



Queenstown
Trails



Ngā Haerenga

GREAT
RIDES
OF NEW ZEALAND

O F F I C I A L P A R T N E R

**AT QUEENSTOWN TRAILS,
WE'RE ON A MISSION TO KEEP
ENHANCING OUR WORLD
CLASS TRAIL NETWORK FOR
THE BENEFIT OF THOSE THAT
CHOOSE TO LIVE AND WORK
HERE, AND THOSE THAT
CHOOSE TO VISIT.**

OUR STORY

Queenstown Trails is a not-for-profit organisation that, from its inception in 2002, has always had ambitious goals that are centred around Inspiring Adventures, Creating Experiences, and Connecting People.

In 2012, the first Queenstown Trails Great Ride was officially opened, with 130km of off-road trails connecting Queenstown to Gibbston via Frankton, Arrowtown and Jacks Point.

By the end of 2024, the most recent Queenstown Trails development project will be complete, expanding the network to around 150km of trails, and linking Arthurs Point to Arrowtown and Frankton.

Our status as New Zealand's most popular Nga Haerenga Great Ride remains central to our future. Queenstown Trails is committed to facilitating the shared vision of linking together the 23 Great Rides throughout New Zealand.

THE OFFICIAL PARTNERS PROGRAMME

The New Zealand Cycle Trail's Official Partner Programme has been created to connect trail users with local businesses providing trail related services they can trust as well as generating economic benefit for the businesses and communities on the trail.

To become an Official Partner, your business must meet and maintain certain cycle-friendly standards, including: Providing a warm welcome and high level of customer service for trail users. Provide first hand knowledge about the Queenstown Trail, including maps. Provide bike racks or options for securing bikes to stands. Offer free drinkable water and the ability to refill water bottles.

Please refer to the *Official Partner Programme Agreement* for full terms and conditions.

YOUR INVITATION

There is an increasing demand for services including food and beverage, bike hire, accommodation and supporting infrastructure; businesses supporting the trails are an important part of the user experience and the trail commerce environment.

By becoming an Official Partner of the Queenstown Trails, your business will be endorsed by Queenstown Trails and New Zealand Cycle Trails as a trusted trail partner and service provider.

The Queenstown Trails Official Partner Programme offers significant benefits to both parties and recognises the importance of effective partnerships to the sustainable success of the trails.

**JOIN US IN MAKING QUEENSTOWN
TRAILS THE BEST TRAILS IN THE WORLD**

BIKE TOURISM FORECAST*

Biking's economic impact is expected to equal 50% of the size of the ski market by 2026.

Cycle tourism has created more than 1000 bike sector jobs in Queenstown.

Cycle tourists spend more on their visit (\$3800) compared with the average international tourist (\$2500).

Visitors to Queenstown who biked as part of their visit, brought \$197.5 million to the region in 2023.

*Patterson, B. The Contribution of Biking to the Queenstown Lakes Economy (2022)



QUEENSTOWN TRAILS

200km +

OF TRAILS:
A MIXTURE OF GRAVEL,
FLOW, SINGLE TRACK
& BACK COUNTRY

338,791

TRAIL USERS
IN 2023

928

DAILY AVERAGE
USERS

55%
PEDESTRIANS

45%
CYCLISTS



HERE'S HOW YOUR BUSINESS CAN BENEFIT FROM BEING AN OFFICIAL PARTNER OF QUEENSTOWN TRAILS

- Business listing on Queenstown Trails website (queenstowntrails.org.nz)
- Business listing on NZ Cycle Trail website Partner Directory (nzcycletrail.com)
- Licence to use Nga Haerenga- The New Zealand Cycle Trail (NZCT) and Queenstown Trails logo at your business, on your website and printed materials.
- As an official Partner you will be invited to promote yourself as part of the Official NZCT Product Directory.
- Promotion of Official Partner news, events or special offers via Queenstown Trails Facebook & Instagram.
- Promotion in Queenstown Trails bimonthly eNewsletter, (max 4 offers per newsletter)
- First opportunity to joint venture with specific Queenstown Trails marketing activations during our annual Trail Lovers Campaign.

PARTNER WITH US AND REACH OUR COMMUNITY

843,579 reach



62,347 reach

5621 EDM database



www.

66k web reach

THE ANNUAL FEE IS JUST \$495 +GST*

100% of your membership fee will go to Queenstown Trails for ongoing marketing and promotion of the Queenstown Trail.

*Reviewed annually

“ Around The Basin is privileged to have access to the Queenstown Trail Network and the fortune that is a world class trail, without it we would not have a business. ”

-Steve Norton, Owner/Operator, Around The Basin