



The Benefits of Membership

Heritage & Character Inns is a not-for-profit marketing cooperative which annually pools the financial contributions of its members and deploys those aggregated funds for the benefit of the membership. Because there are no overheads in the form of offices or personnel, virtually all of the funds are invested in marketing and networking activities.

Over the past year, marketing programmes have included the following:

- An online campaign on Trip Advisor www.tripadvisor.com.
- An online campaign on AA Travel www.aatravel.co.nz



- An online campaign on Holidays for Couples www.holidaysforcouples.com.au

- Print advertising in the NZ House & Garden and Cuisine magazines
- Print advertising in the UK publication "Australia & New Zealand" (6 ads)
- Print advertising in the Australian magazine "Holidays for Couples" (2 ads)
- A three page editorial feature on North Island members in "Holidays for Couples." We hope to follow this with a South Island feature in 2009.

Spring Indulgence – You deserve it!
Luxurious accommodation, fabulous breakfasts, generous hospitality and... a 'Spring Surprise'.

Indulge yourself for two nights at participating properties this spring and we will surprise you with some great complimentary offers. Not only will you enjoy the luxurious accommodation, fabulous breakfasts and generous hospitality that Heritage & Character Inns are renowned for, but you'll also enjoy a special something extra, with our compliments.

Complimentary extras are unique to each property. Examples include gourmet dinners with wine, relaxation massages, wine trail tours, lake cruises, golf green fees and fishing.

Visit www.heritageinns.co.nz/cuisine to find out which of the Heritage & Character Inns are participating and see details of their 'Spring Surprise'. Then book online and look forward to a Great Spring Getaway.

This 'Spring Surprise' promotion runs from 1 August – 30 November. Guests must stay a minimum of 2 nights to receive the complimentary 'Spring Surprise'.

HERITAGE & CHARACTER INNS
OF NEW ZEALAND

Visit www.heritageinns.co.nz/cuisine for promotion details

Summer Indulgence – You deserve it!
Luxurious accommodation, fabulous breakfasts, generous hospitality and... a 'Summer Surprise'.

Indulge yourself for two nights at participating Heritage & Character Inns properties this summer and we will surprise you with some great complimentary offers. Not only will you enjoy the luxurious accommodation, fabulous breakfasts and generous hospitality that Heritage & Character Inns are renowned for, but you'll also enjoy a special something extra, with our compliments.

Complimentary extras are unique to each property. Examples include gourmet dinners with wine, relaxation massages, wine trail tours, golf green fees, bush walks and fishing.

Visit www.heritageinns.co.nz/summerparadise to find out which of the 96 Heritage & Character Inns are participating and see details of their 'Summer Surprise'. Then book online and look forward to a Great Summer Getaway.

Conditions: The 'Summer Surprise' promotion runs from 1 November – 30 April. Guests must stay a minimum of 2 nights to receive the complimentary 'Summer Surprise'. Guests must book directly with the property through www.heritageinns.co.nz/summerparadise.

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Auckland Indulgence – You deserve it!
Luxurious accommodation, fabulous breakfasts, generous hospitality and... a 'Summer Surprise'.

Auckland is the primary gateway city to New Zealand. So when you visit New Zealand spend a few days in Auckland before exploring the rest of our great country.

Indulge yourself for two nights at any one of our six participating Heritage & Character Inns in the greater Auckland area and we will surprise you with some great complimentary offers. Not only will you enjoy the luxurious accommodation, fabulous breakfasts and generous hospitality that Heritage & Character Inns are renowned for, but you'll also enjoy a special something extra, with our compliments.

Complimentary extras are unique to each property. Examples include gourmet dinners with wine, harbour dinner cruises, barbecues and therapeutic massages.

Visit www.heritageinns.co.nz/auckland to find out more about the six participating Heritage & Character Inns in the greater Auckland area and the details of their 'Summer Surprise'. Then book online for a great Auckland Indulgence.

Conditions: The 'Summer Surprise' promotion runs from 1 November – 30 April. Guests must stay a minimum of 2 nights to receive the complimentary 'Summer Surprise'. Guests must book directly with the property through www.heritageinns.co.nz/auckland.

HERITAGE & CHARACTER INNS
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Visit www.heritageinns.co.nz/auckland for promotion details

- A major investment in Search Engine Optimisation. We are optimizing for approximately 60 phrases, with some of the key phrases being:
 - Luxury Lodge New Zealand
 - Luxury Accommodation New Zealand
 - Luxury Bed and Breakfast New Zealand
 - New Zealand Bed and Breakfast
 - Luxury Lodge NZ
 - Luxury Accommodation NZ
 - Boutique Accommodation New Zealand
 - New Zealand Lodge Accommodation
 - Fishing Lodge New Zealand
 - Luxury Lodges In New Zealand
 - Lodges In New Zealand
 - New Zealand Luxury Vacation
- An email newsletter, sent monthly to 1200 agents, themed "Kiwi Characters" with each issue featuring 6 member properties and their hosts
- A member directory. The print run was 20,000, with copies distributed to members, iSites, TNZ offices, inbound, wholesale & retail travel agents and media in New Zealand and overseas, and direct enquirers.

Issue 16
Kiwi Characters: Lasting Love

Heritage & Character Inns is proud to announce the launch of our new magazine, 'Kiwi Characters'. This monthly publication features profiles of our member properties and their hosts, showcasing the unique character and hospitality of each location. The magazine is available to our members and is a great resource for those looking to book a holiday in New Zealand.

Issue 15
Kiwi Characters: Lasting Love

Heritage & Character Inns is proud to announce the launch of our new magazine, 'Kiwi Characters'. This monthly publication features profiles of our member properties and their hosts, showcasing the unique character and hospitality of each location. The magazine is available to our members and is a great resource for those looking to book a holiday in New Zealand.

Issue 14
Kiwi Characters: Lasting Love

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Issue 13
Kiwi Characters: Lasting Love

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Issue 12
Kiwi Characters: Lasting Love

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Issue 11
Kiwi Characters: Lasting Love

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Issue 10
Kiwi Characters: Lasting Love

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Issue 9
Kiwi Characters: Lasting Love

Heritage & Character Inns is proud to announce the launch of our new magazine, 'Kiwi Characters'. This monthly publication features profiles of our member properties and their hosts, showcasing the unique character and hospitality of each location. The magazine is available to our members and is a great resource for those looking to book a holiday in New Zealand.

Issue 8
Kiwi Characters: Lasting Love

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Issue 7
Kiwi Characters: Lasting Love

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Issue 6
Kiwi Characters: Lasting Love

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Issue 5
Kiwi Characters: Lasting Love

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Issue 4
Kiwi Characters: Lasting Love

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Issue 3
Kiwi Characters: Lasting Love

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Issue 2
Kiwi Characters: Lasting Love

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Issue 1
Kiwi Characters: Lasting Love

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Luxurious Accommodation
Generous Hospitality
Engaging Hosts

HERITAGE & CHARACTER INNS
OF NEW ZEALAND

www.heritageinns.co.nz

The brochure displays a grid of property listings, each featuring a photograph of the accommodation, the name of the property, and a brief description of its amenities and location. The layout is clean and professional, designed to attract potential guests and agents.

- Improvements to your property detail page on the HCI web site. Based on research we conducted among agents, who said that a key interest for them was learning about the hosts behind the property, we added the ability for you to show a host photo and personal profile on your detail page

Results

Between December 1, 2007– November 30, 2008, the HCI web site generated 199,533 page views. If we look at the traffic generated to the regional pages – the pages where visitors are first exposed to a summary description of your property – the average cost works out to around \$0.16 per impression. In other words, your property is being exposed to someone actively planning travel in your region for as little as \$0.16.

Another measure is the number of visitors to your property's detail page on the HCI site. This varies widely by property, however on average, if you take your annual HCI membership cost and divide it by the number of visitors to your detail page, the cost averages around \$1.00 – a very small price to pay for this level of exposure.

Additional Member Benefits

- HCI is a well recognized and prestigious brand, not only in New Zealand, but in Australia, UK and in the US.
- HCI leverages the power of its collective membership. For instance, other than Google, the top source of traffic to the HCI web site is referrals from member web sites.
- Networking & idea sharing. The Annual Conference and Annual General Meeting offer a fabulous opportunity to get to know fellow members, exchange ideas, gain new insights on marketing and hosting and discover new products & services of value to members.
- The group shares common marketing goals. All members offer a high quality, personally hosted experience which appeals primarily to mid-to-upper income travelers. Having a common target market and a common brand profile makes it easier to select marketing vehicles that are appropriate for all members.
- Strong web presence. This is about to get even stronger with the launch in 2009 of our Itinerary Planner, which will enable visitors to the HCI web site to enter their contact and credit card details once, then book multiple properties.
- HCI acts on behalf of its members as an industry advocate on operating issues.
- Product discounts. HCI leverages the power of its network to negotiate discounts with suppliers of quality products and services.

Questions?

Contact Bruce Hyland, Chairman, Heritage & Character Inns at chairman@heritageinns.co.nz, or Stan Holt, HCI Administrator, at info@heritageinns.co.nz

