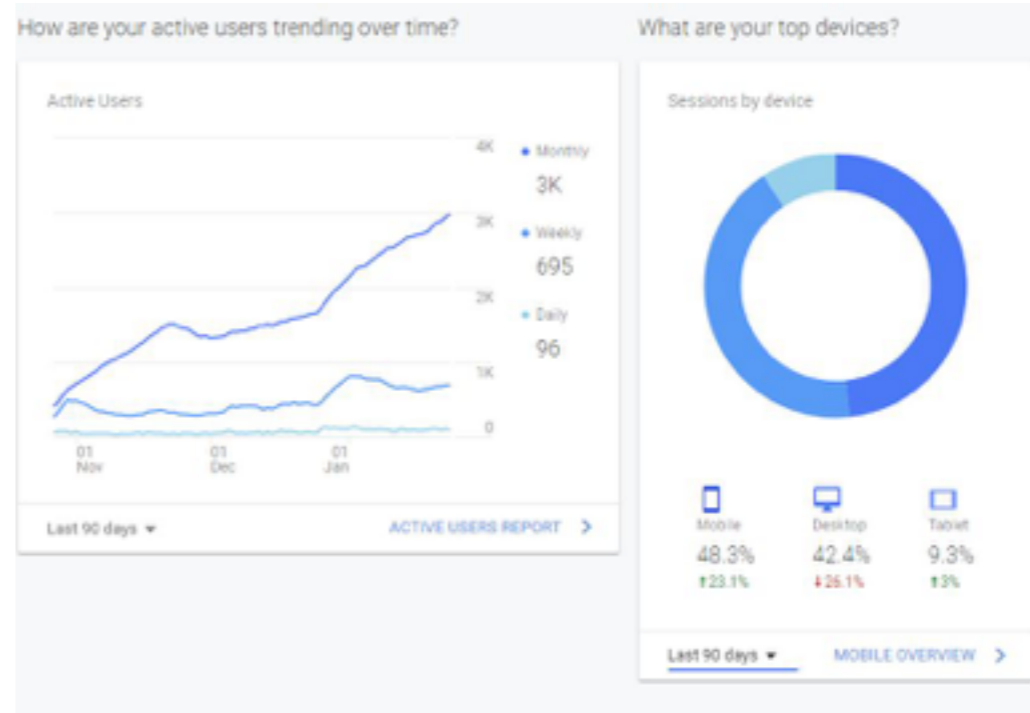
COMPANY NAME



WEB SITE ANALYTICS

BEING FULLY RESPONSIVE IS ESSENTIAL

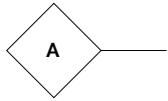
Device Category		Acquisition		
		Users	New Users	Sessions
		5,643 % of Total: 100.00% (5,643)	5,582 % of Total: 100.00% (5,582)	6,886 % of Total: 100.00% (6,886)
1.	mobile	2,613 (46.27%)	2,592 (46.43%)	3,354 (48.71%)
2.	desktop	2,544 (45.05%)	2,506 (44.89%)	2,909 (42.25%)
3.	tablet	490 (8.68%)	484 (8.67%)	623 (9.05%)



OVER HALF OF OUR NEW USERS ARE ACCESSING HOKIANGA.COM VIA THEIR SMART PHONE OR TABLET WHEREAS JUST OVER 40% ARE ACCESSING THE SITE FROM THEIR DESKTOP. THIS VALIDATES OUR DECISION TO MAKE OUR WEBSITE FULLY RESPONSIVE IN ORDER TO ACCOMODATE THE REAL TIME ONLINE SMART PHONE USER.

ANYONE ACCESSING INFORMATION VIA THEIR SMART PHONE LANDING ON A WEB SITE THAT IS NOT FULLY RESPONSIVE KNOWS HOW TEDIOUS THIS IS TO NAVIGATE AND THE RESULT IS MORE OFTEN THAN NOT TO CLICK AWAY.

VISITORS CAN FIND OUT WHAT THEY NEED TO KNOW, RESEARCH ITINERARIES, FERRY TIMETABLES, PETROL STATION HOURS AND SO ON WHILST EN ROUTE.



WEBSITE ANALYTICS

THERE IS A WHOLE LOT OF HOKIANGA IN HOKIANGA!
- THE WIDER HOKIANGA IS DISCOVERED

A FURTHER ANALYSIS OF PAGE VIEWS SHOWS THAT ALL HOKIANGA DESTINATIONS ARE BEING RESEARCHED FAIRLY EVENLY. WE CAN SEE THAT ACCOMODATION IS NOT AS POPULAR AS DESTINATIONS /ITINERARIES AND ACTIVITIES. THIS WOULD INDICATE THAT PEOPLE HAVE BOOKED THEIR ACCOMODATION THROUGH OTHER PLATFORMS AND ARE RESEARCHING 'WHAT TO DO' WHILST HERE.

WE CAN SEE BY FAR THE MOST POPULAR PAGE IS THE HOKIANGA EXPRESS CHARTERS (SAND DUNES BOOGY BOARDING) FOLLOWED BY THE HOKIANGA FERRY PAGE

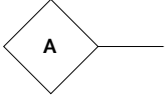
THIS HAS PROMPTED US TO CONSIDER THESE AS ALTERNATE HOME/LANDING PAGES AND WE ARE GOING TO REDESIGN THESE PAGES TO INCLUDE A BANNER IMAGE BY TONY BRIDGE AND LOOK AT HOW WE CAN USE TEXT ON THESE PAGES TO ENGAGE VISITORS TO FURTHER PERUSE THE SITE/DESTINATION.

WE HOPE THAT BY SHOWCASING THE DIVERSITY IN HOKIANGA THROUGH THE MASTERFUL IMAGES OF TONY BRIDGE WITHIN THE CONTEXT OF AN UP-TO-DATE, USER- FRIENDLY WEBSITE TRANSLATES INTO VISITORS CHOOSING TO SPEND THE TIME AND MONEY IN HOKIANGA

THIS IN TURN CONTRIBUTES TO GROWING THE VIBRANCY OF OUR COMMUNITIES, CONNECTING US TO THE REST OF THE WORLD, SHARING OUR STORIES AND CULTURE & CREATING EMPLOYMENT OPPORTUNITIES FOR THOSE WHO LIVE HERE TOURISM WORKS IN MICRO CAPITAL SITUATIONS - SOMEONE DRIVING IN THE BACI BLOCKS MIGHT STOP AND BUY FRESH VEGETABLES FROM AN HONESTY BOX & THEREBY SUPPLEMENT AN INCOME. FOR EXAMPLE.

WITHOUT THE SUPPORT FROM THE FNDC COMMUNITY GRANT TOWARDS THE COS OF HIRING A PROFESSIONAL PHOTOGRAPHER AND WEB DESIGNER WE WOULD NOT HAVE ACHIEVED THE RESULTS WE HAVE (TO DATE) WITH HOKIANGA.COM. THESE IMAGES WILL BE FURTHER UTILIZED FOR MARKETING AND PROMOTIONAL PURPOSES DURING THE COURSE OF 2019.





About Us

The Hokianga Tourism Association Inc

The Hokianga Tourism Association Inc (HTA Inc) is a volunteer not-for-profit association established in 1988 with the aim of encouraging and supporting vibrant and sustainable tourism within Hokianga.

To read more about the HTA's objectives [click here](#)

To view the HTA constitution [click here](#)

Meetings

Meetings are held every third Monday of the month in the off-peak season between April and September.

Meetings (unless otherwise specified) are held in Rawene at the RAD Centre starting at 12:30 pm and concluding by 2.30 pm.

If you are interested in tourism in Hokianga you are welcome to join us at our next meeting. We welcome participation and feedback.

Membership

If you would like to become an Association member [click here](#) for your application form.

For a nomination form for our AGM [click here](#).

2018/19 Executive Committee

Acknowledgements

The Hokianga Tourism Association wishes to acknowledge:

- The Far North District Council Community Board - Community Grant Fund for their generous contribution
- Pub Charity for their assistance with our marketing costs
- Website design and implementation - Peter Huckle
- Images by Tony Bridge

Follow us

