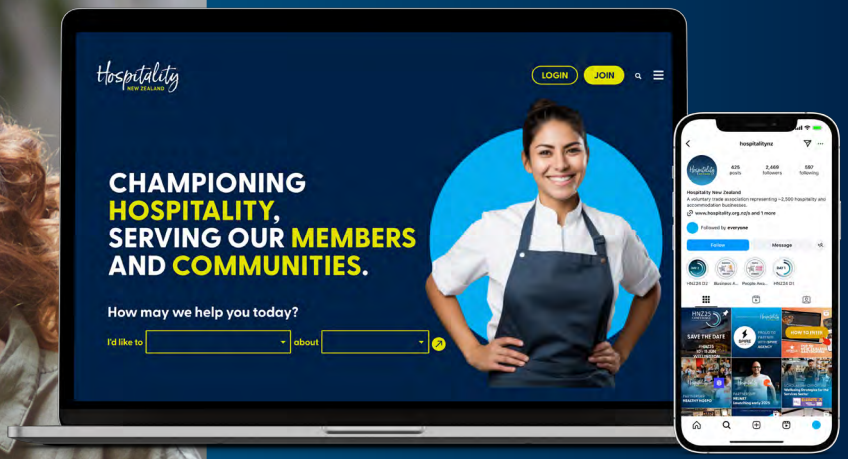
ADVERTISING 2025/2026

Hospitality NEW ZEALAND



PARTNERSHIPS
partnerships@hospitality.org.nz

0800 500 503
94 Dixon Street, Wellington, 6011

INTRODUCTION
ADVERTISE WITH HOSPITALITY NEW ZEALAND

Hospitality New Zealand is all about giving our 2,500 hospitality and commercial accommodation operators a helping hand with their business in as many ways as we can. We are committed to adding value to our members through our advisory services, business resources, advocacy efforts, and the latest news on products and deals from key industry suppliers.

Our membership base is spread regionally across 18 branches and multiple business categories, which means we can help you drill down and reach the appropriate industry and/or geographic subset for your marketing efforts.

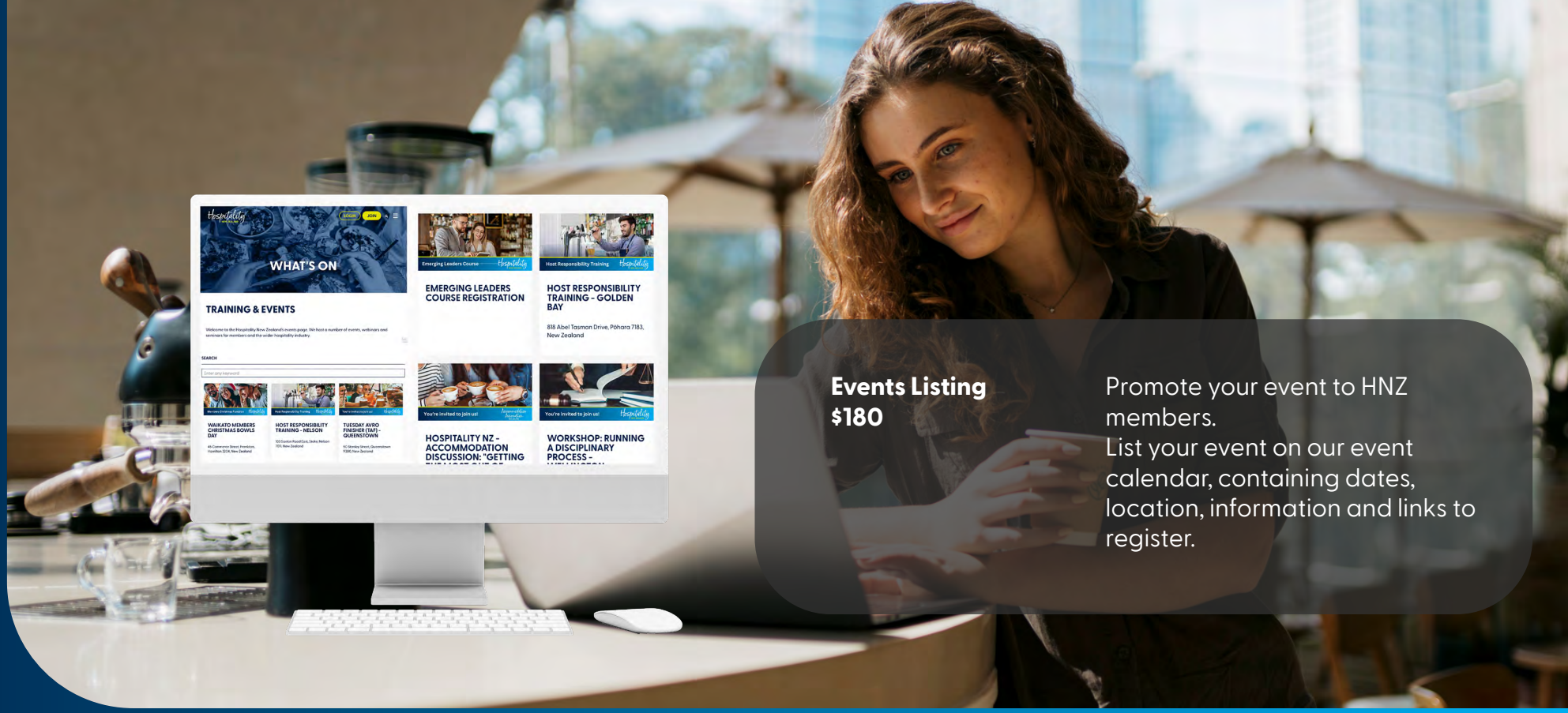
This guide outlines the various advertising options available to partners of Hospitality New Zealand. If you are not yet a partner, you can sign up online at www.hospitality.org.nz/join

We understand that there is no one-size-fits-all for your marketing plans. If you would like to speak with us about your marketing goals and explore which of our media buying options may work best to achieve them, please contact us.

For more information and advertising options, contact our partnerships manager:

partnerships@hospitality.org.nz

WEBSITE



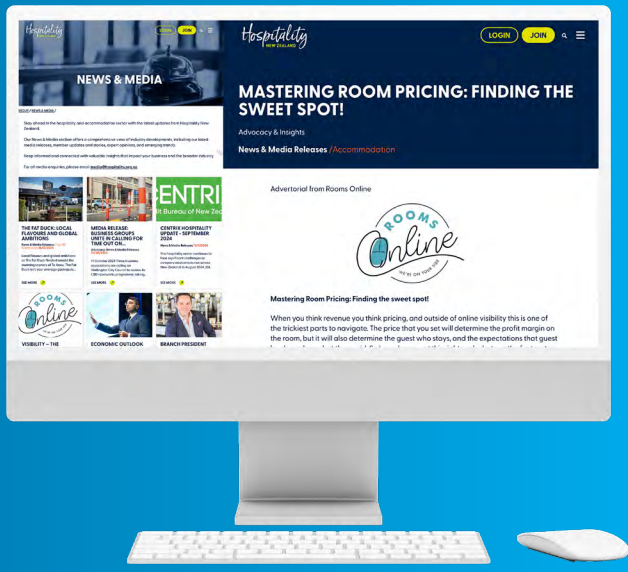
Events Listing
$180

Promote your event to HNZ members.
List your event on our event calendar, containing dates, location, information and links to register.

Blog / News Article
$1,200

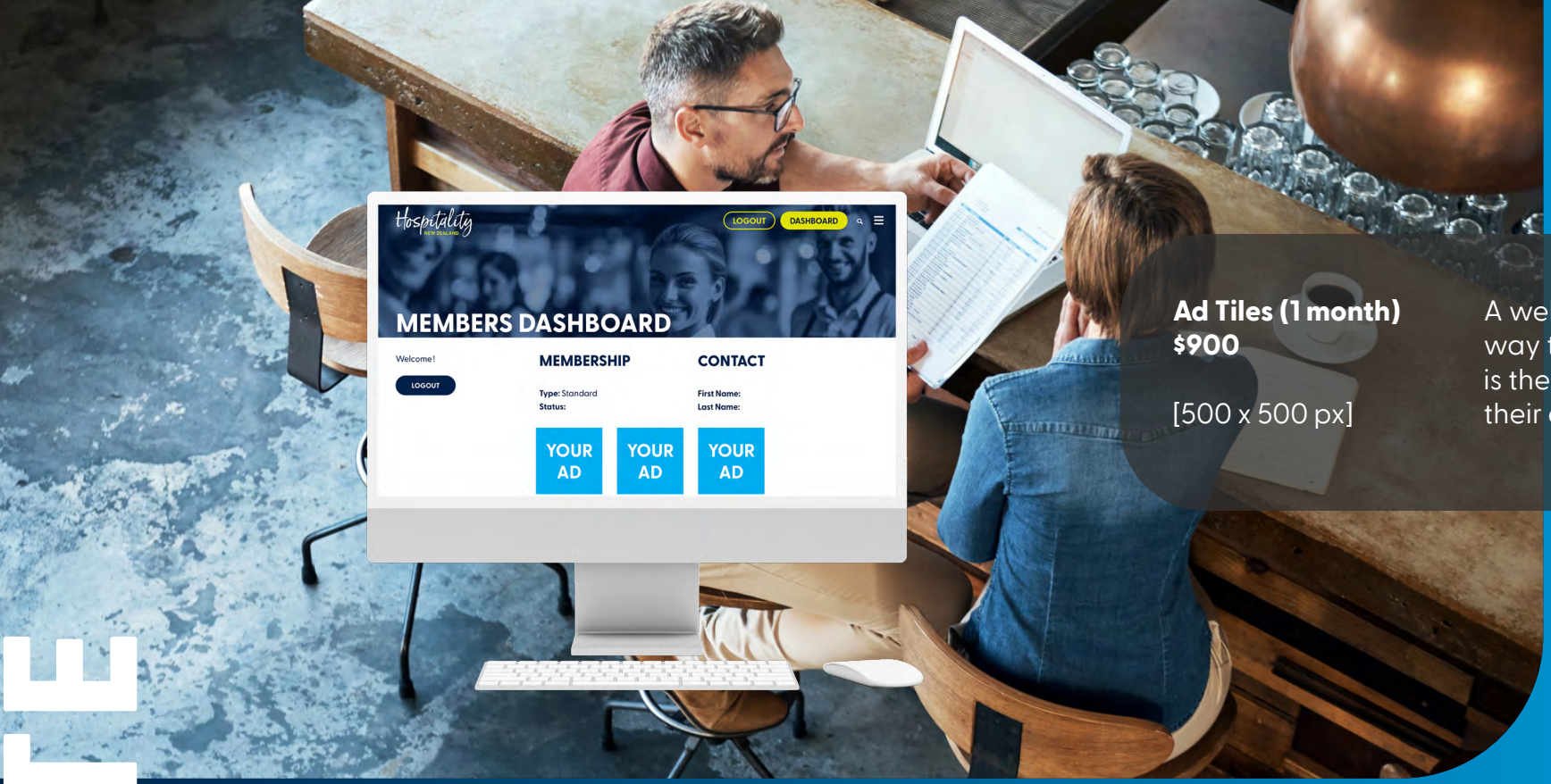
[1600 x 500 px]

Does your business have some key updates, promotions or articles you want to share with our members? The published article features on our news page with content that you provide, and can contain text, imagery, links and videos.



*GST is additional

WEBSITE



Ad Tiles (1 month)
$900

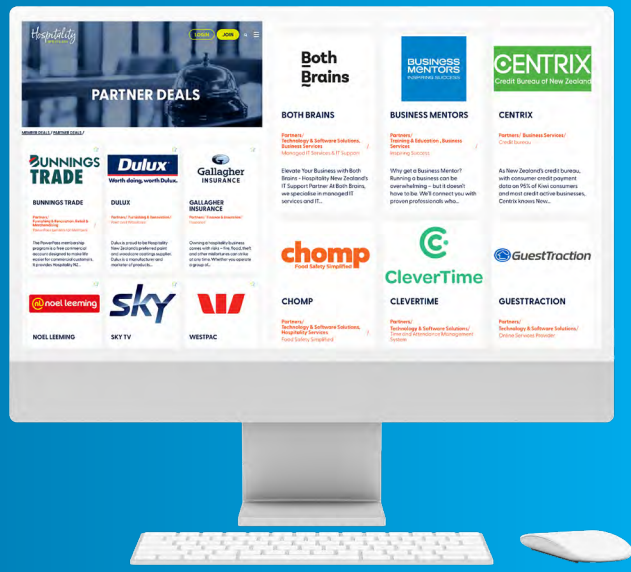
[500 x 500 px]

A website box tile ad is a great way to advertise your offers and is the first thing members see on their dashboard when they log in.

Member Deals Listing
$834 - 6 months
$1,380 - 12 months

Promote exclusive deals to our members. Our member deals consistently drive the most traffic on our website, with members actively looking for products, services and deals.

Feature your offer (150 words), your business logo, and up to 3 backlinks – website, deal and email.



*GST is additional

NEWSLETTER

Advertising in our weekly eNewsletter is a great way to reach our members. With an average open rate of 38% and an average click rate of 10%, a thought leadership article or banner is a high conversion advert that directly connects with our high intent audience.

The eDM is sent directly to all Hospitality NZ members. The content for the eDM is to be provided by you but our team will work with you to ensure its most effective with our membership base.

eNewsletter Article
$1,020

Write a branded thought leadership article to be included in 1 edition of our member eNewsletter.

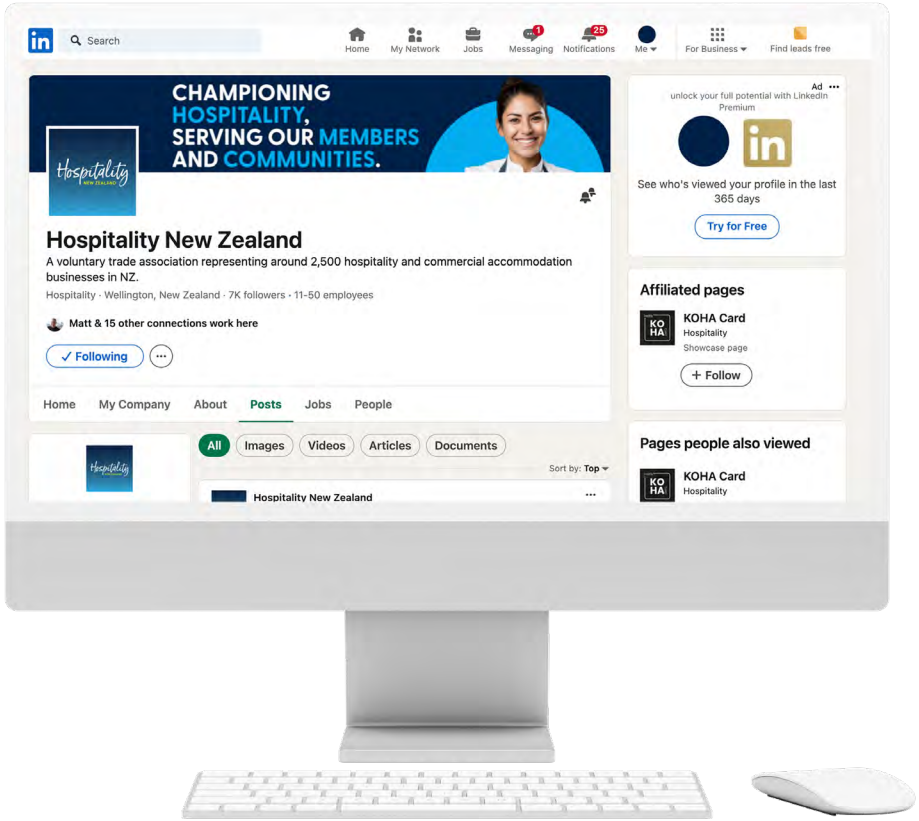
eNewsletter Banner
$780

Create an Banner Ad to be included in 2 editions of our member eNewsletter.

[2000 x 450 px]

*GST is additional

SOCIAL MEDIA



Want to engage directly with our members and followers? Create stories to be shared across our highly engaged Facebook and Instagram network. Promote a special offer, announce news and updates, or cross promote your own social media channels.

The content you provide us will be tailored to best engage with our audiences, and can be refined to regional branch sub-groups.

Social Media Post
Starting from $540

*GST is additional

Facebook & Instagram Stories
[1080 x 1920 px] (vertical)
Content safety area: 1080 x 1350 px
Shared as highlighted '**stories**'. Please ***include all copy text concisely within the image itself*** and keep ***video length to a maximum of 15 seconds***. Provide short **CTA** and URL links for buttons.

Social Media Campaigns
(custom quote to be discussed)