

**100% PURE
NEW ZEALAND**
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AN INTRODUCTION TO AOTEAROA NEW ZEALAND



THERE'S A COUNTRY WHERE THE UNFATHOMABLE EXISTS

Glide above snow-capped peaks. Sail between tropical islands. Dip into natural hot springs. Hike through forests to alpine lakes. Tour top-tier wineries and taste unique cuisine. Experience storied culture. Scale volcanoes and dive deep under the sea.

What sounds like a jet-setting dash from continent to continent, is really all achievable in one holiday to Aotearoa New Zealand. Our Pacific nation encapsulates the best of the planet's diverse landscape and joys, which is what makes it a destination unlike any other.

New Zealand truly is a place that's out of this world. Selling a trip to Aotearoa is made easier with all that we have to offer.

Take a look and be inspired.

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Clarke Glacier, Canterbury

GETTING AROUND



New Zealand has an extensive domestic air network. Passenger ferries connect the North and South islands. The journey between Wellington and Picton takes approximately three and a half hours.

New Zealand's great train journeys travel through remote national parks, over braided river valleys and alpine passes and along rugged coastlines.

Self driving is an excellent way to explore New Zealand. Most international rental vehicle companies have depots throughout New Zealand. It is important your clients familiarise themselves with New Zealand's unique driving conditions.

Find out more at nzta.govt.nz



WHEN TO GO

New Zealand is great any time of year but every season has its perks.



Cathedral Cove, Coromandel

SUMMER (Dec – Feb)

Summer is the most popular time to visit New Zealand. The weather's warmest but it's also the busiest time as Kiwis make the most of the sunshine and Christmas break.

AUTUMN (Mar - May)

For sunny days, with fewer crowds, the best time to go to New Zealand is in autumn. From March to May the weather is still reasonably warm but the crowds have thinned out.

WINTER (Jun - Aug)

Winter in New Zealand is the best time to visit for snow sport enthusiasts. With a light dusting of snow, Queenstown and the Central Plateau transform into winter wonderlands.

SPRING (Sep - Nov)

Despite the chance of rainfall, spring sees warmer days. Enjoy outdoor activities such as hiking or see calves, lambs and daffodils pop up in New Zealand's picturesque green fields.



PLACES TO GO:
NORTH ISLAND

New Zealand's North Island offers lovely island sanctuaries and lively cities with a large helping of culture and history for a truly diverse holiday experience.

In the far north, where two oceans collide and New Zealand's modern history began, you will find **Northland**. It's a story of two coastlines – the rugged west coast is home to ancient forests and unspoiled beaches, whereas the east offers sparkling harbours and sheltered bays where you can dive, fish or just relax in the sun.

Auckland is New Zealand's major international gateway. It is also a lively, cosmopolitan city with a buzzing arts scene, exciting restaurants and nightlife. All this is never far from beautiful islands, native bush and black sand beaches.

A place where Kiwis holiday, **the Coromandel's** coastline reveals hundreds of natural hideaways. It's also home to the famous Cathedral Cove and Hot Water Beach, where beachgoers can be found digging their own private hot pools at low tide. Along the coast, the **Bay of Plenty** lives up to its name – an abundant coastal area known for its long stretches of white-sand beaches, plentiful produce and fresh seafood, and a laid-back vibe.

Continue south-east and you will reach **Tairāwhiti**, the first place in the world to see the dawn and the first landing site for Māori and Europeans. It's also home to high sunshine hours, rolling surf breaks and excellent chardonnay.

Both above and below ground, the **Waikato** is a magical place. The lush rolling hills of the shire beckon visitors to Hobbiton, twinkling galaxies of glow worms can be explored at Waitomo Caves, and the award-winning Hamilton Gardens are well worth getting lost in for the afternoon.

Rotorua is alive – not just with adrenaline activities but geothermal energy that creates an otherworldly wonderland of steaming vents, shooting geysers and colourful mineral pools. The wairua (spirit) of this place is alive in the passionate heart of its people. Manuhiri (visitors) are welcomed and offered rich insight through intricately carved buildings, arts, crafts, concerts and hāngī feasts.



Hannah's Laneway, Wellington

At the heart of the North Island, you'll find **Taupō**, home to the Southern Hemisphere's biggest lake, the thundering Huka Falls and an all-seasons holiday hot spot for trout fishing, watersports and numerous outdoor pursuits.

Across the lake in the **Ruapehu** region, yet more excitement awaits in the UNESCO World Heritage-listed Tongariro National Park – defined by three volcanoes towering over a vast, tussock-covered plateau. Hit New Zealand's largest ski field, go

for a hike, or take to the mystical Whanganui River by jet boat, kayak or canoe.

Halfway between Auckland and Wellington, due west, you'll find **Taranaki**. Taranaki's compact but cool capital, New Plymouth, is the launching pad for adventures in Egmont National Park, with the near-perfect cone of Mount Taranaki at its heart.

Further south, **Whanganui** exhibits a similarly arty side and serves as

the gateway to Whanganui National Park. With landscapes sweeping from the rugged Ruahine and Tararua Ranges and out to the Tasman Sea, **Manawatū** offers a diverse natural playground waiting to be explored.

Hawke's Bay's famed food and wine culture fuels almost every kind of activity there. Whether its exploring artisan farmers' markets, cycling from cellar door to beachside café, or enjoying a degustation menu among the vines. A scenic drive south along the Classic New Zealand

Wine Trail, **Wairarapa** stuns with its spectacular coastlines, big skies and colonial towns – surrounded by fertile soils producing excellent wines and delicious fresh produce.

Surrounded by hills and a sparkling harbour, **Wellington** is a little city with a big heart. A compelling mix of culture, nature and cuisine, it's compact enough to spend the day wandering through hidden laneways, sampling foodie treats, and discovering Aotearoa's stories in museums and galleries.



PLACES TO GO:
SOUTH ISLAND

From wildlife to wineries, glacial valleys to star-filled skies, the South Island offers adventure in all its forms.

Marlborough is known for its seafood and sauvignon blanc, best enjoyed in a remote waterfront retreat after a day's hiking or biking the Queen Charlotte Track. Sunny Nelson promises artisan food, craft beer and local artists and the Abel Tasman National Park – a haven for hiking, kayaking and marine wildlife.

Kaikōura's dramatic mountain ranges frame clear, deep blue waters – teeming with whales, dolphins, seals and rare seabirds which can be spotted from the air, boat or even kayak. Land adventures can be had here too, with coastal hikes and bike tracks. Also a stop on the Alpine

Pacific Touring Route, **Hurunui's** Hanmer Springs offers visitors the chance to soak in thermal hot pools in alpine surroundings.

The revitalised “garden city” of **Christchurch** showcases the latest in urban design and is filled with exciting new eateries, retail spaces and stunning arts and culture, both on the city's walls and its many galleries. It's a great basecamp for exploring the outdoors, in the city's gardens and beyond the city boundaries.

Mount Hutt in **Mid-Canterbury** offers the longest ski season in New Zealand.

Halfway between Christchurch and Dunedin, **Timaru** offers authentic Kiwi experiences surrounded by sweeping plains, rolling hills and unspoilt coastline. See ancient Māori cave drawings at Te Ana Māori Rock Art Centre.

Presided over by New Zealand's highest peak, Aoraki/Mount Cook, and the clearest of night skies, it's no wonder the **Mackenzie Region** is New Zealand's most photographed. But there's more to do than just take pics of the dramatic scenery – you can go mountaineering, heli-hiking, flight-seeing, biking and even ski atop the incredible Tasman Glacier.

Otherworldly boulders dot the beach at Koekohe Beach in **Waitaki**, and the pretty town of Oamaru offers Victorian charm with a back-to-the-future steampunk twist, tasty gastronomy, and a big colony of the world's smallest penguin.



Cardrona Distillery, Wanaka



Kaikōura, Canterbury

Nestled against majestic mountains on the shore of Lake Wakatipu, **Queenstown** sets the stage for adventure – from adrenaline activities such as skiing, mountain biking, bungee and ski-diving to reconnecting with nature on a lake cruise or hike. All rounded off with a sophisticated and vibrant dining scene and accommodation to suit all tastes.

Just over the Crown Range, **Wānaka's** spectacular lakes, mountains and proximity to Mount

Aspiring National Park make it the ultimate base to skydive, conquer waterfalls by via ferrata, take on rapids, or scale a peak in unspoilt natural landscapes.

The **West Coast** is an untamed natural wilderness of rainforests, glaciers and geological treasures. Immerse yourself on a back-country trail, helicopter over the glistening Franz Josef and Fox glaciers, or explore the coast's rich gold mining history.

Home to the country's largest national park and ancient-glacier-carved Milford and Doubtful sounds, **Fiordland** has achieved World Heritage status for its stunning natural features and its role in demonstrating the world's evolutionary history.

Central Otago's rugged, sun-drenched landscapes make it New Zealand's signature pinot noir region, best enjoyed at one of the area's many cellar doors and heritage towns. It's also home to the well-known Central Otago Rail Trail and several other "Great Rides" – New Zealand's most popular cycle trails.

Dunedin is one of the world's great small cities, with beautifully preserved Victorian and Edwardian architecture that oozes charm and character. Renowned for its unique wildlife, the city stretches around a beautiful harbour sheltered by the Otago Peninsula. It's home to rare yellow-eyed penguins and the

world's only mainland breeding colony of royal albatross.

Off the beaten track but on the Southern Scenic touring route, **Clutha** is uniquely unspoilt, with lush native rainforest, rushing waterfalls and beautiful rugged beaches and New Zealand's most photographed lighthouse.

Southland is a region of contrasts – from mountain peaks to fertile farmlands, lush primordial forests to captivating coastlines. Wild kiwi spotting, stunning stargazing and succulent seafood are among the region's draw cards.



Clyde, Central Otago

THINGS TO DO:

ADRENALINE ADVENTURES

Adventures are aplenty in New Zealand. No part of New Zealand is ever far from mountains or sea, and with rivers, lakes, forests and wilderness everywhere in-between, these ever-unfolding landscapes are an adventure paradise. Bungy jumping, skydiving, jet boating, mountain biking, canyoning, zorbing and more – whatever gets your blood pumping, New Zealand offers it!

Kawarau Bridge Bungy, Queenstown

TOP TIPS

The original home of bungy, Queenstown's **Kawarau Gorge** remains one of the most breathtaking. There's plenty more dotted around, including Auckland's Harbour Bridge and Taupō.

Heli-skiing in New Zealand is the best way to access fresh powder and escape busy slopes.

The Southern Alps around Queenstown and Wanaka are the perfect place for a heli-ski adventure.

Jet boating – another Kiwi invention! Power through narrow river gorges in Queenstown, get up close to the thundering Huka Falls in Taupō or skim across clear braided rivers in Canterbury.

THINGS TO DO:

FOOD, WINE AND MORE

You could build a whole New Zealand trip around our unique foodie experiences, so save space to savour fresh food, fine wine and a luscious blend of fabulous produce and flavours.

Passionate, innovative chefs combine ingredients freshly harvested from garden, land and sea while Pacific influences, organics and indigenous foods create unique experiences.

Sample them all, from fine dining or casual outdoor meals, to cellar door and craft beer tastings, mingling with the locals at farmers markets, or sampling an authentic Māori hangī.

TOP TIPS

Sample sauvignon blanc, syrah and pinot noir on **wine tours** of Marlborough, Hawke's Bay and Central Otago.

The **craft beer** scene is booming here. Wellington takes the crown as the capital, check out the breweries dotted around the central city and suburbs.

Gather fresh produce at **farmers' markets** and roadside stalls – Central Otago and Hawke's Bay are the spots for tasty stone fruit in Summer/Autumn.

Try **greenshell mussels** in Marlborough, **crayfish** in Kaikōura and **Bluff oysters** in Southland.



Kaikōura, Canterbury

THINGS TO DO: **CULTURAL JOURNEYS**

New Zealand's history, language and traditions are a unique cultural experience for visitors. Māori are the indigenous people of Aotearoa New Zealand and their culture shapes Kiwi life from art and music to food and the way we do nearly everything. Add in a kaleidoscope of heritage sites and arts experiences and you have a very special experience.



Te Puia, Rotorua

TOP TIPS

Learn the story of our modern nation at the Waitangi Treaty Grounds and visit the 2,000-year-old “lord of the forest”, Tāne Mahuta in **Waipoua Forest**.

Admire traditional and contemporary carving, weaving and tā moko (tattooing) at Te Puia in **Rotorua**.

Explore Aotearoa's great taonga (treasures) at the Museum of New Zealand Te Papa Tongarewa – from the stories of early settlers to behind-the-scenes tours of **Māori artefacts**.

Visit **Dunedin** for Edwardian and Victorian architecture and New Zealand's only castle.

THINGS TO DO: **RELAXATION, ROMANCE & WELL-BEING**

However you like to do it, relaxing comes naturally in New Zealand. From secluded beaches to soothing thermal pools, our vast landscapes offer so many remote retreats for your clients to escape to, both in body and mind. It's the perfect place to disconnect from the world and reconnect with each other.



Takapō, Canterbury

TOP TIPS

Soak away your worries in a soothing **natural spa**. Rotorua offers mineral-infused mud treatments, and Queenstown is the place for relaxing in mineral waters with views of snow-capped mountains.

Discover the beauty of New Zealand's dark sky reserves – the further south you go, the more likely you are to spot the **Aurora Australis**. Stewart Island often lives up to its Māori name, Rakiura (land of the glowing skies).

Finding **mindfulness** in New Zealand nature doesn't mean you have to ditch creature comforts. New Zealand's boutique eco- and luxury lodges are dedicated to guests' total relaxation in stunning natural surroundings.

THINGS TO DO:

VENTURE INTO THE GREAT OUTDOORS

Adventures in nature are accessible here, with epic landscapes forming the background for a seemingly limitless natural playground. Explore them in your own way – from above, by bike or on a hike...

TOP TIPS

New Zealand's **Great Walks** and hikes venture into unspoiled nature – through native forests, alongside lakes, rivers and golden beaches to rugged mountain peaks and vast valleys.

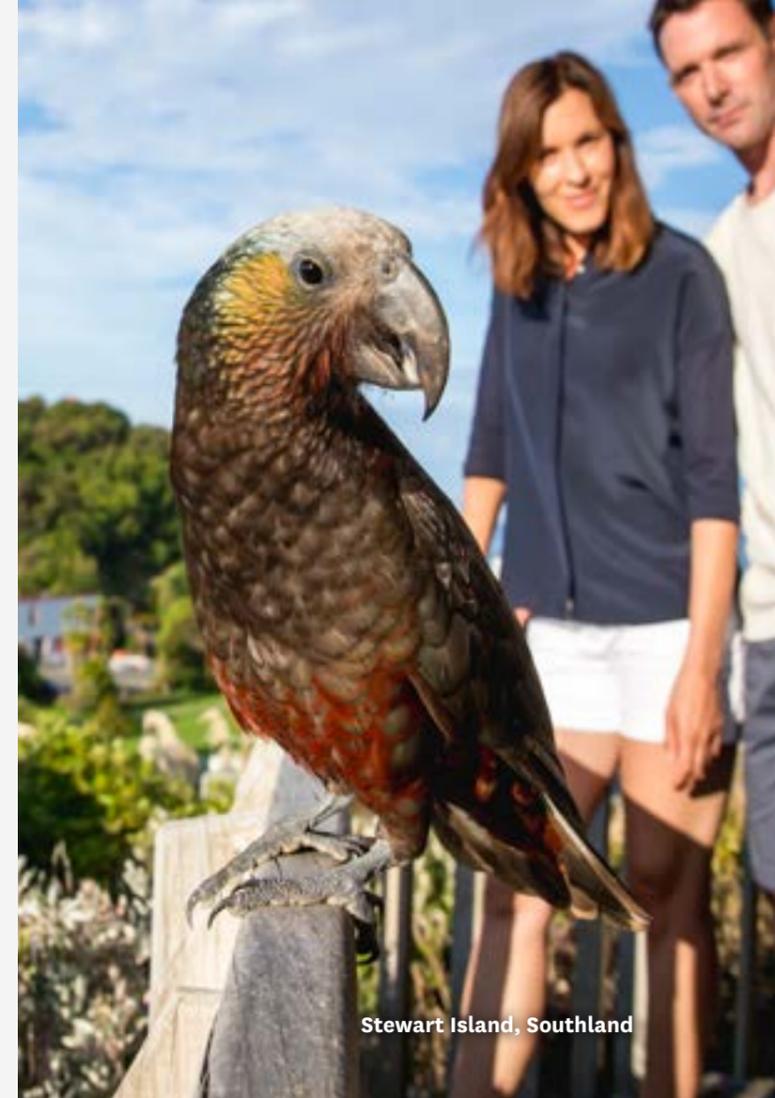
Combine forest therapy with flight on a ziplining adventure, or '**bungy for beginners**'. Up high above the fern-lined forest floor, you gain a peaceful bird's eye perspective of these ancient forest giants.

Walk on the shoulders of icy giants in **glacier** country, or take a scenic flight over the Southern Alps from Queenstown to Milford Sound.

THINGS TO DO:

GET UP CLOSE TO OUR WILDLIFE

From birds soaring up high to dolphins frolicking in sheltered bays, New Zealand's wildlife is varied, mostly friendly and often unique.



Stewart Island, Southland

TOP TIPS

Spot a **giant sperm whale** on one of Kaikōura's world-famous whale-watching tours.

Go **kiwi** spotting in the wild on Stewart Island (here they even roam the beaches at night).

View the **royal albatross** in the world's only mainland breeding colony in Otago.

Learn about New Zealand's remarkable **natural history** at wildlife reserves on offshore island sanctuaries. Try Tiritiri Matangi in the Hauraki Gulf, Kapiti Island in Wellington, and Ulva Island off Southland.



Coronet Peak, Queenstown

SAMPLE ITINERARY:

TWO WEEKS, TWO ISLANDS

This 14-day itinerary from Auckland to Queenstown offers a fantastic mixture of city life, cultural immersion, stunning coastlines and unique wildlife encounters.



Skywalk, Auckland



Welcome to **Auckland**, City of Sails. Spend a day experiencing everything the city has to offer, from a look (or a leap) from the Sky Tower, to a peaceful wine tasting experience on nearby Waiheke Island.

Your next stop is the sunny city of **Tauranga**. On a wildlife cruise you can spot dolphins, whales and sharks in the clear Bay of Plenty waters. As night falls, kayak under the stars into an enchanting glow worm canyon on Lake McLaren.

Travel into the **Waikato** region and visit New Zealand's most famous village - Hobbiton, an original film set used for The Hobbit and The Lord of the Rings movies.

A short drive south brings the geothermal wonders of **Rotorua**. Take a dip in hot pools and feast on kai (food) cooked in the hot springs at Te Puia. Finish the day with a night lantern walk through the redwood canopy. If you're looking for something more adventurous try mountain biking in Whakarewarewa Forest, or take the kids on the Skyline luge.



TOP TIPS

The **Waiheke Ferry** runs every 30-60 minutes and takes just 40 minutes to reach the island on a comfortable catamaran with covered seating, wifi and a café.

Get to know vintners on Waiheke with **cellar door** tours and hear their stories behind the wine. Public buses available but services are infrequent.

Book in advance for **Hobbiton** as it is very popular and can sell out well in advance.

Continue south towards **Taupō**, a relaxing lakefront town, stopping in at **Wai-O-Tapu** on the way for more spectacular geothermal scenery. From Taupō, kayak or cruise out into the crater lake to see the Māori rock carvings and admire the views of Ruapehu and Tongariro mountains, or crank up the energy and take a jet boat up to the mighty Huka Falls.

Tackle the famous one-day **Tongariro Alpine Crossing** hike, or just explore the shorter walks to beautiful waterfalls around National Park.

Keep travelling south to **Wellington**. Eat your way around the country's culinary capital – from casual hole-in-the-wall diners to award-winning establishments. And Wellington's thriving coffee and craft beer culture means you will never go thirsty. Nature lovers should visit Zealandia to enjoy native wildlife or jump on the Cable Car to get great scenic views of the city and harbour.



TOP TIPS

The **Northern Explorer** train runs from Auckland to Wellington on Mondays, Thursdays and Saturdays and stops at National Park if you want to avoid the drive after the long hike.

Book a **night tour** at Zealandia to spot kiwi birds in their natural habitat.

Wellington's many **city walkways** offer amazing viewpoints around the city, and all of them are easily accessible by public bus services.

The three-hour ferry across the Cook Strait to Picton includes a scenic cruise through the spectacular **Marlborough Sounds**. A short but worthwhile detour west to **Nelson** promises amazing markets, food, craft beer and local artists.

Keep going and you'll reach **Abel Tasman National Park**, a haven for hiking, kayaking and marine wildlife.

Head back east to taste some of New Zealand's most famous Marlborough wines and follow the coastline south to **Kaikōura**. Experience spectacular views of the seaside and majestic mountains, visit a fur seal colony and get up close to whales, fur seals and dolphins.

Continue south to **Christchurch**, an ever-changing city with a vibrant street art scene. Take time to explore by double-decker bus, vintage bicycle, gondola, tram or classic Edwardian punt.

Finish your New Zealand adventure in **Queenstown**, known as the "adventure capital" for good reason. Skip your morning coffee and instead leap from New Zealand's highest bungee, swing across a canyon, or ski or bike down a mountain. Enjoy your last night out with good food, great wine and friendly hosts in the vibrant alpine town.

Covid-19 travel restrictions might be in place for New Zealand. Please check before you book. Visit the [Immigration New Zealand website](#) for the latest updates.



Marlborough Sounds



Split Apple Rock, Nelson



Christchurch, Canterbury

TOP TIPS

Stay overnight in **Abel Tasman National Park**. Accommodation options range from DOC huts or glamping to beautiful lodges.

Combine **kayaking** and walking with a guiding company to get the perfect trip.

Book a **vineyard** tour in Marlborough as the tastings can be quite generous!

Leave the car in Blenheim and catch the Coastal Pacific **scenic train**, stopping in Kaikōura and Christchurch.

Pre-book your **whale watch** or dolphin encounter as these sell out in busy seasons as only a handful of people get to swim with the dolphins.

Tramway restaurant in Christchurch combines dinner with a classic city tour.

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