



NZ COUNTRY TRAILS

RURAL ADVENTURES START HERE

Marketing Guide



Our story

Kia Ora, from rural New Zealand where farmers, orchardists, viticulturalists, lifestyle block owners and small communities are coming together to form NZ Country Trails.

Our network of open gates invites visitors to experience an authentic 'home-grown' rural life – where they can personally meet all kinds of people, learn the history and hear the intriguing stories that go with it all.



How it works

Our website is the rural travellers go-to for all the very best country and boutique experiences New Zealand has to offer. Once they have browsed and established their wishlist or 'Country Trail', they are able to contact and plan their journey directly with the lister.

What motivates us

Post-COVID, more New Zealanders are now looking to their land. On one hand, more than a few of us are planting garden veggies to help feed our families; on the other hand it is about exploring – getting to know and appreciating of seeing at first hand, creative energy at work – what this land of ours offers beyond our backyards...

Adventure for some; solace and silence for others; learning experiences; cultural appreciation; good food, wine and beer; sunsets and sunrises; as Mother Nature intended; even the prospect of a new career and lifestyle.



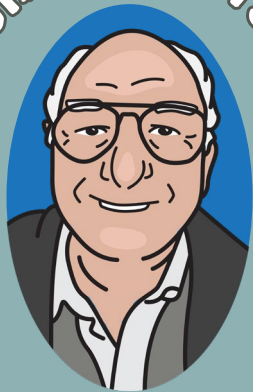
**EXPLORE
BEYOND YOUR
OWN BACKYARD!**



Meet the team

NZ Country Trails is comprised of four people who are experienced in researching and understanding the rural economy. Our combined skills realise the full contribution the rural economy can make to NZ's social and economic development.

JIM COLLINS



WEBSITE & MARKET
DEVELOPMENT

KYLIE MCKENZIE



SOCIAL MEDIA MANAGER
& MARKETING

SUSAN CAMPBELL



INTERNATIONAL
MARKETING (HONORARY)

MARCUS HENDERSON



FINANCE & TECHNICAL
ADVISOR

Listings

Categories

- Agriculture/horticulture
- Agricultural science
- Animals
- Art
- Biking trails
- Crafts
- Day-trip
- Education
- Environment/
conservation
- Farmers' markets
- Flower harvesting
- Food and drink
- Forestry
- Gardens
- History
- Homesteads
- Horse riding
- Stay
- Sustainability
- Retreats
- Walking/hiking trails
- Weddings
- Plus many more!

FIND YOUR NEXT ADVENTURE:
SEARCH BY LOCATION
OR CATEGORY!

NZ
COUNTRY
TRAILS

Search NZ Country Trails



[About](#) [Things to do](#) [The trail](#) [List with us](#) [Blog](#) [Contact](#)

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start here**

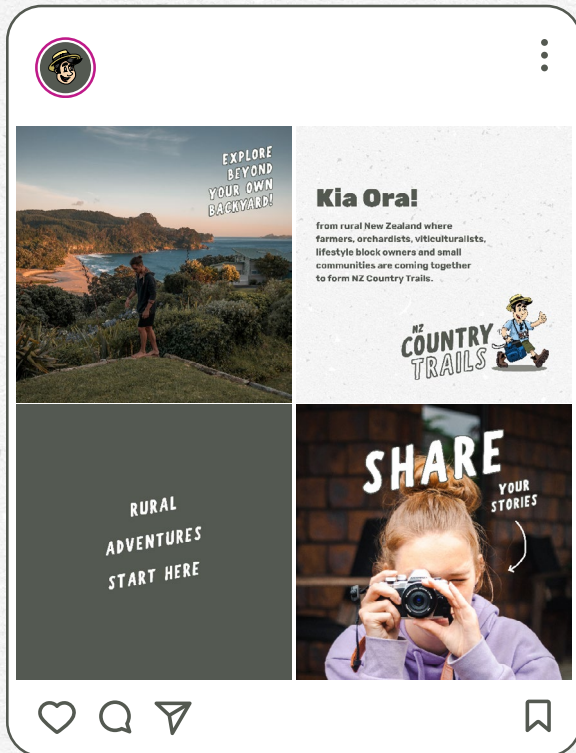
CHECK OUT THE TRAIL MAP



Kia Ora, from rural New Zealand where farmers,

Social Media

NZ Country Trails have social media accounts on Facebook and Instagram where we share photos, stories, listing information and engage with our users. We utilise tagging, hashtags and viral storytelling methods to ensure our content is seen and heard by many.



Email Marketing

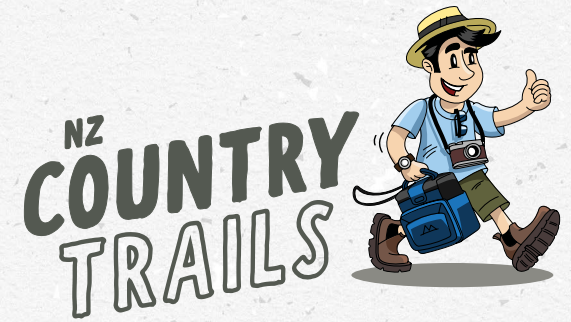
NZ Country Trails will keep in touch with our database of adventurers, tourism business and community interests with news, media, travel articles and bi-monthly eNewsletters. These include a featured story from one of our listers, a welcome to our new listers, news and events, photos and testimonials from NZ Country Trail users.

KEEPING IN TOUCH



SHARING
OUR STORIES

Annual Subscriptions



Basic

Company profile on our website
A pin-drop location on the map
The benefit of NZ wide promotion
of NZ Country Trails

FREE

Standard

Company profile on our website
A pin-drop location on the map
A mention as a new lister in our
regular monthly newsletter and
on our social media to travel
interest groups
The benefit of regular NZ-wide
promotion of NZ Country Trails

\$100/YEAR

Premium

Company profile on our website
A pin-drop location on the map
Regular mention on our monthly
social media to travel interest groups
Highlighted participation in
special marketing campaigns eg,
“open homes”
A feature in our special marketing
campaign on social media
One special blog post
The benefit of regular NZ-wide
promotion of NZ Country Trails

\$150/YEAR

Contact Us



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