

**100% PURE
NEW ZEALAND**

traveltrade.newzealand.com

**CAMPAIGN
GUIDELINES**

2025

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WELCOME

Haere Mai Welcome

**Kia ora, haere mai,
and welcome.**

We're pumped to share with you our latest strategy to tap into a rapidly-growing trend of active tourism.

With the world seeking ways to reconnect with themselves through movement, we are well placed to welcome them and help them explore this beautiful place.

Aotearoa New Zealand, with its diverse trails, terrains, breathtaking landscapes and rich cultural heritage, offers unparalleled experiences and a multitude of unforgettable options for anyone who wants to get active.

We've created these campaign guidelines to help you share with your customers, what we believe to be, the world's unrivalled active retreat. If they want to run, walk, hike, or bike, there is no better place than New Zealand.



A photograph of three people mountain biking on a dirt trail through a forest. The person on the left is in the foreground, wearing a blue long-sleeved shirt and a brown helmet. The person in the center is further back, wearing a dark jacket and a black helmet. The person on the right is in the foreground, wearing a grey long-sleeved shirt and a black helmet. A small child wearing a blue helmet is also visible on the trail in the background. The forest has many trees and green ferns.

OUR AMBITION

Make New Zealand the most famous,
desirable and bookable destination for
running, walking, hiking, and biking on earth.

The Idea

ACTIVE ESCAPES, NEW ZEALAND

With its diverse trails, terrains, breathtaking landscapes and rich cultural heritage, Aotearoa New Zealand has the potential to offer unparalleled experiences for runners, walkers, hikers and cyclists seeking both challenge and connection.



Why Aotearoa New Zealand?

An active holiday in New Zealand offers:

- 1. Physical rejuvenation**
Running, walking, hiking and biking in stunning, unspoilt landscapes.
- 2. Mental clarity**
Providing connection to nature, fresh air, and wide-open spaces.
- 3. Cultural enrichment**
Through tiakitanga (guardianship of the people, place, and culture) and manaakitanga (hospitality, kindness and generosity) visitors will also find a deeper connection to our people and place.
- 4. A breadth of experiences**
From everything experienced within the trail, to everything following - nourishing seasonal cuisine, experiences to support recovery and relaxation to create a holistic ‘active’ itinerary.
- 5. A deeper sense of purpose**
With the unique and unspoilt landscapes, visitors will do more than just sightsee, but experience self-discovery and betterment.

This presents New Zealand as a unique destination, allowing travellers to reconnect with their senses, themselves, the world and the people around them.



CAMPAIGN APPLICATION

Key Messages

- Aotearoa New Zealand, with its diverse trails, terrains, breathtaking landscapes and rich cultural heritage, offers unparalleled experiences and a multitude of unforgettable options for anyone who wants to get active.
- New Zealand’s temperate climate is comfortable for year-round outdoor exploration and active holidays.
- New Zealand was the home of recreational running. The first ever run club was started by Arthur Lydiard in 1962. He believed in the restorative powers of people moving in nature.
- We offer as much for rest and recovery as we do for active adventure with a variety of rejuvenating experiences and accommodation located near the trails.
- New Zealand’s size and varied terrain means everything is easily accessible. Visitors are never far away from a major town or city.
- We’re as much about place as we are pace, so there is something for everyone. We have events and trails to suit most abilities and fitness levels, and always surrounded by epic scenery.



Messaging Guide

Playing the percentages

Our global campaign invites visitors to find their 100% Pure New Zealand. Positioning Aotearoa New Zealand as a place to reconnect with your senses, yourself, the world, and the people around you, in a way that brings a unique sense of fulfilment.

This campaign is to appeal to the active visitor. Whether it's running, walking, hiking, or biking, we should talk to this audience in a voice that feels upbeat, energetic, motivated and insightful.

Our story isn't just in the activity though, what makes us special is the combination of activity and amazing landscapes. Activity and unique recovery. Activity and cultural connection. Activity and a deeper connection. We are not offering just a run or simply a bike ride, we offer transformative experiences.

Activity + view

- 20% breathless
- 80% breathtaking

Activity + food

- 40% earned it
- 60% worth it

Activity + view

- 10% Pace
- 90% Place

Activity + location

- 20% Altitude
- 80% Attitude



Itinerary Criteria

Option 1:
Include one of the following Hero Running Events

Running, walking, hiking and biking in stunning, unspoilt landscapes. These events have been selected for their ability to attract international participants and their strong potential for future growth.

- First Light Marathon, Gisborne (January)
- Northburn100, Central Otago (March)
- Faultline Ultra, Wellington (April)
- Hawke’s Bay Marathon (May)
- Run the Forest, Rotorua (August)
- Murrell Race Tekapo, Mackenzie (September)
- Coastal Five, Taranaki (November)
- The Spectacle, Nelson (December)

Use the following guidelines to create Active New Zealand itineraries and packages for your customers. Choose option one, two, or a mix of both using your preferred product.



Example itinerary: The Spectacle, Nelson

Day 1: Nelson

Arrival in Nelson. Stretch the legs along the waterfront, or take an e-bike ride with Nelson Cycle Hire and Tours, then enjoy a pre-race dinner at one of the city’s award-winning eateries.

Day 2: Nelson

Race day: The Spectacle.

Day 3-4: Abel Tasman

Travel to Abel Tasman National Park. Enjoy swimming and leisurely hikes along the Abel Tasman Coast Track. Stay in boutique accommodation.

Day 5: Nelson

Start the morning with a gentle kayak adventure and hike with Wilsons Abel Tasman and then return to Nelson.

Option 2:
Design a BESPOKE Active New Zealand itinerary

Follow this formula to develop itineraries to promote and book active New Zealand trips.

50% Active

At least half of the itinerary includes product for your clients to run, walk, hike or bike.

50% Immersed

Half of the itinerary includes recovery product, such as hot pools, nourishing cuisine, cultural experiences or immersing in nature.



Example itinerary: 5 Days South Island Pace & Pause

Day 1: Christchurch

Arrival in Christchurch. After hotel check-in embark on a Kai Safari walking tour with Amiki Tours.

Day 2: Christchurch

Soak in the spectacular coastal views on a guided Crater Rim Walk (including transfers). Back in the city, refuel at a local eatery along the trendy Avon River precinct.

Day 3: Hanmer Springs

Travel to Hanmer Springs, stopping enroute at award-winning wineries in the North Canterbury Wine Region. Soak in the tranquil waters of Hanmer Springs Thermal Pools.

Day 4: Kaikōura

Travel to Kaikōura and head out on the water with Whale Watch Kaikōura to spot giant sperm whales and playful marine life.

Day 5: Christchurch

Take a morning stroll along the Kaikōura Peninsula Walkway before returning to Christchurch.

Key Running Imagery

Here is a selection of running images to help you promote running in New Zealand and boost bookings for active itineraries.

From epic trail runs and marathon events to leisurely beachside jogs, this selection features a variety of locations, terrains and fitness levels.

[Access running imagery](#)



Key Hiking and Walking Imagery

Here is a selection of walking and hiking images to help you promote active New Zealand itineraries.

From guided coastal walks and challenging ascents with rewarding views to gentle nature strolls, this selection highlights a variety of landscapes and fitness levels.

[Access hiking imagery](#)



Key Cycling Imagery

Here is a selection of biking and cycling images to help you promote active New Zealand itineraries.

From world-class mountain biking trails to easy rides among the vines, this selection covers a range of terrain and fitness levels.

[Access cycling imagery](#)



Key Recovery Imagery

Here is a selection of incredible recovery experiences across New Zealand to help promote holistic, active itineraries.

From geothermal pools and nourishing cuisine to stunning accommodation near trails, this selection showcases experiences suited to a range of travellers.

Access recovery imagery



100% Pure New Zealand Specialist Programme

A compelling campaign-specific advanced course designed for travel sellers, built from the latest consumer and industry insights.

Sign up / Log in

ACTIVE ESCAPES, NEW ZEALAND

This course will help you share with your customers what we believe to be, the world’s unrivalled active retreat. If they want to run, walk, hike, or bike, there is no better place than Aotearoa New Zealand.

- 5 micro-modules that take 3-5 minutes to complete
- Active and recovery product suggestions
- Travel seller resources and tools included
- Learn on-demand and on any device
- Receive a course summary to your inbox



Active Escapes

Aotearoa New Zealand, offers unparalleled experiences and a multitude of unforgettable options for anyone who wants to get active. This module explains what an active holiday in New Zealand entails and why it is a key driver for potential visitors.

Time expected: 3 minutes

Get set, go!

NGĀ MIHI

Please contact us for questions, queries or comments:
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