



PRESS RELEASE



NEW ZEALAND ON TWO WHEEL

This month, Crankworx - the world's biggest mountain bike festival - hits Rotorua for the first time



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From hardcore mountain bikers to those who prefer leisure trails, New Zealand is a cyclist's haven. With everything from seven-day mountain bike challenges to meandering through Middle-earth locations, New Zealand provides keen cyclists with yet another reason to visit. Here, Tourism New Zealand has selected its top new picks and events for cycling junkies.

CRANKWORX COMES TO ROTORUA - 25th - 29th March 2015
After 11 years of operation, the phenomenon that is Crankworx Whistler will for the first time be hosted down under as it makes its way to Rotorua for the next three years, setting the geothermal heartland abuzz with international riders and spectators. Crankworx Rotorua will not only kick off the professional racing calendar, but it will also host the first round of the sell-out Enduro World Series. Pro-riders and spectators will descend, bringing together the world's downhill, slopestyle and enduro legends, with the superfans, the rising stars, the industry's innovators and the next generation of mountain bike riders. Crankworx Rotorua takes place over five days with an estimated 750 riders participating as well as live music and entertainment making it a thrilling spectator event.

HOW: For more information visit www.crankworx.com

THE PIONEER - A WORLD CLASS 7-DAY MOUNTAIN BIKE EVENT HAS JUST BEEN ANNOUNCED IN NEW ZEALAND - January / February 2016

The Pioneer has officially launched in Christchurch; an audacious seven-day mountain bike stage race for elites and amateurs alike. The event takes riders (in teams of two) through the best of New Zealand's spectacular landscape; along trails that few ever get to enjoy, following in the footsteps of New Zealand's early explorers. The Pioneer will take place from

Sunday 31 January to Saturday 6 February 2016, taking riders through outstanding terrain, with great climbs and descents on New Zealand Cycle Trails, farm tracks, DOC trails and along world class single tracks between Christchurch and Queenstown, traversing the stunning Southern Alps.

Competitors can expect to enjoy spending each night in the host towns, including Christchurch, Geraldine, Fairlie, Lake Tekapo, Lake Ohau, Hawea, Snow Farm and Queenstown.

HOW: Entry to The Pioneer costs NZD \$4,998 for a team of two including race entry, daily tent accommodation, daily meals, entry into the opening and closing ceremonies and everything from medical, photography and mechanical services. Get the early bird special before 30 June 2015 for just NZD \$3,998 per team. Entries close October 2015. For more information visit www.thepioneer.co.nz

BIKE WITH BILBO BAGGINS THROUGH MIDDLE EARTH

For true Tolkien fans, New Zealand is the best place to spot the landscapes and film locations used in *The Lord of the Rings* and *The Hobbit* trilogies. Cyclists have an extra bonus as many of these locations are best enjoyed by bike. Hobbiton, as the real life location of The Shire in *The Hobbit*, still remains as a live set and offers a 21-km cycle ride along its rolling country roads. For something a little more hardcore, the rocky slopes and grassy tussock of Turoa – the setting for Hidden Bay, the entrance to the Lonely Mountain in *The Hobbit: The Desolation of Smaug* – offers a 16.5-km downhill cycle trail from the top of the Turoa skifield. If that's not enough, Hobbit fans can also enjoy the Alps 2 Ocean Cycle Trail between Braemar Road and Twizel, cycling through film locations seen in *The Hobbit: An Unexpected Journey* or try the 31-km cycle trail along Lake Pukaki, used as the location for Laketown in *The Hobbit: The Desolation of Smaug*.

HOW: For more information visit

www.newzealand.com/uk/cycling

RIMUTUKA CYCLE TRAIL LAUNCHES A FIVE DAY GUIDED TOUR

Named as one of the world's hottest new travel experiences for 2015 by Lonely Planet, The Rimutuka Cycle Trail is one of the easiest Great Rides in New Zealand, perfect for cyclists looking for a leisure trail. The trail has just launched a five-day guided tour starting from the head of Wellington Harbour, circulating the bush-clad Rimutaka Mountain Range, passing through tunnels on an old rail trail and finishing on the Southern coast. Although, it's not all about cycling as this guided tour also brings cyclists to hot spots such as the Dowse Art Gallery and the Cape Palliser Lighthouse. Other highlights include wine tasting in Martinborough and relaxing in Palliser Bay.

HOW: The five-day guided cycle tour costs from NZD \$1945 per person including a trained tour guide, luggage transfers, ferry from Wellington to Petone, train from Woodside Station (Greytown) to Wellington and a transfer after the tour to Wellington city centre or airport. For more information visit

www.naturalhigh.co.nz

**CONTACT EPIC: THE ULTIMATE MOUNTAIN BIKE
CHALLENGE, WANAKA - 18th April 2015**

The Contact Epic is a challenging race that navigates the shores of Lake Hawea, located on the edge of Wanaka in the South Island of New Zealand. The epic ride is a 125km journey of discovery where visitors take in a variety of landscapes and unique New Zealand places including the Hunter Valley and Dingle Burn high country farming stations of Lake Hawea. Best for those up for a challenge, participants can expect river and stream crossings, short climbs and long descents. For the less adventurous, 95km and 35km trails are also available, starting at the Lake Hawea Dam and riding through local farming country along the Clutha and Hawea Rivers.

HOW: For more information visit

www.lakehaweaepic.co.nz/index.html

FOR MORE INFORMATION VISIT:

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