



Fairlie District Promotions Association

The Fairlie District Promotions Association Inc. was established in 2006. It is a not for profit Incorporated Society that operates in accordance with rules (available on request). The group's activities are funded by member subscriptions and occasional grants for special projects.

Objectives

- To promote the Fairlie district as a place to visit, live and do business;
- To promote community and business events;
- To support members through information sharing, collaboration and promotional activities.

Benefits of Membership

- Advertising opportunities on fairlienz.com; including standard and premium business listings and event promotion;
- Advertising on Fairlie's tourist map – standard listing and large placement listing opportunities;
- Members-only newsletter;
- Additional promotional activities.

Website: fairlienz.com

Fairlienz.com ranks number one in search rankings for Fairlie in New Zealand and provides excellent advertising value.

Visitor Overview

2013	11,242 unique visitors, 25,156 total visits
2012	11,179 unique visitors, 20,350 total visits
2011	8,872 unique visitors, 16,367 total visits

Website visitors came from 98 countries, the top six countries were: New Zealand, Australia, US, UK, Canada and South Africa. The most popular pages were Home, Webcams, Accommodation, The Accessible, Activities, and Events

The website design was refreshed in 2013 and a mobile-friendly design was also implemented. The Association is committed to building the content and maintaining the quality of the website, including working with the Fairlie community to develop the community pages.

Tourist Map

The tourist map assists visitors when they arrive in the town. The map is available to all business, shops and accommodation providers to give to their customers. The map is used by visitors to find activities in the area and its main purpose is to show visitors what they can do in the area to encourage them to stay for a while.

Special Projects

Special projects are undertaken from time to time.