

OFFLINE ADVERTISING OPTIONS

WHAT ARE OFFLINE ADVERTISING OPTIONS?

If you are considering different marketing channels for your business, you're probably aware of popular digital advertising options like Google Ads and social media advertising options. But there are also more traditional offline advertising options, that may also be used to help you reach your target audience and complement your online presence. These include things like printed material and ads, PR, TV and radio broadcasting, events and signage. This 'How To' Offline Advertising Guide takes you through some of the more mainstream offline options available to your business.

BEFORE YOU START

Before you consider your offline advertising options, it's important to understand:

1. Who your target audience/s are and where to find them
2. What your budget is - Remember to factor in design and production into your budget where applicable, as well as the cost of the ad / item itself
3. What your goals are / what success looks like to you (e.g. % increase in bookings / sales etc)
4. Consider if there are complementary businesses who could share the cost of advertising with you and look for cost-effective options to collaborate or cross-sell where you can.

#1 PRINTED MATERIAL

Although we're living in a more 'paperless' world than ever before, printing can still be a powerful tool to market your tourism or hospitality business. It is common to see brochures in information centres across the country and many tourism businesses also cross-market locally. For example, accommodation providers may include a booklet / brochures for local attractions, hospitality and points of interest in their area. Producing a simple brochure in a tool like Canva and getting it printed professionally and distributed to local businesses can be a relatively low-cost way to reach target customers who are already engaged and in your area.

Brochure Distribution Services

These companies specialise in placing your printed brochures, DL flyers, or maps in high-traffic visitor

locations such as Visitor Information Centres and i-SITEs, accommodation providers, airports, rental car depots, cafés, attractions, and transport hubs. These can be free of charge or on a paid basis.

Local information centres like Elevate Ōtorohanga provide visitors with trusted, up-to-date local information, maps, brochures, and recommendations, helping them discover nearby attractions, hospitality, and retail experiences. They offer valuable brochure display opportunities for businesses wanting to reach travellers who are already in the district and actively looking for things to do.

National distribution networks such as VisitorPoint can complement this by ensuring your printed material is placed across wider accommodation providers, airports, rental car depots, and other high-traffic visitor locations. This can be within your district or in other targeted popular spots across Aotearoa, so you can be considered as the traveller plans ahead for their next destinations.

#2 PRINTED ADVERTISING

There are lots of print media options available both domestically and internationally. These may include magazines and visitor guides (e.g. Air New Zealand Kia Ora Magazine, AA Directions Magazine, Our New Zealand), community newspapers, broadsheets and daily newspapers, newsletters and so on. While print advertising can be expensive, it can also help you to reach specific / niche groups within the community.

Some tips for Print Advertising

- The most important things to consider when weighing up your options are the alignment to your target audience and your budget.
- It is recommended you gather information including the print run of the publication, the readership estimate, the distribution details, reader profiles etc, so that you have all the information to make an informed decision.
- Gauging the average shelf-life of the publication is also helpful, for example if it is a daily newspaper it is going to have a much shorter shelf-life than a high-end magazine that may be kept on display or passed on from reader to reader.
- More niche publications may offer better value for money for example if you are targeting local customers you may consider advertising in a local school newsletter or if you are targeting tourists perhaps your local visitors centre has a printed map you can advertise in.
- Measuring the effectiveness of your print advertising can be difficult, so make sure you collect information from your customers about how they heard about you when they engage with your services (you could include a promo code on your ad to help with this).
- If you do decide to do print advertising, it's also worth considering getting an advert made by a professional graphic designer to ensure your key message and value proposition is clear, your logo / branding and imagery has clarity and is high enough quality for print, your ad has a clear call to action and contact details.

3 PUBLIC RELATIONS

Public Relations (or PR) focuses on "earning" trust through methods like local news coverage, community events, and word-of-mouth. Tourism businesses can develop press releases and send these to relevant media outlets to try and get mentions / free media coverage that promotes their business. While this isn't always easy, it can be a cost-effective method to raise the profile of your business or destination. Also make sure you check out the How To Guide - Media and Trade Familiarisations in the Tool Kit for more information on how media familiarisations work in the tourism sector.

Some tips for PR

- The most important thing with PR is to find a newsworthy 'angle' and provide content that is of value to the publication's target audience.
- Rather than telling them what you want to tell them, think about reframing your message to make it clear why this update is important to them / something they want to hear. You can subtly weave your brand within your release without blatant selling.

- Where possible, make it easy for the journalism team by keeping it short and simple, providing images and include the location and the release date at the beginning of your first paragraph.
- End with a call to action and a more information link / details.
- Include photos –a great shot helps to tell the story and spark interest
- Most media outlets have generic editorial / news email addresses, so to develop your media list, you can google publications and create a spreadsheet relatively easily.

#4 BROADCAST ADVERTISING

Traditional Radio and TV advertising (including digital free to air streaming platforms ie TVNZ OnDemand, I hear radio) are options available to you. These can be good options for targeting potential customers / visitors while they're still in the planning phase of their visit, and can be an effective way to build brand awareness through repetition. However, these are generally more expensive than other offline channels so it's important to keep that in mind when weighing up your options.

Some tips for broadcast advertising:

- Focus on Feeder Markets: Rather than advertising broadly, try targeting regions, or neighbouring countries (e.g. Australia) that are most likely to produce visitors.
- Promotional Packages: Pair your ads with limited-time offers or packages to incentivise immediate booking.
- Connect Offline to Online: Ensure your campaign drives listeners and viewers to a specific landing page (e.g., yourwebsite.com) to track Return on Investment and website traffic spikes following an ad spot.
- Leverage Sponsorships: Instead of just running 30-second spot commercials, sponsor travel segments on radio, weekend weather forecasts, or lifestyle TV shows.

#5 EVENTS

Tourism events are planned gatherings—such as festivals, expos, conferences, or sporting tournaments—designed to attract visitors to a destination and stimulate the local economy. They range from major international trade shows to regional cultural celebrations.

Major Industry Events (New Zealand)

For tourism professionals, these are the leading B2B industry showcases that provide opportunities for tourism businesses to either meet with travel trade and/or network with fellow tourism operators and industry organisations:

- [TRENZ](#): New Zealand's largest international tourism business event, bringing hundreds of international travel buyers together with top local tourism operators to connect and negotiate business partnerships.
- [Tourism Summit Aotearoa](#): Held annually in November, this event focuses on industry innovation, transformation, and key challenges.
- [Tourism New Zealand Events](#): Various on and offshore events including Kiwi Link help connect local operators with global travel markets.

Popular Consumer Events in the Waikato

If you are looking for events to attend or for inspiration on what draws crowds to the greater Waikato and surrounding regions, notable annual highlights include:

- Balloons over Waikato
- National Agricultural Fieldays
- Local Home and Leisure Shows, Motorhome and Caravan Shows etc – businesses can exhibit / have a trade stand at these events to promote themselves

Thinking of planning an event in the Ōtorohanga District?

If you're planning an event for the community and visitors in your town, you'll need to ensure that the health and safety of the public, volunteers, organisers and participants is duly considered. [Check out this Ōtorohanga District Council Event Guide for more information.](#)

Want to target visitors to your business who may be attending an event close by?

If you want to promote your business to accommodate / welcome visitors attending local events, some key tips are:

1. Contact the event organisers and see if there is any opportunity to advertise or provide a special offer to event attendees
2. Update your marketing materials to include key information such as the proximity of the business to the event venue, ideal for large groups etc. Make sure you include the event name in your update so that you come up in more searches relating to the event itself and people find your business easier.
3. Consider an integrated campaign centred on the event for example some print material that aligns to some digital advertising so that it's easy to find your business in more places. You could do a social media post welcoming event attendees and use it to promote your deal or special offer. Consider using hashtags related to the event so that your post appears in searches about the event.

#6 SIGNAGE & OUTDOOR MEDIA

Signage and outdoor media ie. billboards (static or digital), bus shelters, bus-backs can be an effective way to promote your local business to visitors, especially if located at points where there is more foot or road traffic such as the local Hamilton Airport, vehicle rental pickups / depots, main route roadsides and town centres. You could chose to advertise in your location or in other destinations where your target market audience resides.

If you have the budget you can consider working with outdoor media networks and aggregators, who manage Out of Home (OOH) advertising. These allow brands to broadcast across billboards, transit, and retail spaces. Aggregators streamline campaign planning by providing a single booking platform for various physical and digital networks. Just google 'outdoor media networks' to see what options are available in your area.

Some tips for Signage

- Signage Rules – There are lots of signage rules, especially on main highways, so it is important to be aware of these before you get anything designed or produced. [Check out the Waka Kotahi Third party signs on and visible from the state highway corridor guide.](#)
- Consider lower cost options. For example, is there a prominent location that may allow you to display a sign for a small fee? It could be worth asking. Also consider 'out of the box' options if you're targeting locals such as advertising in the local medical centre where people tend to sit and wait and may take more notice of your sign or advertising
- Keep the design simple and think of your sign like a poster – What is the one headline that people can read quickly / within a few words? State the obvious about what you offer for example include 'CAFÉ' in large, easy to read bold font so people get the message at a glance. Consider including other helpful details like distance to your location from the sign or an arrow direction. Maybe you can include a QR code scan for more info if the sign is displayed for foot traffic (e.g. in a building or on a footpath rather than a road sign).

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