

WHY YOUR STORY MATTERS

NORTH ISLAND GREAT
RIDES HUI
— TE HUI TŪHONO

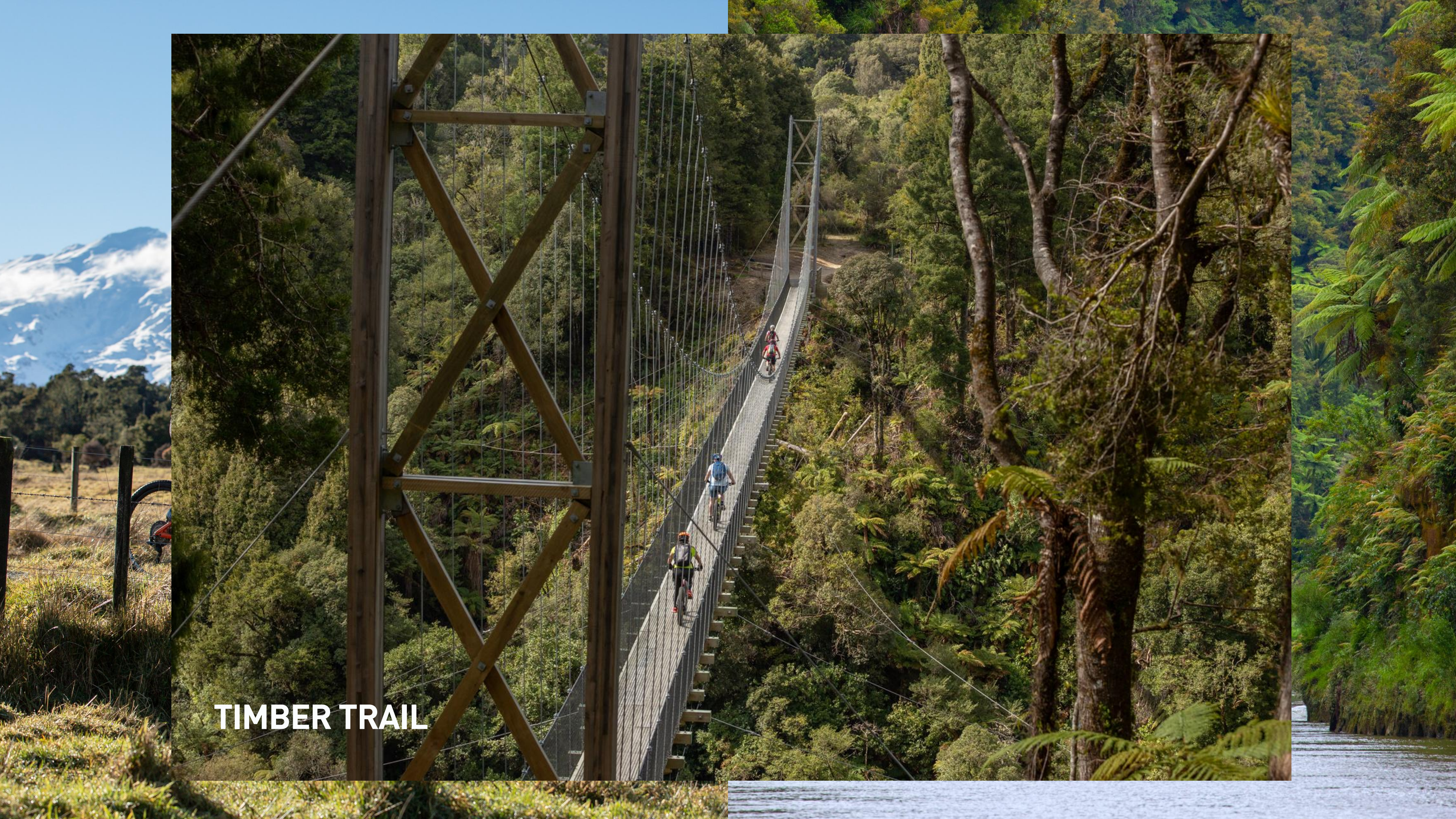
PRESENTED BY
CATHERINE PAKAI-
DEWES





**MOUNTAINS TO SEA -
NGĀ ARA TŪHONO**





TIMBER TRAIL

WHAT MAKES A STORY STICK?

AUTHENTICITY
EMOTIONAL CONNECTION
PLACE-BASED MAGIC
SURPRISE OR WONDER
RELEVANT TO YOUR AUDIENCE

**WHAT IS
SOMETHING
UNIQUE ABOUT
YOUR TRAIL,
BUSINESS, OR
REGION THAT YOU
THINK PEOPLE
DON'T KNOW - BUT
SHOULD?**



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visitruapehu



visitruapehu More than a ride. More than a river. The jet boat from the Bridge to Nowhere isn't just a way through the landscape — it's a journey into the heart of it. 🌿🌊

Winding through a gorge cloaked in native forest and echoing with the sound of waterfalls, you travel the Whanganui River — a river that lives and breathes in Māori worldview. Te Awa Tupua carries memory, identity, and spirit.

This connection is captured in the words:
Ko au te awa, ko te awa ko au.
I am the river, the river is me.

In 2017, this understanding was upheld in law — the Whanganui River became the first in the world to be granted legal personhood, recognising its status as a living being.



This is more than movement through a place.
It's a moment of connection — to the land, to the people, to the river itself.

Part of the @mountaintoseanz – Ngā Ara Tūhono trail.
🚲🗺️🇳🇿

#RuapehuNZ #OurGreaterOutdoors

Instagram






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Part of the @mountainstoseanz – Ngā Ara Tūhono trail.   

#RuapehuNZ #OurGreaterOutdoors

The Whanganui River Jet Boat Experience

Deep in the heart of Aotearoa lies a river unlike any other. Not only is the Whanganui River the longest navigable waterway in New Zealand, stretching 290 km from the central highlands to the sea—it's also the first river in the world to be legally granted personhood. Recognised in 2017, it holds sacred status to Māori, embodying a living being with a voice, a soul, and a story to share.

Must-Dos Mountain Biking & Cycling Great Rides of NZ Whanganui National Park

The Whanganui River is often described as having a life force of its own — and when you're on it, it's easy to believe. To Māori, the awa is a living ancestor.

*Ko au te awa, ko te awa ko au.
I am the river, the river is me.*

This whakatauki reflects a relationship that transcends generations. For centuries, Māori communities have lived alongside, travelled upon, and drawn identity from the Whanganui River. It was — and remains — a source of sustenance, connection, and spirituality. In 2017, this deep connection was recognised when the river was granted legal personhood, acknowledging its intrinsic mana and mauri.

Share your love for Ruapehu #OurGreaterOutdoors




The Mangapurua Track & Jet Boat Escape


After tackling the rugged beauty of the [Mangapurua Track](#), riders are rewarded with a moment of wonder: the Bridge to Nowhere, a surreal remnant of ambition and isolation surrounded by dense native forest. From this iconic point, the journey takes a thrilling twist—jet boating down the Whanganui River.




Local operators like [Whanganui River Adventures](#) offer pick-ups directly from the landing. Their guides don't just navigate the river's curves—they unlock its ancestral stories. Many of them whakapapa directly to the river, having grown up along its banks, and carry generations of knowledge that connect land, water, and people.




Instagram

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 **RUAPEHU**
OUR GREATER OUTDOORS



**RUAPEHU,
WINTER YOUR WAY**

The temps are dropping, the mountains are calling — winter is just around the corner!

Now's the perfect time to start dreaming (and planning) your ultimate Ruapehu winter escape.


Whether you ski, board, or just breathe in the fresh alpine air — Ruapehu is winter, your way.


Get ready to hit the slopes, explore forest trails, soak in a hot tub under the stars, or hunt down the best coffee around. From boutique stays and cycling adventures to jet boating, museums, and fireside dining, Ruapehu is your winter base for adventure, relaxation, and everything in between.

This winter, discover a getaway that's just as adventurous — or as chilled — as you want it to be.

Winter in Ruapehu - In the heart of the North Island, with rugged volcanic landscapes, snow-covered peaks, and crisp alpine air, the Ruapehu region is New Zealand's winter adventure capital.

Read More







When you bike into the heart of Whanganui National Park, you're not just crossing kilometers — you're crossing into a story.

Read More

Need help planning your holiday? Check out the epic packages and deals waiting for you!







TIMBER TRAIL LODGE PACKAGES





EXPLORE THE BRIDGE TO NOWHERE AND STAY AT THE ADVENTURER'S REST

Discover More Deals

Stay connected with us! Share your Ruapehu moments using #RuapehuNZ, and don't forget to follow us on Instagram and Facebook for more inspiration and updates.



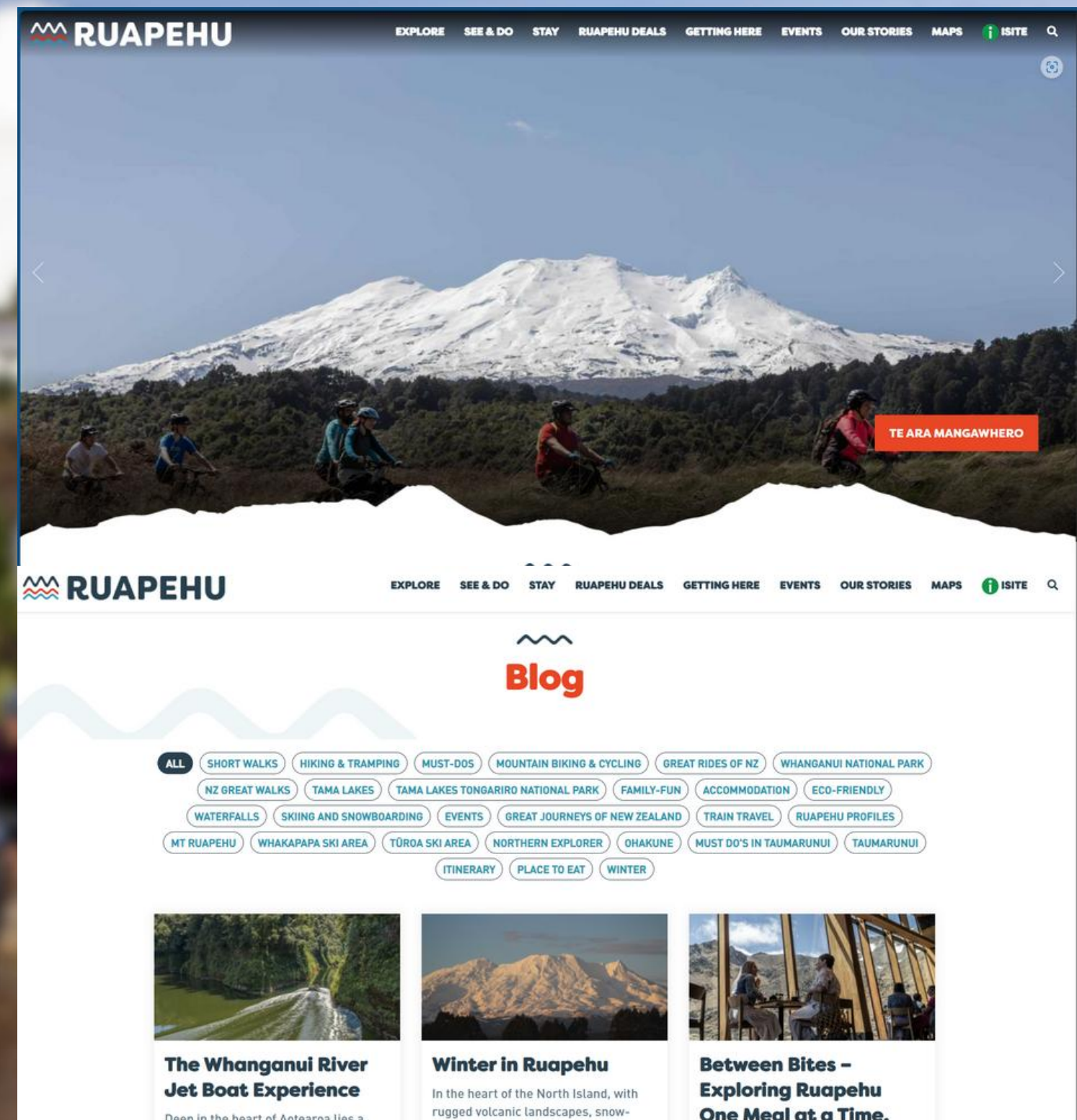
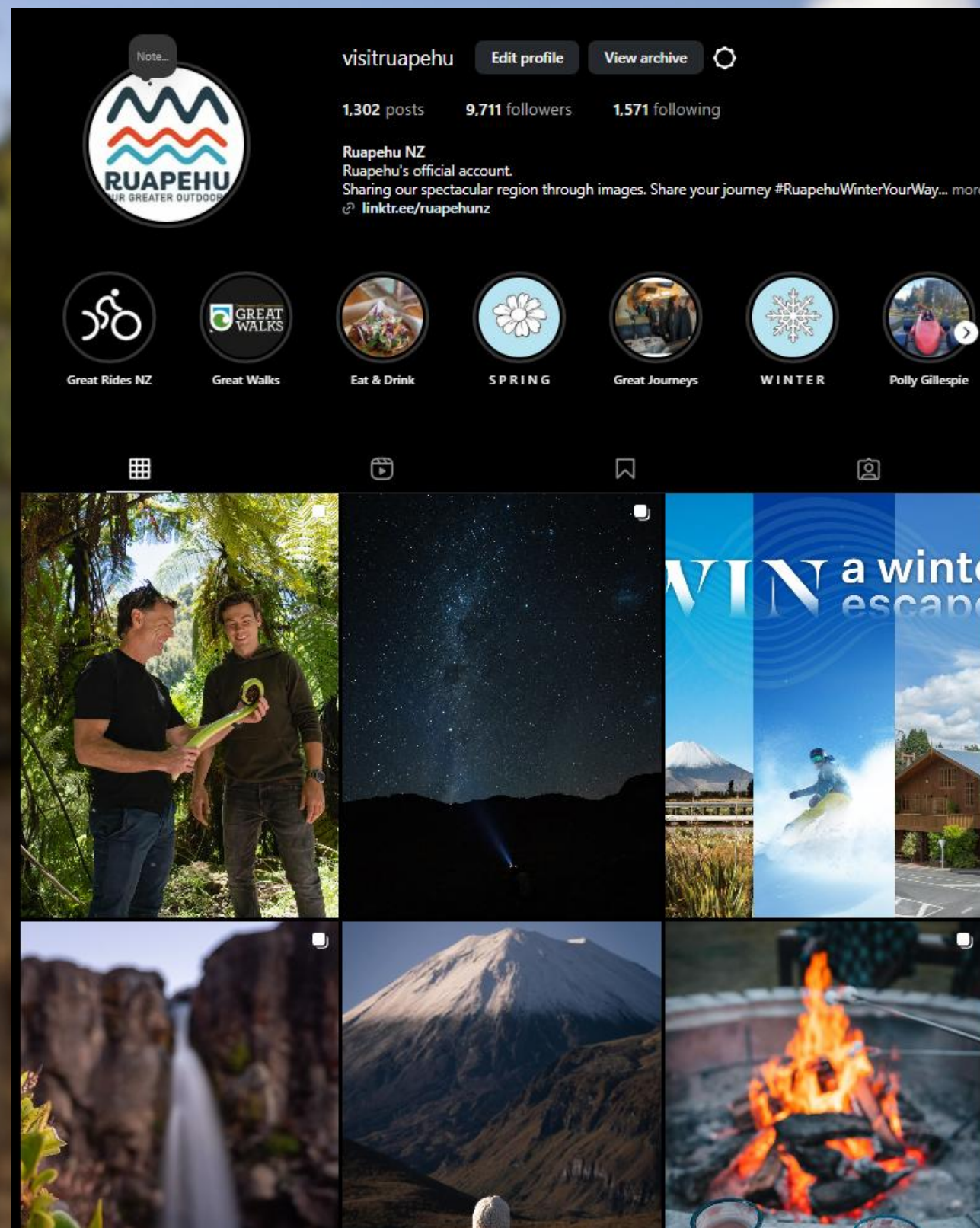
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 Create! Challenge I-GITEC

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Get off the beaten track — literally. 🏞️ Tackle the rewarding Fishers Track, with epic downhill runs and views across Tongariro National Park, or cruise the Marton Sash and Door Tramway for the full wilderness experience. 🌿 Gear, and shuttles are all on hand — you just have to say yes. Go remote, go wild. Ruapehu, Winter your way.

#RuapehuNZ #OurGreaterOutdoors



Marton Sash and Door... [Learn more](#)



Fishers

👍❤️ Tahlia Frew and 12 others 1 share

👍 Like 💬 Comment ➦ Share

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Swap the gym for something wilder. 🏞️ The Marton Sash and Door Tramway near National Park offers a mix of native bush, river views, and off-grid charm, while Ohakune's Jubilee Trail gives you a cruisy warm-up before dinner.

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The Timber Trail [Learn more](#)



Te Ara Mangav

👍 4

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Escape to the Timber Trail with Camp Epic's 1-night package deal! 🏞️

- Shuttle from Ongarue
- Luggage transfers
- Self-catered (BYO food & drinks)
- Help yourself breakfast & hot drinks at camp

Choose your style:
\$220pp - Glamping luxury 🏡
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Extra costs:
Bike Hire (\$130/2 days) or E Bikes (\$250/2 days)

Book now and experience #RuapehuNZ's great outdoors!



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TRAVEL

road-tripping ruapehu

A DRIVE THROUGH SOME OF NEW ZEALAND'S NORTH ISLAND DELIVERS SPECTACULAR NATURAL AND MAN-MADE WONDERS.

ANABEL DEAN




Willie Huch is praying. It's a lilting song of longing and belonging performed at the edge of the wild river that thunders through the core of the North Island in New Zealand (Aotearoa). The Whanganui River (known to Māori as Te Awa Tupua) is the longest navigable river in the country and Willie Huch is a river guardian up to his knees in water. A posse of young kayakers is clinched tightly into bright safety jackets preparing to tackle an 88-kilometre, threeday canoe expedition considered to be one of New Zealand's Great Walks (albeit on

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Explore New Zealand's best cycling trails – without the pain of climbing

Discover the gains of mountain biking without the pain.

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ows old logging roads and tramlines through the Pureora Forest Park. Picture: Studio Zag

By Rob McFarland

Updated April 24, 2025, first published April 25, 2025

My last encounter with a dedicated mountain-biking trail was – frankly – terrifying. During a white-knuckle plummet down a steep, squirming single-track, I fell off twice, ripped my shorts and vowed never to go near one again.

Thankfully, this is nothing like that at all. I'm cruising along the Forest Loop, a gently undulating trail that meanders for 33 kilometres around the Whakarewarewa Forest near Rotorua, New Zealand. The 5000-hectare forest claims to be the country's largest mountain-bike park, a tangled maze of about 200 kilometres of trails, including plenty of gnarly black runs with alarming monikers like Anxiety, Rocky Horror and No Brains.

But the Forest Loop is a gloriously gentle introduction to off-road cycling. The newest of New Zealand's 23 Nga Haereinga Great Rides, the gravel track threads


Home / Travel

A weekend exploring Ruapehu's Adventure Highway

NZ Herald

19 Mar, 2025 07:00 PM7 mins to read

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Ruapehu is a stunning destination for adventure. Photo / Visit Ruapehu

From famous hikes to exploring a dinosaur museum in an old council building, Ruapehu is full of surprises, writes Simon Kay

Mountains and rivers, hiking and biking, arts and crafts, gondolas and tanks, vegetables and dinosaurs – these are among the many and varied attractions of the Ruapehu district.

The district covers the area west of the central North Island volcanoes, with Taumarunui in the north, Waimarino (formerly National Park) in the middle and Ohakune and Waiouru in the south.



Biking the Ohakune Old Coach Road, part of the Mountains to Sea bike trail. Photo / Visit Ruapehu

EARNED MEDIA: IS WHAT PEOPLE SAY ABOUT YOU — LIKE REVIEWS, MEDIA COVERAGE, OR SOMEONE TAGGING YOU IN THEIR POST BECAUSE THEY HAD AN AMAZING TIME.

A blurred background image of a person riding a bicycle on a narrow dirt path through a dense forest. Sunlight filters through the trees, creating a dappled light effect. The person is wearing a light-colored shirt and dark shorts, and is positioned in the center-left of the frame, slightly out of focus.

**YOU DON'T NEED TO
CONSTANTLY CREATE NEW
IDEAS.
YOU JUST NEED TO STRETCH
THE GOOD ONES FURTHER.**

**WHAT'S THE HOOK? WHAT FORMAT
WOULD YOU USE - A SHORT VIDEO, A
WRITTEN CAPTION, AN IMAGE POST, A
NEWSLETTER TEASER?**



Canva

 **CapCut**

 **ChatGPT**



mailchimp

**‘TRAIL TUESDAY’ = A
TIP OR VIEW**

**‘WHĀNAU FRIDAY’ =
FEATURE A FAMILY
FRIENDLY RIDE**

**‘LEGEND OF THE
MONTH’ =
SPOTLIGHT A
LOCAL STORY**

**YOU DON'T NEED TO
BE FANCY TO BE
EFFECTIVE**



THANK YOU



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