



**QUEENSTOWN  
TRAILS TRUST**



# OFFICIAL PARTNER PROGRAMME

**#trustedtrailpartners**



## QUEENSTOWN TRAIL AND THE CYCLE TOURISM OPPORTUNITY

A big thank you! Because of support from our Official Partner Programme the magnificent Queenstown Trail which took \$6m to construct has won the hearts of locals and visitors. Nearly 1 Million users have enjoyed the trail since its opening in October 2012, making it one of the most used trails in the country!

The Official Partner Programme increases New Zealand's credibility as a cycling and walking destination which is good news for the Queenstown Trail and local businesses. The trail has created incremental demand for services such as transport, tours, accommodation, bike hire, dining, wine and activities - the goal of the programme is to increase turnover for local businesses, create employment and opportunity and provide tourists with trusted recommendations, endorsed by the Queenstown Trail and NZ Cycle Trail. Cycle tourists expect a high level of customer service and are actively looking for local recommendations, the Official Partner programme is the perfect catalyst for this and businesses can leverage lucrative cycle tourism by becoming an Official Partner of the Queenstown Trail, one of New Zealand's 23 Great Rides.

**Cycle tourists spend more** on their visit (\$3800) compared with the average international tourist (\$2500) – TNZ cycle tourism market profile, 2013

### THE OFFICIAL PARTNER PROGRAMME

The Queenstown Trails are attracting visitors from all around the world! Our website and social media channels offer information, advice and recommendations to assist in holiday planning. Our visitors are actively researching the best places to eat, stay, hire or purchase gear, transport, tours and entertainment.

By becoming an Official Partner, you can leverage the cycle tourism boom and drive high spending cycle tourists to your business.

We offer two programme options – Official Partner status or upgrade to Official Partner Plus status for a little more razzle dazzle. See table below for inclusions, benefits and costs.

## PROGRAMME INCLUSIONS, BENEFITS AND COSTS

Inclusion	Benefit to Official Partner	Official Partner \$295 per annum	Official Partner Plus \$395 per annum
Business listing on Queenstown Trail website - <a href="http://queenstowntrail.co.nz/trail-directory/">http://queenstowntrail.co.nz/trail-directory/</a>	Our Trail Directory receives over 25k page views each year, that's 25k potential new customers for our Official Partners	✓	✓
Business listing on NZ Cycle Trail website - <a href="http://nzcycletrail.com/partners/">http://nzcycletrail.com/partners/</a>	Profiling on this national website will give you even more coverage and access to cycle tourists actively looking to plan a trip	✓	✓
Licence to use Nga Haerenga – The New Zealand Cycle Trail (NZCT) logo and the Queenstown Trails Trust logo at your business, on your website and printed materials	This clearly advises trail visitors and local users that you have been evaluated and meet service requirements as outlined by NZCT. In other words, you are a #trustedtrailpartner	✓	✓
As an Official Partner you will be invited to promote yourself as part of the Official NZCT Product Directory	Produced annually and is available online and for use at the annual TRENZ trade show. Opening up a potentially new trade audience for Official Partners	✓	✓
Promotion of Official Partner news, events or special offers via Queenstown Trails Facebook page #trustedtrailpartner	As of September 2016, the Queenstown Trail Facebook page has 1422 likes and post reach of over 10k per month, each of our posts reach a minimum of approx. 400 people rising to over 2k, that's huge reach for your content	✓	✓
Your business location plotted on the Official Queenstown Trail Map	15,000 initial print run, distributed via iSites, events, Official Partner outlets and QLDC locations (libraries, event centre, council chambers). Ask us about additional map advertising opportunities.	✓	✓
Invitation to attend our annual NZCT/QTT tourism marketing workshop	Giving our partners insight into how to leverage the lucrative cycle tourism boom	✓	✓
Opportunity to feature in the Queenstown Trail blog #talesfromthetrail	Which is promoted via Facebook (upto 1.7k reach!) and our eNews (our blog receives an average of 25% of all newsletter clicks)	✓	✓
Opportunity to promote your business via Remarkables Market – Queenstown Trail's monthly market stall (Oct-Apr only)	Giving your business the opportunity to partner with Queenstown Trail's market stall to promote your wares and talk directly with potential customers		✓
Promotion in Trail Talk, our bi-monthly eNewsletter (max 4 offers per newsletter)	Advertise a news story, offer or promotion in our bi-monthly newsletter, which is well received by over 1500 'Friends of the Trust' with a fantastic open rate of 45%		✓
Banner ad in Trail Talk, our bi-monthly eNewsletter (Max 2 per newsletter)	Banner ad space in bi-monthly newsletter, sent to over 1500 'Friends of the Trust, with a fantastic open rate of 45%		✓
First opportunity to joint venture with specific Queenstown Trail Marketing opportunities	Giving a direct link into cycle tourism market		✓
Advertise on <a href="http://www.queenstowntrail.org.nz">www.queenstowntrail.org.nz</a> (limited to 3 partners)	Optional Add-on: One month advertising campaign on website (advertising creative to be supplied by Official Partner) Cost: From \$50 per month		

**100% of your membership fee will go to the Queenstown Trail for ongoing maintenance, development, marketing and promotion of the Queenstown Trail.**

# OFFICIAL PARTNER APPLICATION FORM

Please complete this form and send to Queenstown Trails Trust, [info@queenstowntrail.org.nz](mailto:info@queenstowntrail.org.nz) OR post to: PO Box 254, Queenstown 9300

<b>Business name:</b>			
<b>Name of key contact person:</b>			
<b>Postal address:</b>			
<b>Town / City:</b>		<b>Post code:</b>	
<b>Phone:</b>		<b>Cell phone:</b>	
<b>Email:</b>			

## Does your business meet the criteria?

Your business must meet certain cycle friendly standards. The following criteria are the minimum you must meet to become an Official Partner of the New Zealand Cycle Trail. All criteria for each relevant business type must be met.

By ticking the relevant boxes below you declare that you meet the corresponding criteria.

<b>COMPULSORY FOR ALL BUSINESSES</b>		<b>v</b>
<input type="checkbox"/>	The business sells or promotes products or services that relate to The New Zealand Cycle Trail.	
<input type="checkbox"/>	Complies with all laws and regulations relevant to their operation.	
<input type="checkbox"/>	Provides a quality experience and a high level of customer service for cyclists.	
<input type="checkbox"/>	Provides a warm welcome and prompt friendly service to all visitors arriving by bike.	
<input type="checkbox"/>	Staff can provide first-hand knowledge of the cycle trail and explain how to get more information.	
<input type="checkbox"/>	Information and maps of local bike trails available to cyclists.	
<b>SPECIFIC TO CYCLE-FRIENDLY ACCOMMODATION</b>		
<input type="checkbox"/>	Allow cyclists to stay only one night and no surcharges are charged for single night stays.	
<input type="checkbox"/>	Secure undercover storage for bikes is provided.	
<input type="checkbox"/>	There are facilities for cleaning / washing bikes.	
<input type="checkbox"/>	There are facilities for washing and drying clothes.	
<input type="checkbox"/>	Bike repair - provision of a bike stand, basic tools, pump, etc. and/or the contact details and opening hours for the nearest bike repair shop are known.	
<input type="checkbox"/>	Staff can organise hire bikes if requested.	
<b>SPECIFIC TO CYCLE-FRIENDLY ATTRACTION / CAFÉ</b>		
<input type="checkbox"/>	Bike racks or options for securing bikes to stands etc. are available (for riders to use their bike locks).	
<input type="checkbox"/>	There is free drinkable water.	
<input type="checkbox"/>	For cafes only: Provide food and drinks suitable for hungry/thirsty cyclists.	
<b>SPECIFIC TO CYCLE-FRIENDLY TRANSPORT</b>		
<input type="checkbox"/>	Bikes are transported in a safe and secure manner without any damage.	
<input type="checkbox"/>	Provide a reliable and punctual service.	



What our Official Partners have to say about the programme...

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

- **Steve Norton, Owner Operator, Around The Basin**

“ For people who are looking for a leisurely ride we have a huge range of trails and tracks that we can now recommend to our guests that will take them through breathe taking scenery in and around Queenstown. It’s very refreshing to see this new market open up so many new opportunities for us all in the hospitality industry .”

- **Chris Ehmann, GM, Hilton Queenstown Resort and Spa**

## Payment options

**\$295.00+ GST (\$339.25 GST inclusive) – Official Partner status**

**\$395.00+ GST (\$454.25+ GST inclusive) – Official Partner Plus status**

**\$50.00+ GST per month (\$57.50 GST inclusive) – queenstowntrail.org.nz home page advertising**



Send cheque to: **Queenstown Trails Trust, PO Box 254 Queenstown 9300**

OR



Make a direct debit to the following account:

Account name: Queenstown Trails Trust

Account number: **ANZ Bank, Trust Bank account number: 06 0949 0211138 02**

*Please be sure to note your company name in the reference field*

## Next steps

- Please check that you have completed all sections of this application form, and the Advertiser form (which is also available to complete online) before sending it to Queenstown Trails Trust. Please retain a copy for your records. These terms and conditions will form the legally binding agreement between us in the event that your application is successful.
- Once The Queenstown Trails Trust has received your completed application, it will notify you whether your application has been successful. Please note that it is at the Queenstown Trails Trust's discretion whether to grant you a licence or not.
- If your application has been successful, you will be sent a copy of the Official Partner logo, details on how to download the logo and accompanying guidelines, and Official Partner window sticker and receipt for payment.
- **PLEASE NOTE** that your licence will expire **on the anniversary you sign up**. If you wish to continue being an Official Partner after this date, you will need to submit a new application (we will send you a reminder one month prior to expiry).
- **PLEASE NOTE** that the fee specified above applies to a 12 month period.
- If your application has not been successful, you will be notified and your payment (if paid by direct debit) will be refunded.

**IMPORTANT: By signing this application form, you declare that:**

- **you are authorised to make this application on behalf of your business;**
- **all the information provided by you in this form is true and correct;**
- **you will notify the Queenstown Trails Trust if any details provided by you in this form change;**
- **you agree to the attached licence terms and conditions in the event that your application is successful.**

<b>Signed:</b>	
<b>Name:</b>	
<b>Title:</b>	
<b>Date:</b>	

# Official Partner Licence Agreement - Terms and Conditions

## 1. Licence Agreement

This agreement is between you and the Queenstown Trails Trust (the **licensor**). The licensor has the right to licence the use of the New Zealand Cycle Trail Official Partner logo (the **logo**) on behalf of its owner, the Ministry of Business, Innovation & Employment (**MBIE**).

## 2. Grant of Licence

2.1 In consideration of you paying the licence fee (as specified in the application form), the licensor grants you a non-exclusive non-transferable licence to use the logo in relation to the marketing or promotion of cycle trail related products and/or services.

2.2 This licence is effective from the date that the licensor notifies you that your application has been successful for the period of one calendar year.

## 3. Restrictions

3.1 You may only use the logo at your establishment and on your vehicles, equipment (e.g. bikes) and your website, brochures, posters, newsletters, business cards and letterhead.

3.2 You must comply with all guidelines issued by the licensor for use of the logo (which may be updated by the licensor at any time).

3.3 You must not:

- use the logo on saleable merchandise e.g. souvenirs; or
- allow anyone else to use the logo; or
- alter the logo in any way.

3.4 If MBIE amends or updates the logo, the licensor will notify you and provide you with the amended or updated logo and you will use that logo instead of the previous version.

## 4. Expiry or Termination

4.1 The licensor may terminate this licence immediately by giving you notice if you:

- no longer meet all the criteria for membership of the Official Partnership Programme; or
- breach any condition of this agreement; or
- do anything that damages (or may damage) the reputation of the New Zealand Cycle Trail or its brand or the licensor or MBIE.

4.2 In the event that this agreement is terminated for any reason, the licence fee will not be refunded.

4.3 On expiry or termination of this agreement, you must immediately cease all use of the logo (unless and until a new licence has been granted).

## 5. Miscellaneous

This agreement is governed by New Zealand law.