



NZ COUNTRY TRAILS

RURAL ADVENTURES START HERE

2022 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.



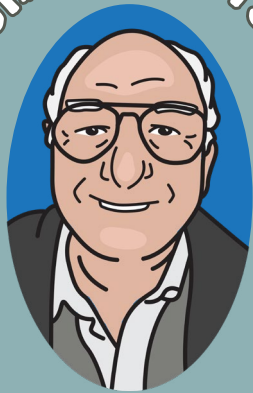
**EXPLORE
BEYOND YOUR
OWN BACKYARD!**



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 LEWIS



INTERNATIONAL
MARKETING (HONORARY)

MARCUS HENDERSON



FINANCE & TECHNICAL
ADVISOR

Listings

Categories

- | | |
|--------------------------|-----------------------|
| Agriculture/horticulture | Food and drink |
| Agricultural science | Forestry |
| Animals | Gardens |
| Art | History |
| Biking trails | Homesteads |
| Crafts | Horse riding |
| Day-trip | Stay |
| Education | Sustainability |
| Environment/conservation | Retreats |
| Farmers' markets | Walking/hiking trails |
| Flower harvesting | 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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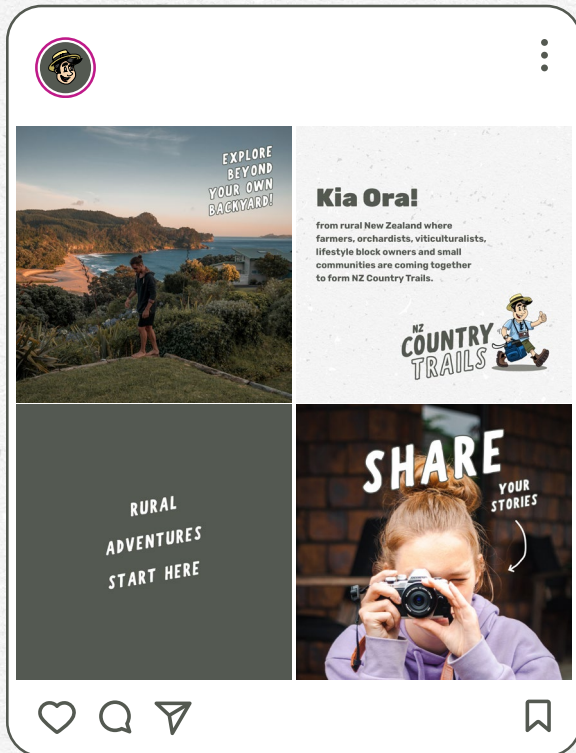
CHECK OUT THE TRAIL MAP



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
Unlimited category search tags
Location search tags
Map location pindrop
1 social media post per annum
1 new lister mention on monthly
email to database of travellers
and listers

\$150 per annum

Standard

Company profile on our website
Unlimited category search tags
Location search tags
Map location pindrop
1 social media post per annum
1 new lister mention on monthly
email to database of travellers
and listers
1 monthly email feature article

\$250 per annum

Premium

12 month homepage feature
Company profile on our website
Unlimited category search tags
Location search tags
Map location pindrop
3 social media posts per annum
1 new lister mention on monthly
email to database of travellers
and listers
1 monthly email feature article
Blog post/article

\$350 per annum

RECEIVE A 15% DISCOUNT FOR YOUR FIRST YEAR OF LISTING!

Sign-up Form



Basic

Standard

Premium

Your details

Your name:

Listing/company name:

Location:

Website URL:

Facebook URL:

Instagram URL:

Checklist

Please fill and return this form with the following:

Your logo in a high resolution format

3-5 photos showcasing your services

Your Story

Please share a brief description of who you are and what you do

(two or three sentences to feature on website directory)

I give permission for NZ Country Trails to use the provided content on our website, social media platforms and promotional material

Signed:



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Proudly supported by:

