



**HEART
OF THE CITY™
AUCKLAND**

CHRISTMAS, MARKETING AND HOW YOU CAN GET INVOLVED

RETAIL & HOSPITALITY MEMBERS UPDATE NOVEMBER 2017

The festive season is just around the corner - find out more about what we're doing to promote and decorate the city this Christmas. If you're a retailer, we want to know your December opening hours so we can promote the city's late night, Christmas Eve and Boxing Day shopping as well as normal trading. There are also opportunities for you to get involved in our marketing campaigns and other programmes for city businesses throughout the year – we would love to have you involved.



CHRISTMAS

DECORATIONS

Each year we install decorations around the central city, creating a festive environment for visitors, workers and residents to shop, celebrate and spend time in. The city's much loved giant Santa returns courtesy of Mansons TCLM Ltd and banners, lights, doves, angels, oversized baubles and interactive presents also adorn many of the city centre's streets.



MARKETING

Our marketing campaign promoting the city centre as the best location for gift shopping and Christmas celebrations launches on 20 November.

GET INVOLVED

Retailers - fill in the form at www.bit.do/xmashotc to let us know if you are offering any late night shopping and what your opening hours are on Christmas Eve and Boxing Day. This means we can include your details in the holiday shopping hours promotion on www.heartofthecity.co.nz.





MARKETING CAMPAIGNS & EVENTS

Each year we profile the key reasons people visit the city centre – retail, dining, arts and culture – with destination marketing campaigns and special events. **Find out how your business can get involved below.**

4 DAYS OF FASHION IN THE CITY

Our annual celebration of fashion in the city returns from 21-24 March 2018, with events including fashion shows, live music and in-store activations showcasing the city centre’s key retail areas: Queen Street, High Street and Britomart.

GET INVOLVED

Do you have an idea for an in-store event or would you like to run a retail offer? **Register your interest by 1 December.**

OTHER ANNUAL CAMPAIGNS

As well as our retail-focused Christmas and 4 Days of Fashion campaigns, we highlight our vibrant dining sector with Restaurant Month each August and celebrate the city’s arts and culture with Artweek in early October. Each winter we deliver a campaign promoting the diverse experiences and reasons to visit the city centre, most recently through the Lovebites creative platform.

GET INVOLVED

Want to be part of one of these events or campaigns? We’d love to hear from you.

Get Involved! To take up any of the opportunities outlined in this update, contact us by email or phone:

(09) 379 8000 | info@hotcity.co.nz | hotcity.co.nz

Heart of the City is Auckland’s city centre business association. We champion a successful city centre economy on behalf of our business members, promoting the city as a vibrant and exciting place to live, work and visit.



STOREWATCH

Theft has a significant impact on city retailers every day. StoreWatch is a communication network between city centre retailers, NZ Police, and Heart of the City that works to prevent retail theft. With information about thefts and suspicious behaviour being shared within the network, StoreWatch acts as an early warning network and has reduced offending in the city centre.

GET INVOLVED

Get in touch to find out more about StoreWatch or to join the network.



YEAR-ROUND MARKETING

We promote the city centre year-round through our extensive channels, and we need up to date and interesting information about the city and its businesses to do this. Our website www.heartofthecity.co.nz had 2.3m visitors in the last year, the WHERE NEXT™ app is used 80k times a month, our weekly emails are sent to 45k subscribers and we post regularly to our 160k Facebook followers and 20k Instagram audience. We also print 50k copies of the AKL in a Day guide for cruise ship visitors to Auckland.

GET INVOLVED

Is your business listed on www.heartofthecity.co.nz? Are your photos, hours and details up to date? Do you have news about your business, are you holding a special event or do you have a story suggestion? Please get in touch.

