

Want to be included in our **Must-Do's – Cycling** Nga Haerenga The NZ Cycle Trail Guide?



- Great Rides
- Heartland Rides
- Route Descriptions
- Maps
- Safety Tips
- Things to See & Do
- Places to Stay
- AA Traveller App

What are you waiting for?

Be part of our 'Must-Do's – Cycling, Nga Haerenga The New Zealand Cycle Trail' guide, a complete cycling guide that provides an insight into each trail 'like no other'.

75,000 copies are printed ready for distribution in July 2020 and circulated throughout New Zealand to Information Centres, i-SITES, AA Centres, Airports, Accommodation Providers, Tourist Attractions and more.

Our updated list of rides
including all New Zealand's
Great Rides

75,000 copies distributed each year...

Featuring
**UPDATED
TOP
TRAILS!**



Cycle Trails are destinational – In 2018, **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)

KEY INFORMATION



Arranged by region, the guide includes **detailed descriptions** of all 22 Great Rides and a selection of connecting Heartland Rides.



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>



Your advert will be repeated in the digital ebook on issuu.com/aatraveller and will be displayed **FREE OF CHARGE** for up to 12 months. All website/email links are interactive and link to an advertiser's website/email. The ebooks were first loaded on issuu.com on May 2019 and as at 4 December 2019 have received 10,000 reads.



Visitors who participate in cycling spend more & stay longer

Average Length of Stay

33
Nights*

Average Spend Difference

\$4,900
vs \$3,900
all holiday
visitors*

*Source: Tourism New Zealand



Cycling is a popular activity and enable visitors to **experience our landscapes and scenery**. On average visitors who participate in cycling spend **\$4,900** and stay **33 nights**.



“ **More than 1.3 million people have used New Zealand Great Rides*** ”

Remutaka Cycle Trail © Caleb Smith

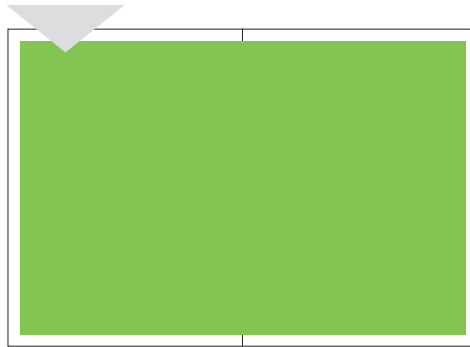
ADVERTISING RATES

MUST-DO'S - CYCLING	PRICE
Double Page Spread	\$9,795
Full Page	\$4,995
Half Page	\$2,500
Quarter Page	\$1,425
Eighth Page	\$850
Template	\$445
Outside Back Cover	+25%
Inside Front Cover	+15%
Special positioning	+5%

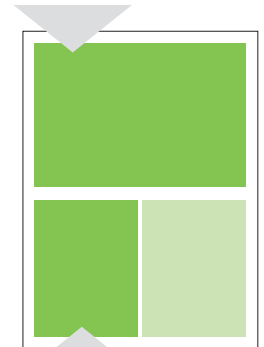
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SPECIFICATIONS DISPLAY ADVERTISING

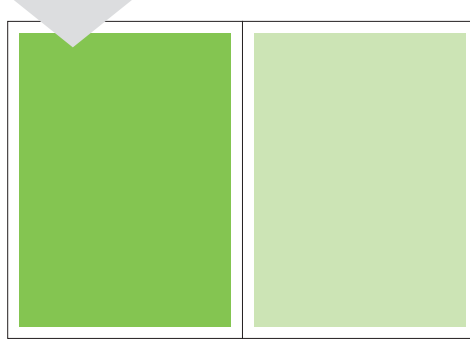
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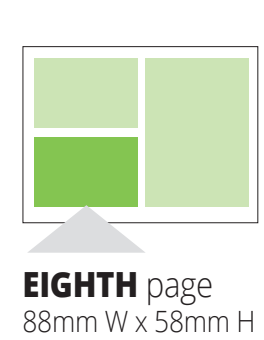
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TEMPLATE Includes:

- Establishment name and contact details
- 35 words of text
- Photo or business logo
- Up to 3 affiliated logos
- Qualmark logo if applicable

List of Must-Do's – Cycling

Nga Haerenga The NZ Cycle Trail

NORTH ISLAND TRAILS

Twin Coast Cycle Trail
Hauraki Rail Trail
Waikato River Trails
Te Ara Ahi – Thermal by Bike
Motu Trails
The Timber Trail
Great Lake Trail
Mountains to Sea Trail
Hawke's Bay Trails
Remutaka Cycle Trail

HEARTLAND TRAILS

Far North Cycleway
Kauri Coast Cycleway
Kaipara Missing Link
Rere Falls Trail
Forgotten World Highway
Manawatu Cycleway
Hurunui Trail
Molesworth Muster
Rainbow Trail
Southland Traverse

SOUTH ISLAND TRAILS

Queen Charlotte Track
Coppermine Trail (formerly Dun Mountain Trail)
Tasman's Great Taste Trail
The Old Ghost Trail
West Coast Wilderness Trail
St James Cycle Trail
Alps 2 Ocean Cycle Trail
Otago Central Rail Trail
Roxburgh Gorge Trail
Clutha Gold Trail
The Queenstown Trail
Around the Mountains Cycle Trail