Maximizing Exposure For Your Business in Google

June 2019
Housekeeping
This is your **Business Profile**

It contains everything Google knows about your business.
Where can visitors find your Business Profile?
Where can visitors find your **Business Profile**?
Where can visitors find your Business Profile?
### Hamilton Gardens

4.7 ★★★★★ (6,500)
Botanical garden in Hamilton, New Zealand

<table>
<thead>
<tr>
<th>OVERVIEW</th>
<th>REVIEWS</th>
<th>ABOUT</th>
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<tbody>
<tr>
<td>CALL</td>
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<td>SAVE</td>
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</table>

Hungerford Crescent, Hamilton
3216

- Open now
  Add full hours
- 07-838 6762
- Suggest an edit

**QUESTIONS & ANSWERS**

Q: can you picnic there
Your Business Profile is an enormous source of exposure for your business.
Website Visits

11,585
Information provided by Nicole Woods for Independence Visitor Center Corp.
Information provided by Nicole Woods for Independence Visitor Center Corp.
The Local Pack

Result of a search for a keyword + a location (Restaurants + Raglan)

Key source of organic exposure!
The Local Pack

But why these three business profiles?
The Local Pack

But why these three business profiles?

Google My Business Signals

Local Pack/Local Finder Ranking Factors

Orca Restaurant and Bar
4.4 (318) - $ - Restaurant
2 Wallis St
Hearty eclectic fare & harbor views

Rock-It Kitchen
4.6 (179) - $ - Restaurant
248 Wainui Rd
Cosy · Casual · Good for kids

The Wharf Kitchen and Bar
4.3 (240) - $ - Restaurant
43 Rose St
Great cocktails · Cosy · Casual

Moz Local Ranking Factors Study Trends Analysis
Maximized profiles engage customers
Up-to-date profiles are:

2.7X more likely to be considered reputable.¹

¹ Ipsos research: Benefits of a complete listing 2017
Up-to-date profiles are:

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70% more likely to attract location visits.¹

¹ Ipsos research: Benefits of a complete listing 2017
Up-to-date profiles are:

2.7X more likely to be considered reputable.¹

70% more likely to attract location visits.¹

50% more likely to lead to a purchase.¹

¹ Ipsos research: Benefits of a complete listing 2017
Your **Customers** are creating much of the content
50,000,000+ Local Guides Worldwide

700,000+ Places Added/Mo.
50,000,000+ Local Guides Worldwide

700,000+ Places Added/Mo.

Median Response 20 min.
Contributions to your Business Information including:

- Reviews
- Ratings
- Photos
- Videos
- 360s
- Answers
- Edits
- Places
- Facts
- Questions & Answers
We want to help you maximize your exposure in Google’s products through Google My Business because it benefits your business, the visitor and your destination.
10 ways to maximize your exposure in Google products.

Plus look out for six bonus tips!
Make sure your business is verified and your basic info is up to date
Make sure you’ve claimed your business: Search for your business name and look for this icon. If you see it - you’ll need to claim your business listing to get access to many of the features.

31% of you aren’t!
Check Your:
- Business Name
- Address
- Phone Number(s)
- Website(s)
- Hours
- Description
Hours are critically important to customers.
Keep “Special hours” up to date
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<tr>
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<td>Saturday</td>
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<td>11:00 am</td>
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</table>
Create **menus & services**
Add menu section

Section name

Add menu item

Enter at least one item per section. You can add more later.

Item name

Item price (USD)

Item description

CANCEL ADD
NEW!

Hawks Cay Resort
61 Hawks Cay Blvd
Duck Key, FL 33050

Add special hours

(866) 347-2675
(305) 289-5100

http://www.hawkscay.com/

Services
Add or edit items

Accessibility
No beach wheelchairs
Wheelchair accessible entrance

Activities
Bicycle rental
Boat rental
Scuba diving
Snorkeling

Amenities
Air conditioning
Baggage storage
Bar onsite
Beach access
Business center
Concierge
Convenience store

Add section

Section name
Examples: Massages, Facials, Haircuts, Golf lessons, Tax services

Add item
Enter at least one item per section. You can add more later

Item name

Item price (USD)

Item description

0 / 1,000
Elk Springs Resort

4.6 stars (443)
Cabin rental agency

VACATION RENTALS

1 Bedroom Cabin
Escape to the mountains for your special getaway and enjoy a 1 bedroom luxury cabin with pool table, hot tubs and views of the mountains.

2 Bedroom Cabin
The perfect getaway for you and your kids in your own private cabin in the mountains. Full Kitchen and free WIFI.

3 Bedroom Cabin
Enjoy mountain views and a home theater room in a 3 bedroom Luxury cabin in Gatlinburg, TN.

4 Bedroom Cabin
Gather with friends and family in your luxury cabin with private home.

$250.00
$300.00
$400.00
$500.00

POOL CABIN RENTALS

CALL
SUPPORT
Selling on Google

BOOK A ROOM

125 Silverbell Ln, Gatlinburg, TN 37738
Download the Google My Business app
Install GMB app
Apply categories and attributes
The Local Pack

Orca Restaurant and Bar
4.4 ★★★★★ (318) • $$$ • Restaurant
2 Wallis St
Hearty eclectic fare & harbor views

Rock-It Kitchen
4.6 ★★★★★ (179) • $$$ • Restaurant
246 Wainui Rd
Cosy • Casual • Good for kids

The Wharf Kitchen and Bar
4.3 ★★★★☆ (240) • $$$ • Restaurant
43 Rose St
Great cocktails • Cosy • Casual

More places
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3,929 English categories currently
Example Categories

- Badminton complex
- Balloon ride tour agency
- Basket supplier
- Bird control service
- Boatel
- Bouncy Castle Hire
- Box lunch supplier
- ...

Badminton complex
Balloon ride tour agency
Basket supplier
Bird control service
Boatel
Bouncy Castle Hire
Box lunch supplier
...
Check for new categories too
BONUS TIP
Add service areas
Service Area Businesses
Service Areas

Calm Waters Spa

Day spa
Facial spa
Hair Salon
Nail Salon
Massage spa

61 Hawks Cay Blvd
Duck Key, FL 33050

Service area

Let customers know where your business provides deliveries or services

Select to add areas

meatp

Meatpacking District
Manhattan, New York, NY

Meatpacking District, Copenhagen
Copenhagen, Denmark

Mehatpur
Himachal Pradesh, India

Metpally
Telangana, India
Make sure your information is consistent
The Local Pack

DISTANCE

PROMINENCE

RELEVANCE
Updates from Google

This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. Learn more

Accept all for this location

Name
Address
Phone

Sixty-One Prime
Fine dining restaurant
Wine Bar
Restaurant
Steak house
Cocktail Bar
Seafood restaurant

61 Hawks Cay Boulevard Duck Key, FL 33050

Sunday 5:00 pm–10:00 pm
Monday 5:00 pm–10:00 pm
Tuesday 5:00 pm–10:00 pm
Wednesday 5:00 pm–10:00 pm
Thursday 5:00 pm–10:00 pm
Friday 5:00 pm–10:00 pm
Saturday 5:00 pm–10:00 pm

(305) 743-7000

https://www.hawkscay.com/amenities/dining/sixty-one-prime
Get valuable data about your business from “Insights”
How customers search for your business

Total Searches
728,795

Direct
Customers who find your listing by searching for your business name or address.

Discovery
Customers who find your listing by searching for a category, product, or service.

Insights

Where customers view your business on Google

The Google services that customers use to find your business

Total views 1.88M
Where customers view your business on Google

The Google services that customers use to find your business

1 quarter

Total views 1.88M

1,880,000 views
Customer actions
The most common actions that customers take on your listing

1 quarter

Total actions 45.8K

- Visit your website: 15.7K
- Request directions: 27.5K
- Call you: 2.65K

1 Quarter
Total actions 2.43M
Tap chart for more info

1 Quarter
Total actions 2.43M
Tap chart for more info
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What your business is known for

What your business is known for
How you score on key attributes that help customers decide where to go

- Popular for dinner
- Serves great dessert
- Serves healthy options
- Good for groups
- Popular with tourists
- Cozy
- Good for kids

Popular times
Your most popular time is around 8:00 PM on Friday

Friday
peak
Download historical insights data
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<td>Total Customer Photos</td>
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<td>2819</td>
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<td>3613</td>
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</table>

**Total Searches**

- **2020:** 106185
- **2021:** 142799

**Change:** 36614
Download Historical Insights (Web Only)
Monitor and respond to reviews
<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important updates</td>
<td>Google may send you important updates about your account</td>
</tr>
<tr>
<td>Customer reviews</td>
<td>Alerts when customers post reviews of your business</td>
</tr>
<tr>
<td>Questions and answers</td>
<td>Alerts about questions and answers posted to your business on Google</td>
</tr>
<tr>
<td>Photos</td>
<td>Tips and updates about photos on your Google listing</td>
</tr>
<tr>
<td>Listing health</td>
<td>Timely alerts to help you keep your business info accurate on Google</td>
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<tr>
<td>Insights</td>
<td>Personalized insights and tips about your customers and listing</td>
</tr>
<tr>
<td>Product updates</td>
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</table>

**Know when reviews are posted**
Know when reviews are posted

https://moz.com/blog/google-my-business-posts-case-study

Moz Local Ranking Factors Study Trends Analysis

Feedback

https://moz.com/blog/google-my-business-posts-case-study
Google is now the #1 hotel review site.
Greg Dalin
16 weeks ago
Sigh sucks they shut down. Glad I was able to go a week before they did

Tânia Duarte
17 weeks ago
Food and drinks were just ok for the high price. Expected way more taste from what you charge.

Kyle Holtzman
18 weeks ago
Great service! Our waitress was so friendly and accommodating. If you can, sit outside. There is a beautiful view of

Andrew Newbery
22 weeks ago
Flagging Reviews as Inappropriate

- Spam and fake content
- Off-topic
- Restricted content
- Illegal content
- Sexually explicit content
- Offensive content
- Hate speech
- Harassment and bullying
- Impersonation
- Conflict of Interest

Maps user contributed content is most valuable when it is honest and unbiased. Examples of disallowed practices include, but are not limited to:

- Reviewing your own business.
- Posting content about a current or former employment experience.
- Posting content about a competitor to manipulate their ratings.
Report review

Due to high demand, expect delays in our processing of your flag/request. Please don't flag the same review twice. Only reviews that violate Google's content policy can be reported.

Reviews that are negative or that you disagree with, but adhere to the content policy, won't be removed.

Cancel  Continue
Create a “review my business” link
Find your business profile, click “Write a review” button.
Paste the URL into a URL shortener, like TinyURL or Bit.ly. You can customize your link to something like bit.ly/yourbusinessname
7 Adding photos and videos
10-30% Lift in exposures for the business
1. INFORMATIVE
What would a potential visitor want to know or see about this place? Consider the **scope**, the **scale** and the **context** of the place you’re capturing.

2. ATTRACTIVE
What makes this photo eye-catching? Consider **color**, **contrast**, **saturation**, **lighting**, **focus** and **leading lines**.

3. REPRESENTATIVE
Represents what the place would typically look like. Avoid featuring **specific events**, **seasons** or **conditions**.
This photo is good! It’s both informative and attractive. Easy to understand what it is, where it’s taken from, bright colors good contrast, good framing.

This photo is bad. It isn’t attractive - off-kilter horizon, muddy colors, and it isn’t particularly informative - unreadable signs/context.
Photo Best Practices

- Only upload photos **you created or own** the complete rights to.
- Upload **at least 4K** images (3840x2160).
- **Don’t use filters** - limit your edits to brightness, color, contrast & saturation.
- Don’t **composite** images.
- You are **allowed** to add caption/credit/logo to the images, as long as they occupy less than 10% of the total area along one side.
- Shoot **mostly horizontal** images.
- Interiors **without people are preferred** to those with people. Avoid identifiable faces & PII, or have release forms.
What's wrong with this content?

- Offensive, hateful or sexually explicit
- Copyright or legal issue
- Privacy concern
- Poor quality
- Not a photo or video of the place
- Other

Please share your reason. Examples: inappropriate caption, misclassification, bad audio.
Talk to a specialist

You're currently signed in as slipperypig@gmail.com
If this isn't the account associated with your issue, please switch accounts.

What is your name? *

What is your relationship to the business?
Select one
The information you provide helps us direct your question.

Country *
United States
Pay attention to “Questions & Answers”
Questions & Answers are a great way to interact with customers.
But... they often get answered faster by Local Guides than they do by the businesses, and the Guides aren’t always right.
Make sure you have notifications on and check your answers frequently.
Google My Business
THE MODERN HONOLULU

Rick McMahan added a new question to your listing

*Does every room have a balcony?*

THE MODERN HONOLULU (Owner)

Add an answer publicly

Kat E  
Local Guide  · 14 reviews · 15 photos.

4 days ago  
Not all but most.

Helpful?

Rajesh Bahadur  
Local Guide  · 11 reviews · 40 photos.

4 days ago  
Most of yes.

Helpful?

vicky schlarba  
Local Guide  · 4 reviews · 131 photos.

4 days ago  
Nope.

Helpful?
When is the fall motorcycle meet?

Kimberly Janovitz, 11 months ago:

When is the fall motorcycle meet

AbNcavScout, 4 months ago:

Always the 2nd weekend of October. ... NOT! If the 1st of October falls on a Sunday, the 2nd weekend (Fri. thru Sun.) will be the 5th, 6th, and 7th.

Julie Hobgood, 6 months ago:

I think it's the third weekend in October.
Answer your own frequently asked questions
Questions & answers
See all questions (2)

Ask a question
THE MODERN HONOLULU
Posting publicly

How far is the hotel from Ala Moana Shopping area?
Maximize organic visibility with Posts
Posts appear in your business profile and provide a **huge amount of organic visibility** for your business.

< 26% of businesses have EVER used posts

Ramen at the Beach
Apr 5 – 12
April 5-6, 5:30 – 10 p.m.
Seafood Dinner Buffet Ramen Station
Price: $12 (tax included)
Discount: 10%
Special brunch and flowers gift package
Aug 5 – 6, 2017

Spoil your mom with our unique gift: a special prix fixe brunch menu — including our famous pecan French toast — and a custom floral arrangement from Soffian Florist. Book now as space is limited!
● Use an **attention grabbing photo** - bright colors, simple, single subject.

● **Focus your message** on the first 100 characters.

● Add your own **tracking codes** to your call-to-action button.
Best Practices for using GMB Posts:

- Keep **two posts live at a time** to maximize view rate for your content. More than two will reduce visibility of your oldest post.
- Posts are live for a max of 7 days - repost each week.
- Post **early in the week** if you’re promoting something the following weekend.
Add **360 images** and virtual tours
360 degree photospheres are a great way to **engage potential customers.**
You can also connect your 360s into “virtual tours” that allow customers to take a look around your business.
Ricoh Theta V (About $400)
<table>
<thead>
<tr>
<th>Agency</th>
<th>City</th>
<th>Email</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Amazing Spaces 3D LLC</td>
<td>Phoenix</td>
<td><a href="mailto:amazingspaces3d@outlook.com">amazingspaces3d@outlook.com</a></td>
<td>+1 480 440 9261</td>
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<td>360 Photo Inc.</td>
<td>Phoenix</td>
<td><a href="mailto:info@360photoinc.com">info@360photoinc.com</a></td>
<td>+1 239 330 1373</td>
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<td>Truly360</td>
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<td>+1 877 878 1777</td>
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<td>MediaShock</td>
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<td><a href="mailto:info@mediashockphotos.com">info@mediashockphotos.com</a></td>
<td>+1 844 457 7719</td>
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</tbody>
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Mark Zemnick
Chad Ulam
Stan Hillhouse
Jeff Handley
Daniel Kennedy
Timothy Kinney

https://www.google.com/streetview/hire/
Embed 360s in Your Website
Reserve With Google
“Reserve With Google” enables booking capabilities directly into your Business Profile.
Reserve with Google was originally limited to fitness and beauty - hair salons, trainers, massage, yoga, etc.
“Reserve With Google” expands reservation & booking options to more business categories.
“Reserve With Google” expands reservation & booking options to more business categories.
Empire State Building

The Empire State Building is a 102-story Art Deco skyscraper in Midtown Manhattan, New York City. Designed by Shreve, Lamb & Harmon and completed in 1931, the building has a roof height of 1,250 feet...Wikipedia

Address: 350 5th Ave, New York, NY 10118
Height: 1,250', 1,454' to tip CTBUH
Floors: 102
Construction started: March 17, 1930

Did you know: The Empire State Building is made up of 5663 cubic meters (200,000 cubic feet) of Indiana Limestone. justinfacts.com

Empire State Building: Day and Night Entry

The Big Apple is always buzzing, but if you can’t decide between day or night views from the famous Empire State Building, you can...More

Empire State Building: General Admission

Looking up at New York’s skyscrapers is quite an experience. But it’s nothing compared to looking down on New York from atop its m...More

Your tickets

20 Empire State Building
AUG 350 5th Ave, New York, NY 10118, USA

Empire State Building: Day and Night Entry
8:00 AM - 2:00 AM

Adult: Age 13+
QTY: 1
Price: $53.25 each
Subtotal: $53.25
Processing fees and tax: $0.00
Total: $53.25

Cancellation & Fee Policy

Cancellations might not be possible for this purchase. Contact Tickets for more information or to hear more about the calculation of fees and taxes. Google is not charging additional fees or taxes.

Contact info

Add contact info

Payment info

Select payment method

In partnership with Tickets

By continuing to use the Reserve with Google Terms of Service and, in particular, you agree to Google sharing your information with Tickets and with Empire State Building.
Schema Data
Adding structured data increases the places your content can appear. Events markup alone can triple the exposure for your events.
What is structured data?
Simple tags that identify different types of content on your site.
Business name, location, logo, events, social links, even things like recipes.
Events
Reviews
Social Links
Business Name
Location
Logo
Business relationships
Articles
Recipes

Talk to your website developer, ask about adding structured data for Google.
Website builder tool in Google My Business dashboard automatically creates basic structured data.
Great Profile Examples
Waikato Museum Te Whare Taonga o Waikato

Museum in Hamilton

Waikato Museum Te Whare Taonga o Waikato is a regional museum located in Hamilton, New Zealand. The museum manages ArtsPost, a shop and gallery space for New Zealand art and design. Both are managed by the Hamilton City Council. [Wikipedia]

Address: 1 Grantham St, Hamilton 3204

Hours: Closed - Opens 10AM Thu -

Founded: 1987

Architecture firm: Jasmax

Architect: Ivan Mercop

Events

Thu, 20 Jun 10:30 am  Storytelling in the Gallery

Sun, 23 Jun  Civic Lives: HCM Norris and AG Ward
Hamilton Gardens is a public garden park in the south of Hamilton owned and managed by Hamilton City Council in New Zealand. The 54-hectare park is based on the banks of the Waikato River and includes enclosed gardens, open lawns, a lake, a nursery, a convention centre and the Hamilton East Cemetery. [Wikipedia](https://en.wikipedia.org/wiki/Hamilton_Gardens)

**Address:** Hungerford Crescent, Hamilton 3210

**Phone:** 07-838 8782

**Visitors:** One million per year

**Events**

- Tue, 18 Jun 6:00 pm: Seed Waikato presents 'Rock bottom:your s...
- Wed, 26 Jun 3:30 pm: Hamilton Gardens Campus information ses...
Classics Museum

Funky museum showcasing over 100 classic automobiles, plus signs & oil cans, in a retro setting.

Address: New Zealand, 11 Railside Pl, Dinsdale, Hamilton 3204
Hours: Closed - Opens 7AM Thu
Phone: 07-957 2230

Events

Sun, 26 Apr 7:00 am Hamilton Classics Museum Swap Meet

Know this place? Answer quick questions
Make sure you’re **verified** and **up to date**

Download the **GMB app**

Apply **categories** and **attributes**

Make sure your **NAP** is **consistent**

Get **valuable data** from “**Insights**”

**Monitor and respond to reviews**

Adding **photos** and **videos**

Pay attention to “**Questions & Answers**”

Maximize organic visibility with **Posts**

Add **360 images** and virtual tours
Thanks for joining us!

Questions?
newzealand.com
How to create & manage your listing
What is newzealand.com?

- Official travel website for New Zealand
- 51 million visitors a year
- List your business for free
- Create deals, list in multiple languages and access travel trade platforms and programmes
- Feeds through to HWT website – waikatonz.com
100% Pure New Zealand

Kamahi Cottage
Luxury farm stay cottage, self-contained B&B near Waitomo Caves and Otokongha. Romantic, private, self-contained luxury accommodation, bed & breakfast cottage near Waitomo Caves & Otakongha with stunning hilltop views.

Overview

Kamahi Cottage is set on 30 hectares from the Waitomo caves. It's a romantic, self-contained farm stay with panoramic Hilltop views.

The cottage is fully self-contained with a kitchenette, bedroom, and bathroom. It has a large dining area, plus outdoor space that connects to a Queen bed for family guests.

There's also a spa, a sound system & DVD collection, WiFi, free wifi, a BBQ, and space to relax. The views from the cottage are stunning.

In the cottage, you'll find a modern kitchen and dining area, plus a loft with a double bed. The cottage is perfect for a romantic escape.

Accommodation

Kamahi Cottage is perfect for couples, or small family groups. It's located on 30 hectares of land near the Waitomo Caves, with stunning views of the countryside.

About

Kamahi Cottage is a unique and romantic getaway for couples, or small family groups. It's located on 30 hectares of land near the Waitomo Caves, with stunning views of the countryside.

Facilities and Features

• Breakfast
• Dinner
• Laundry
• Lunch
• Safety Deposit Box at Reception

Pricing and Conditions

Per Night:
• $100.00 - $150.00

Other Charges

• Single guest: $90 (includes full gourmet breakfast)
• Couples: $190
• Children: $50 (includes full gourmet breakfast)

Contact Us

Email: kamahi@outlook.com
Phone: 021 2137 023
Website: www.kamahicottage.co.nz

The Mighty Waikato
Where magic runs deep
How to create & manage your listing

- It is free and easy to sign up
- Access the information about listing your business in the bottom bar on the newzealand.com website
- Opportunities page provides a step by step process for signing up as well as some helpful hints and tips for making the most of your listing.
- ‘How to’ info sheets also available on the table at the back of the room
How to create & manage your listing

Go to: register.newzealand.com

- www.register.newzealand.com
- Note it takes 5-10 working days to appear
- Tick ‘RTO’ box to feed through to HWT website
- Log in regularly to update listing (expires after a year of inactivity)
Main contacts

Tourism NZ
Samantha Hampson: samantha.hampson@tnz.govt.nz

Or

For i-SITEs: Tracey McIntyre: tracey.mcintyre@tnz.govt.nz

Waikato NZ
Becky Wright: becky@waikatonz.com