

How to use the Kāpiti Destination Story

The Kāpiti Destination Story is a comprehensive toolkit made up of our positioning statement, images, videos, infographics, case studies, and narratives.

These assets are free to use, and along with the story narrative, will help the Kāpiti community to stand strong in our sense of self.

The Kāpiti Destination Story presents a compelling and authentic overarching narrative which provides the connecting thread to our themed stories aimed at supporting our local identity, pride, and profile in Aotearoa New Zealand, and internationally.

Along with the assets included in the toolkit, anyone can use the words within the key pillar stories to support their own business.

Why do we need to tell our stories?

Participation is key. We need to be consistent in how we present our district, so using this overarching narrative connects the industry together.

How to maximise your impact?

Leveraging partner content, social comments from visitors and residents, online reviews, and other organic validation is vital – and defining our story in terms that could come from the community – not a brand agency – will allow us to incorporate these materials in a natural and seamless way. Not everything will be relevant to you – just use what is.

How can I use it?

Our assets and resources are provided to support the visitor sector. This digital hub contains a raft of resources for local businesses wanting to leverage tools, and for in bound trade tourism operators looking to see what Kāpiti can offer their customers, through to media teams wanting to showcase the region.

Get in touch

If you have any questions or want to discuss any media opportunities, please get in touch with Bronte Higgs, Tourism and Marketing Manager.

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