

**Nga Haerenga, The New Zealand Cycle Trail
Product Directory Prospectus 2012/2013**



Photo: Hawke's Bay Trails

**PROMOTING 'NEW ZEALAND'S PREMIUM
CYCLE TOURISM EXPERIENCES' TO THE WORLD**



Photo: Hawke's Bay Trails

This product directory of premium cycle tourism experiences will provide two types of information to a wide range of international tour wholesalers and agents as well as other travel influencers such as visiting media:

- Cycle trail information: location, terrain type, trail length, likely completion date and trail highlights for each of the 18 Great Rides funded under Nga Haerenga, The New Zealand Cycle Trail and the ever popular Otago Central Rail Trail.
- Comprehensive product information: for businesses offering cycling itineraries, tours, accommodation, transport and other visitor experiences that are able to be pre-booked by international tour wholesalers and agents including offering commissions – these products must relate directly to the 18 Great Rides under Nga Haerenga, The New Zealand Cycle Trail and the Otago Central Rail Trail.

Please note: This year's Product Directory is only open to Official Partners of the cycle trails mentioned above. For more information on the Official Partner Programme and the contact details for each trail please click on the following link: <http://www.nzcycletrail.com/big-idea/nzct-official-partner-programme>



DISCLAIMER: This map is for illustrative purposes only and does not intend to be accurate. Nga Haerenga, the New Zealand Cycle Trail project does not accept any liability for any inaccuracies or any decisions made based on this map.



Photo: St James Trail

Cycle trails that are part of the New Zealand Cycle Trail and Official Partner businesses operating experiences along these trails are invited to participate in this Product Directory designed to position New Zealand as a compelling cycle touring and mountain biking destination.

Primary target audiences of the Product Directory include:

- Tour wholesalers looking for new products at TRENZ (Tourism Rendezvous New Zealand) 2012
- The New Zealand Cycle Trail database of contacts including international and domestic media
- Travel trade and media searching for up to date cycle trail information on the official website www.nzcycletrail.com
- Tourism New Zealand's offshore offices
- International trade contacts of the Regional Tourism Organisations (RTOs).

Other uses of the Product Directory are likely to be:

- As a briefing document for Tourism New Zealand's International Media Programme (IMP) including providing story angles and high quality images for visiting media
- As a sales training tool for i-SITes around New Zealand.

“*The main reason that international tour wholesalers attend TRENZ is to learn about new tourism experiences that are relevant to their clients.*”



Photo: John Dunn

PRODUCT DIRECTORY FORMAT

The Product Directory will again be produced for electronic distribution as a PDF file able to be emailed and displayed on relevant websites. The PDF version of the Product Manual will be presented to tour wholesalers and media at TRENZ 2012 on a USB flash drive.

Electronic versions may also be adapted for different uses e.g. for consumers and media to see the information without any reference to trade commissions as well as regional versions able to be used by RTOs.

Click here to view the current copy of the New Zealand Cycle Trail Product Directory that has been developed as an easy to use electronic PDF file: <http://www.nzcycletrail.com/node/272>





Photo: Te Ara Ahi Thermal By Bike

BENEFITS OF FEATURING YOUR COMPANY / EXPERIENCES

The Product Directory will:

- 1) Demonstrate a new “critical mass” of cycling experiences around New Zealand as well as promoting those businesses that are already able to offer visitor experiences along cycle trails that are pre-bookable.
- 2) Provide a cost effective promotion to tour wholesalers and inbound tour operators at TRENZ in Queenstown in May 2012.
- 3) Offer the ability for tourism businesses to sell their products directly to international tour wholesalers and agents interested in their products.
- 4) Provide one source of information on the new cycle trails and cycle tourism experiences to help cross-sell trails and experiences in other regions leading to greater inclusion of New Zealand product in international travel agent itineraries overall.
- 5) Build your profile with Tourism New Zealand as the Product Directory will also be presented to staff in their offshore offices and to members of their International Media Programme team.
- 6) Allow tourism businesses to align their content in the Product Directory with their trade information displayed on Tourism New Zealand’s trade website. (www.newzealand.com/trade).




MOUNTAIN BIKE STATION

The Mountain Bike Station has a reputation for providing high quality equipment, a personal service and knowledgeable guides. Experience the Mountains to Sea stretch of the National Cycleway with one of the Ruapehu and Whanganui regions' premier activity providers.

The Mountain Bike Station offers a selection of packages traversing two iconic National parks with outstanding scenery and rich cultural, historical and natural heritage. The packages are suitable for couples, families and small groups who wish to have personalized, private and truly unique experience.

Itineraries can be fully customized by our experienced guides to suit individual group interests and requirements.

Contact Details:
Name(s): Jane and Darren Gamble
Phone: +64 6 3858 797
Address: 60 Thames Street, The Junction, OHAKUNE
Email: mtbstation@stationlodge.co.nz
Website: www.mountainbikestation.co.nz




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MOUNTAINS TO SEA CYCLEWAY

Adrenaline-pumping mountain descents, leisurely forest trails, exhilarating jet boat rides and peaceful canoe paddling combine to make this an unforgettable journey through a land rich in history and natural beauty.

Day One: Your journey begins high on the slopes of Mount Ruapehu and descends 1000m in just 17km to the township of Ohakune. From here it's on to the Ohakune Coach Road, an historic route through native forest and past the spectacular Hapuwamurus viaduct. Along the route your guide will explain the history of the trail, which played an important role in the development of New Zealand's railways. Finish the day with a barbeque at the 1906 Station Master's House in Ohakune.

Day Two: The day begins at the summit of the Ruaiti Road for another great downhill run and continues on through the beautiful Ruaiti Valley. Spend your evening in Waterfall Mountain, an authentic and remote old western town with plenty to explore.

Day Three: Cycle the Bridge to Nowhere trail, one of New Zealand's best day rides, offering amazing scenery, rich history and a fantastic track maintained by the Department of Conservation. Your guide will relate the fascinating history of the failed attempt at back country pioneering by returned World War I servicemen and their families. At the end of the trail you will be met by the jet boat to transport you down the Whanganui River to your accommodation.

Day Four / Five: Take the jet boat or paddle a canoe down the pristine waters of the river to Pipiriki. From here you can return to Ohakune or cycle the Whanganui River Road, finishing your trip in Wanganui. Relax for the evening in luxury accommodation in either Ohakune or Wanganui.

Package Includes: Accommodation, all meals, transportation of luggage and equipment, bike hire and guide.

ENTER PRICING DETAILS:

Retail Price:	\$2,800 – \$3,100 per person
Commission Rate:	20% to wholesale travel companies
Duration:	4-5 days
Group Size:	Minimum 2 – Maximum 10

Note: Prices valid to 30 September 2012 inclusive of GST.

MEDIA ANGLE

The Mountains to Sea trail is part of the National Cycleway, a project linking together the greatest cycle routes in the country. The diverse trail environments also provide a chance to encounter a great range of New Zealand's wildlife.

The trail is easily achievable by most people of average fitness and a support vehicle is on hand to assist in more difficult areas.

The elements of this package are also available as day rides. Please contact us for more details.



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Sample layout of information

PARTICIPATING IN THE PRODUCT DIRECTORY:

To participate in the 2012 / 2013 Product Directory please register your interest before 5.00pm on Friday 2 March 2012 by emailing Craig Wilson: craig@qualitytourism.co.nz or phoning 027 241 0549.

Fees are:

- Official Partners wishing to promote their itineraries or products via a double page feature including details of one itinerary or product: \$250 + GST.
- One FREE additional page is also available for Official Partners to feature packages or itineraries showing how visitors can enjoy one, two, three day or longer duration itineraries.
- Additional pages i.e. more than three pages: \$125 + GST per page (for up to 5 pages per business).

Registrations are due by 5.00pm on Friday 2 March 2012.



www.nzcycletrail.com

