

Elisabeth Easter, journalist

As a journalist, I have found Steph and Anika from Blah Blah Marketing both dreams to work with. When they create itineraries for travel stories, they think of everything and ensure every eventuality is planned for. As a compiler of events listings, they know precisely what to send me and when to send it, leaving plenty of time to account for deadlines. They really understand what I need and provide it.

From the first time they invited me up to do a travel story, I think it was the Twin Coast Cycle Trail for AA Directions, I knew I was dealing with professional, capable and really efficient people. As a travel writer, I've experienced a variety of itineraries and marketing approaches from around the world, and Blah Blah are at the top of their game.

Since that first trip, Anika and Steph have arranged other Twin Coast adventures for me - I love that ride so much, I like to do it again every time a new bit is added - and because they know the product so well, every time I've been given an entirely new experience and it's always the absolute right fit for the publication whether it's the Virgin Airlines magazine Voyeur, The NZ Woman's Weekly or The New Zealand Herald.

They've also arranged itineraries where I've brought kids, and they really understand what family travelers are into, from the Russell Birdman Festival - lively loons leaping off the wharf - to parasailing which is just the dreamiest thing to do. I've also done tasters of various tracks on the BOI Walking Weekend Itinerary, including Cape Brett, and The Duke's Nose above Whangaroa Harbour, both utterly phenomenal and made better by Anika and Steph providing the right guides and accommodation. They really know how to sell Northland without making it feel like it's a sales pitch. Anika and Steph have also put me in touch with some of the neatest people, they've arranged the most delicious food and wonderful lodgings.

I couldn't recommend Anika and Steph from Blah Blah highly enough and I look forward to working with them again in the future - they know Northland, they love Northland and they're great fun to work with.