

MUST-DO's – Cycling

Nga Haerenga The New Zealand Cycle Trail

Journeys: off-bike experiences in addition to each cycle trail

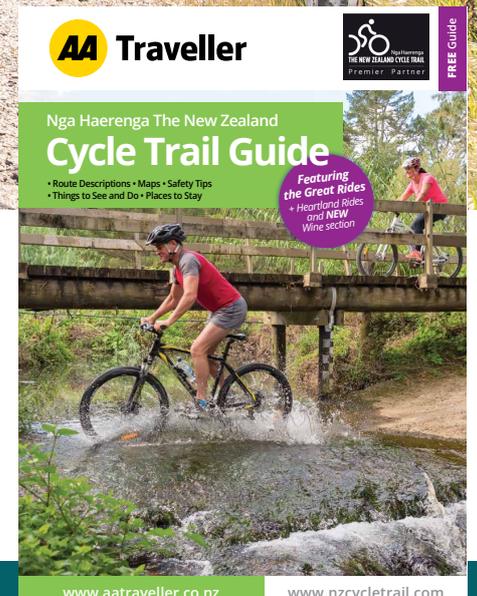
NEW
for **2019**



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- Cycle Trails are destinational – last year **63%** of total trail users are visitors to the area and **81%** are visiting the area **only or mainly because of the cycle trail** (this covers all 22 Great Rides overall)
- Cycle Trail Users - Male **54%** versus Female **46%**
- Cycle Trail Users are predominantly **40 years plus** – 84% are over 40 years, 21% are 40-49, 31% are 50-59, 23% are 60-69
- Nights stayed over the last 12 months average **3 nights** for all trails
- Visitors who participate in cycling spend more and stay longer
- **90%** of Trail Users are from New Zealand and **5%** from Australia

*Source - Nga Haerenga The New Zealand Cycle Trail Inc. National Survey 2018



75,000
copies distributed

ST JAMES Cycle Trail

MALING PASS CAR PARK to ST JAMES HOMESTEAD

1-2 days | 64km

Take in the best of the high country on this scenically stunning trail that explores the iconic St James Station, near the alpine spa village of Hamner Springs.

Trail Info: 1-2 days, 64km

Trail Grade: Maling Pass Car Park to Hamner Springs (Grade 3 - Intermediate), Hamner Springs to Saddle Spur Bridge (Grade 2 - Beginner), Saddle Spur Bridge to Scotts Hut (Grade 2 - Beginner), Scotts Hut to St James Homestead (Grade 2 - Beginner), Homestead to Hamner Springs (Grade 2 - Beginner).

Look out for: Thermal indulgence, Noble phone coverage, Mobile phone coverage, Drinking water, Amenities, Accommodation, Camping, Shelter, Fuel, Transport, Accommodation, Main highway.

MAP LEGEND

- Green line: Optional route
- Red line: Trail route
- Blue circle: Point of interest
- Red circle: Start / Finish point
- Blue circle: Camp
- Blue circle: Shelter
- Blue circle: Fuel
- Blue circle: Transport
- Red circle: Accommodation
- Red circle: Main highway

Trail Info: 1-2 days, 64km

Trail Grade: Maling Pass Car Park to Hamner Springs (Grade 3 - Intermediate), Hamner Springs to Saddle Spur Bridge (Grade 2 - Beginner), Saddle Spur Bridge to Scotts Hut (Grade 2 - Beginner), Scotts Hut to St James Homestead (Grade 2 - Beginner), Homestead to Hamner Springs (Grade 2 - Beginner).

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TASMAN'S GREAT TASTE Trail

Nelson Round Trip

3-5 days | 159km

Much more than just a cycle trail, this is an adventure for mind, body and palate. Not only is the scenery so beautiful it's hard to keep focused, there's a multitude of places to stop and enjoy outstanding food and wine, stay the night, take a dip in the sparkling sea or browse the galleries.

Trail Info: 3-5 days, 159km

Trail Grade: Abel Tasman National Park (Grade 3 - Intermediate), Nelson Round Trip (Grade 3 - Intermediate), Nelson Round Trip (Grade 3 - Intermediate).

Look out for: Thermal indulgence, Noble phone coverage, Mobile phone coverage, Drinking water, Amenities, Accommodation, Camping, Shelter, Fuel, Transport, Accommodation, Main highway.

ADVERTISING RATES

MUST-DO'S - CYCLING	PRICE
Double Page Spread	\$9,795
Full Page	\$4,995
Half Page	\$2,595
Quarter Page	\$1,595
Eighth Page	\$850
Outside Back Cover	+25%
Inside Front Cover	+15%
Special positioning	+5%

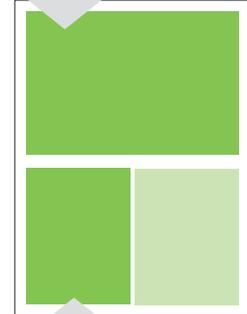
*all rates exclusive of GST

SPECIFICATIONS

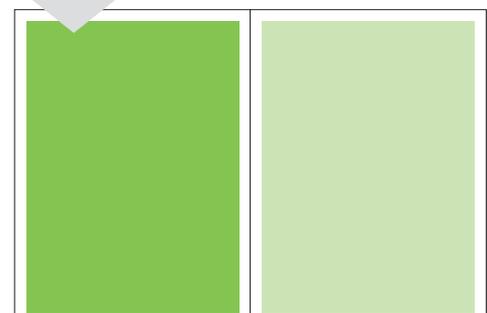
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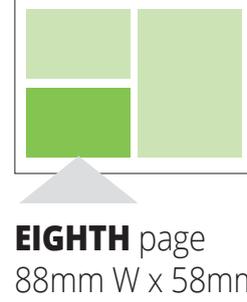
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QUARTER page
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Arranged by region, the guide includes **detailed descriptions** of all 22 Great Rides and a selection of connecting Heartland Rides. An exciting new feature is the addition of specifically considered **journeys**. These will be added to the editorial content for each Great Ride throughout the guide. The concept for these journeys is 'biking plus'; while you're here, experience a rail journey, a walk, a road trip, a kayaking adventure or a boat trip.



A **trail map** and New Zealand Cycle Trail grading for each ride



Information on **tourism activities** and **places to stay** while in the area.



Road safety tips for both cyclists and drivers



Nationwide distribution via AA Centres, i-SITES, selected bike shops, accommodation, attraction and cycle experience providers



Each of the great rides, together with maps and supporting information, will be available as **downloadable content** from <https://goo.gl/fvqkib>

Visitors who participate in cycling spend more & stay longer

Average Spend Difference



\$4,900

vs \$3,900
all holiday visitors*

Average Length of Stay

33
nights

vs 16 nights
all holiday visitors*

*Source: Tourism New Zealand