

Small & Affinity Group Travel

Shareable social assets – suggested copy



**100% PURE
NEW ZEALAND**

To make our ready-to-use social assets even easier, we've provided suggested copy to accompany your feed posts. Simply copy and paste!

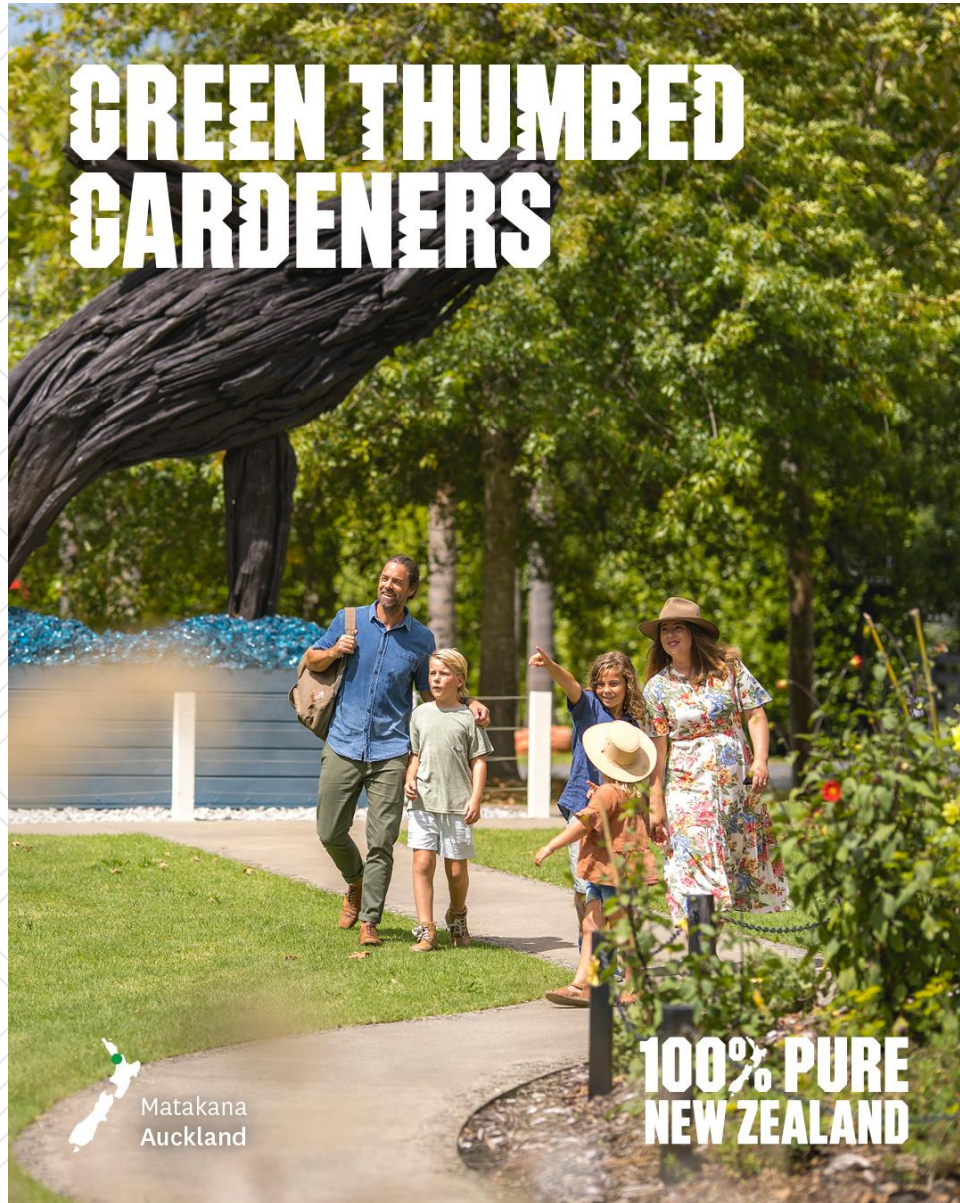
Group tours

Suggested copy: From epic landscapes and incredible food to authentic Māori culture and iconic activities, discover all this and more on a small group or affinity tour to New Zealand. Enjoy flexibility, personalized experiences and the chance to make new friends.



Gardens

Suggested copy: Embark on a botanical journey through New Zealand from a whimsical sculpture garden to historic castle grounds. Visit outstanding green spaces filled with native plants and seasonal blossoms on a small group gardens tour of New Zealand.



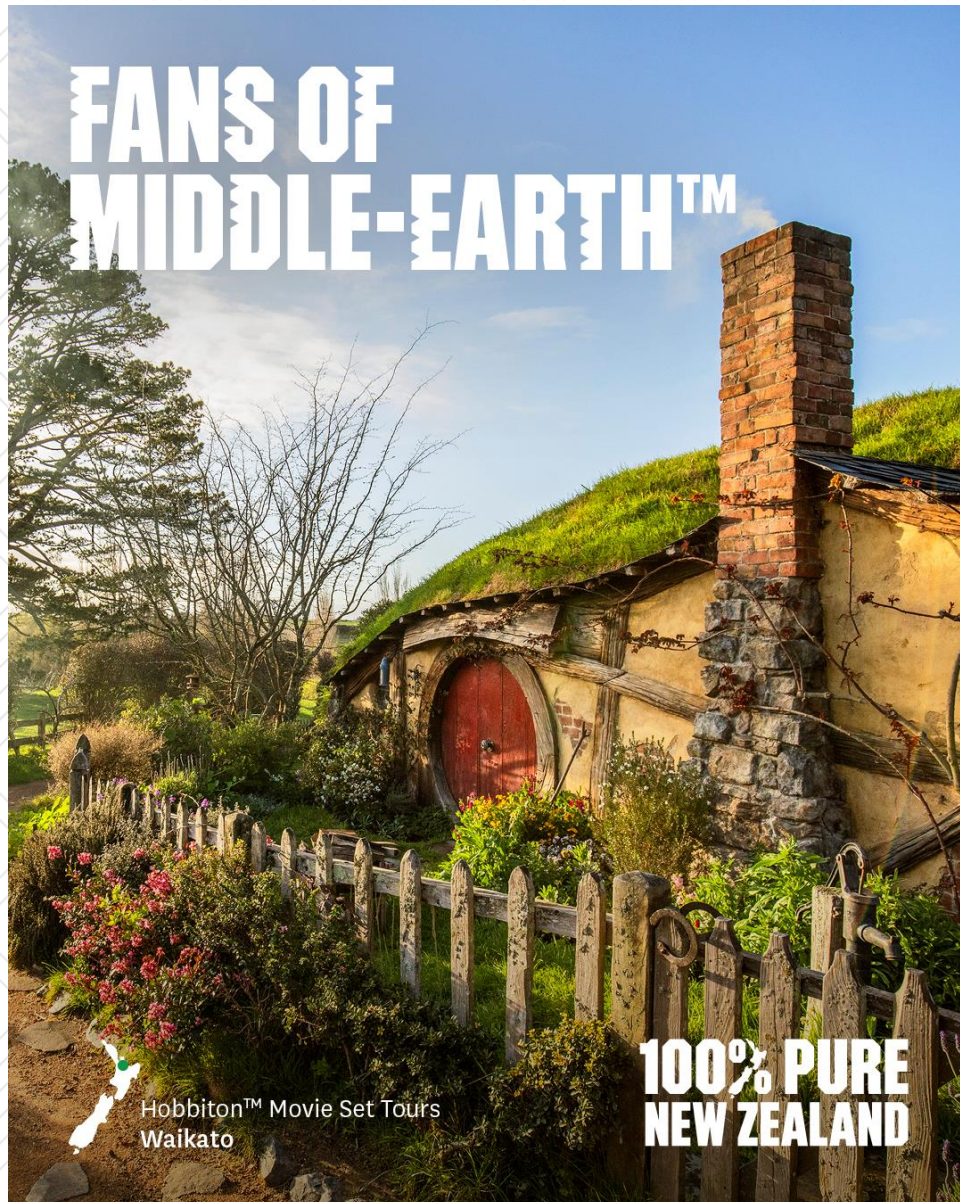
Wine

Suggested copy: From sauvignon blanc to pinot noir, New Zealand has a well-deserved reputation for producing exceptional wines. Indulge in guided wine tastings and enjoy genuine hospitality during a small group wine tour of New Zealand.



Middle-earth™

Suggested copy: Discover cinematic magic while exploring the filming locations and attractions from the movie trilogies, The Lord of the Rings and The Hobbit. Follow in the footsteps of Frodo and Bilbo during your next small group tour of Middle-earth™ ... otherwise known as New Zealand!



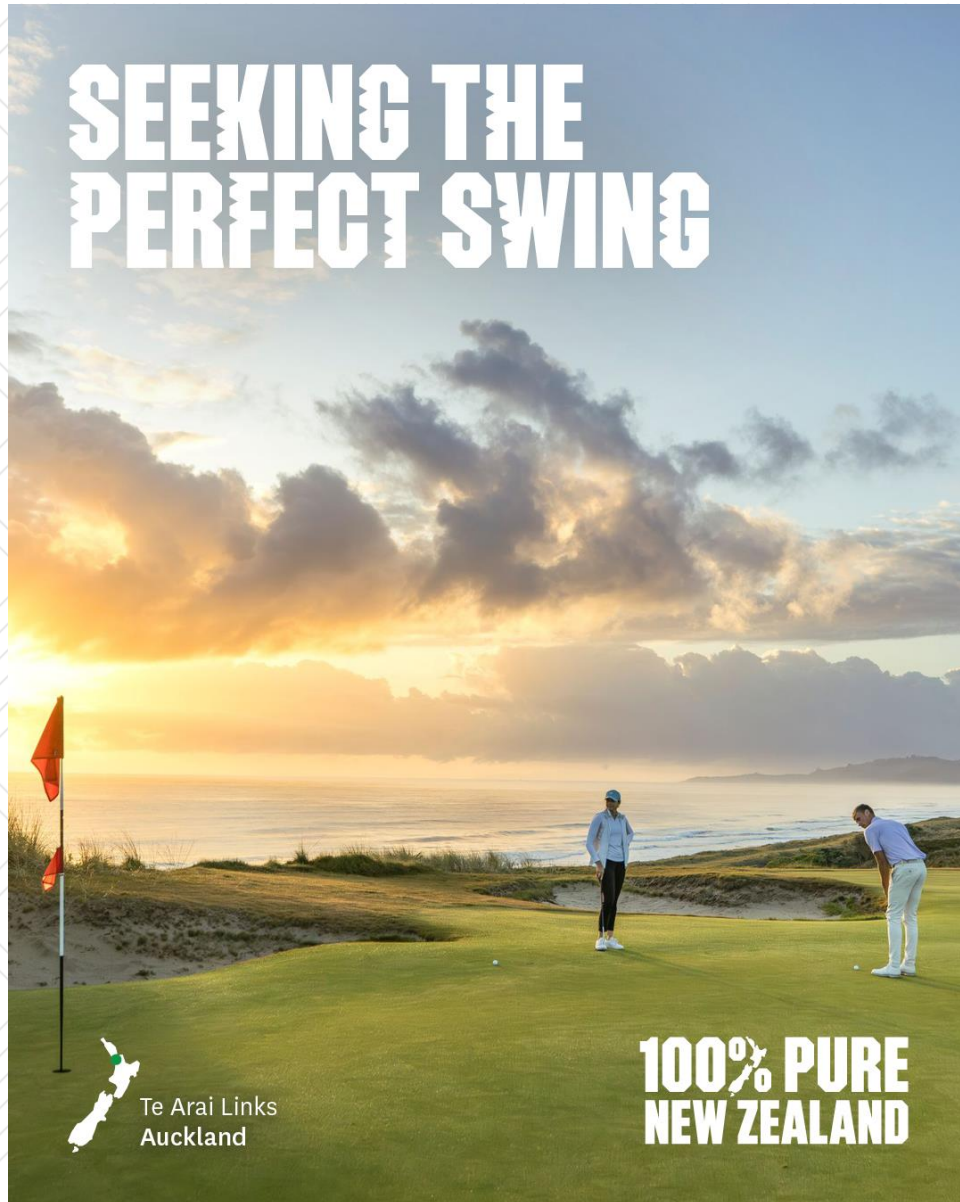
Cycling

Suggested copy: From alpine tracks to coastal routes, discover the best of New Zealand by bike. With exciting off-trail activities, plentiful accommodation and delicious food and wine, New Zealand is an excellent choice for your next small group cycling vacation.



Golf

Suggested copy: From internationally recognized courses to local clubs, what sets New Zealand's golf courses apart is their scenic locations – think coastal links and alpine fairways. Tee off at these must-play courses during a small group golfing tour of New Zealand.



Trail running

Suggested copy: Lace up your running shoes and sign up for one of New Zealand's most spectacular running events. And after you've crossed the finish line, soak in hot pools and dine on delicious local cuisine... which can all be arranged as part of a small group tour.



Bird watching

Suggested copy: New Zealand is home to unique manu (bird) species not found anywhere else, including the world's smallest penguin and the world's only alpine parrot. Have your binoculars ready when traveling the country during a small group bird watching tour.

A photograph of a person's hands gently holding a fluffy, brown kiwi bird in a forest. The background is a soft-focus green forest. The text 'BACKYARD BIRD WATCHERS' is overlaid in large, white, bold, sans-serif capital letters in the upper left. In the bottom left, there is a small logo of New Zealand with a green dot, followed by the text 'Ōtorohanga Kiwi House Waitomo'. In the bottom right, the text '100% PURE NEW ZEALAND' is written in white, bold, sans-serif capital letters.

BACKYARD BIRD WATCHERS

Ōtorohanga Kiwi House
Waitomo

**100% PURE
NEW ZEALAND**

Multi-generational

Suggested copy: Reconnect and make memories together on a family vacation to New Zealand where there's endless whānau (family) fun to be had no matter what your age. Kids, parents and grandparents are sure to enjoy spending quality time together on a small group tour.



Rail journeys

Suggested copy: All aboard New Zealand's trains! Sit back, relax and look out your window at vibrant cities, sky scraping mountains, rugged coastlines and rolling farmland. And let someone else do the organizing when you sign up for a small group tour.

