



OFF THE BEATEN TRACK

Leave the world behind...

What is Off The Beaten Track?

Vision:

Off The Beaten Track connects holiday makers with a taste of authentic rural New Zealand that is delivered through undiscovered locations and experiences that are privately owned.



Inspired by Country Calendar

- We are farmers
- Spark of an idea to a reality
- Embarked on initial research
- Launched officially 1 April 2017
- Part of the SODA family
- Relaunched fresh new website April 2018



We are in the outdoor lifestyle business

- NZMCA Motorhome, Caravan & Leisure Shows
- Industry connections
- Our databases are full of people who like to get out and enjoy New Zealand



We knew the majority of New Zealand is in private ownership, tourism is our biggest market, there was nothing else like this in the market place and as farmers we love our land and know others could share that love also.



OTBT is all about the Experience!

- We are unique
- We offer a truly authentic kiwi experience
- These unique rural experiences form part of the listing process
- Even getting to the property is part of the experience



- Whether its somewhere to pitch a tent, park a caravan, a night spent in a farm cottage, or even something a little more luxurious, OTBT provides landowners the opportunity to offer a range of accommodation to families, nature lovers, adventure seekers and those just want to escape to experience Real NZ like never before.



Who is our Market?

- Holidaymakers: both New Zealand based and international – Australia/China initially
- Rural properties owners: who may or may not recognize that they have an opportunity to leverage their property and property experiences for return.



Landowners – It's about sharing the land you love and the love of what you do

- Its FREE to list
- Simple to list and manage
- No contracts or agreements
- Earn income from what they already own
- Getting there is part of the experience – it doesn't matter where they are
- Finding properties in parts of NZ we know our holidaymakers will love
- Industry Organisations
- Social Media campaign



What about H&S? - We have it covered!

- Hazards listed
- Landowner Liability Insurance



Partnerships & Support

- Industry involvement
- Highway
- Meridian Energy
- OCD
- Greenlea Meats
- Local RTO
- Jucy Rentals
- Federated Farmers
- DWN
- Radio, newspaper, TV



New, refreshed website



[PROPERTY REFERRAL REWARD](#)

[SEARCH](#)

[LET'S GET LISTING](#)

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Private. Unique. New Zealand

You're on your way to the best place in the world



Facebook and Instagram



We have a very engaged audience on social media



We are building a tribe of New Zealand lovers that connect to enjoy our beautiful backyard

Getting our Roadies on the road!



Our latest initiative is calling for interest in becoming an OTBT Roadie.

Our Brand Personality

Slogans to Inspire

- Turn Left when others go Right
- Where in the Wops will you go?
- Book your Break in our backyard
- Step outside when others stay in



Our Goal:

To shift the way people see and tour New Zealand through experiences and create tribe of New Zealand lovers nationally and internationally that connect to enjoy and appreciate our unique backyard

Please spread the word!!



In our view, holidays are best enjoyed Off The Beaten Track

www.offthebeatentrack.co.nz



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