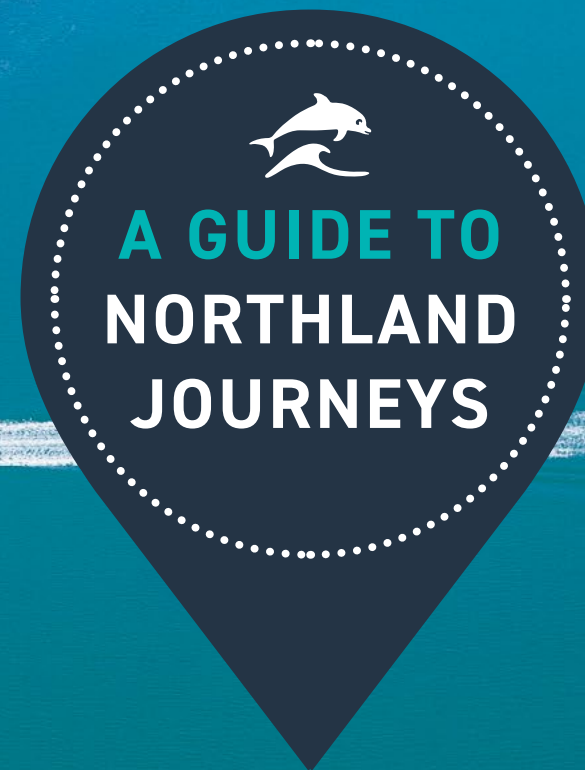


**Background information  
on the Northland Journeys  
and how you can  
use them.**







**Twin Coast  
Discovery  
Highway**

# INTO THE WIDE BLUE YONDER

## The Poor Knights Islands





# 1. What are the Northland Journeys

The Northland Journeys are a series of 10 half to full-day self-guided and mapped itineraries that help visitors discover more of the Northland region.



Rather than reinventing the 800km Twin Coast Discovery Highway route, the Northland Journeys were designed as an overlay to offer visitors - ideally repeat visitors to the region - richer and easier journeys to enjoy (each being 50 to 150km in length) at a pace that results in a better sense of connection to our region.



**Twin Coast  
Discovery  
Highway**

# ALL ABOUT ISLANDS

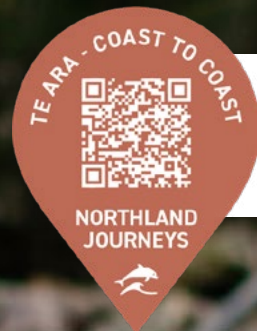




Between 2017 and 2021 10 Northland Journeys were developed in collaboration with local communities and shared with visitors through domestic marketing, working with media, the NorthlandNZ.com website, and international travel trade via trade shows and training events.







**Twin Coast  
Discovery  
Highway**

The Northland Journeys are updated annually to reflect the changes to visitor attractions and improve storytelling of the points of interest along each journey, ensuring these remain relevant and up to date for the visitor into the future.

# TE ARA – COAST TO COAST



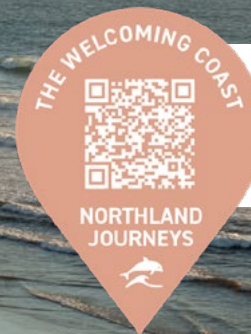


The content for the Northland Journeys has primarily been developed by local tourism, promotions, and community groups.



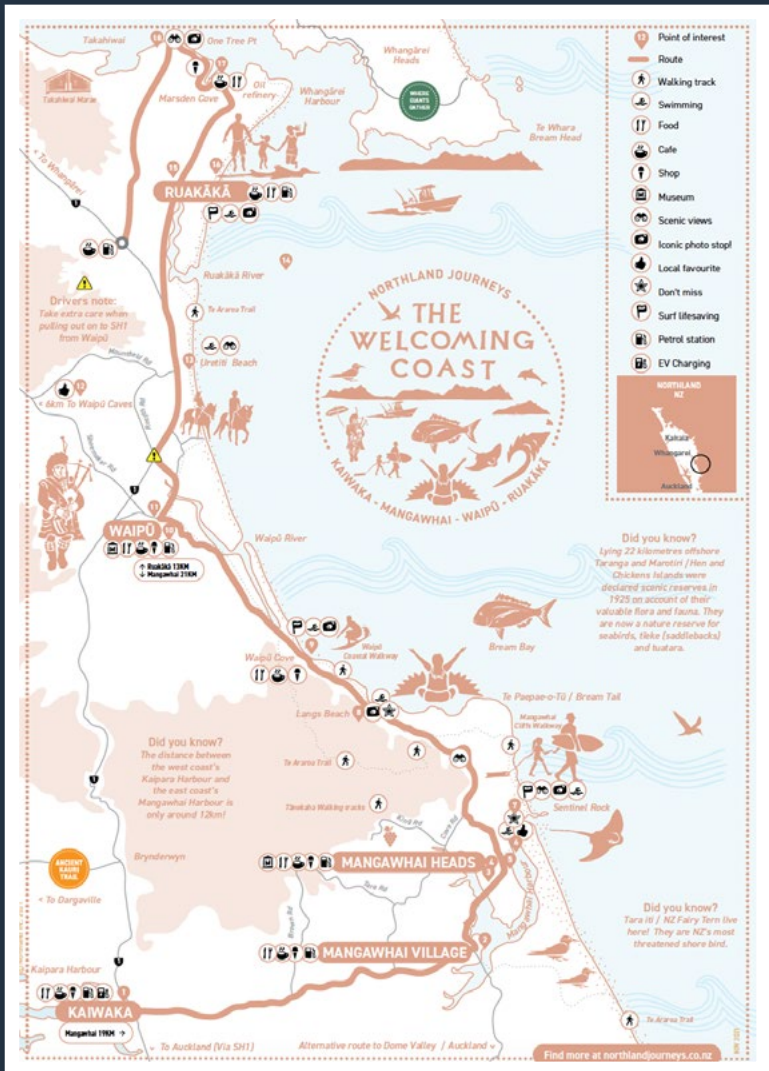
# THE WELCOMING COAST

Each journey is named and presented according to a theme that presents an invitation to the visitor and tells a themed story of that area, including local knowledge and tips.



**Twin Coast  
Discovery  
Highway**





## COMING COAST

**Whāngārei Harbour**  
Whāngārei harbour area is a cool place to sit and cool off, with its swift flowing water that changes with the tide. There are opportunities here for swimming and fishing as well as fishing off the

**Whāi Heads**  
Whāi heads harbour is a big place, with sentinel rock, the wharf with surf life saving, and a tidal Look for the famous 'Mangawhai break on the south side of the mouth. From here set off on the Kai Cliffs Walkway.

**Beach**  
If eyes on the road! This is a popular roadside beach, well known for swimming, its sandy beach and waves. Langs is also the beginning of the Waipoua Coastal Walkway.

**Cove**  
An essential wee slice of Northland is here. Grab your surfboard, beach it, an icecream for the kids from the toffee from the cafe and head to the beach to check out the amazing local mural on the toilet. This is the other end of the coastal Walkway. This walk, requires a bit of fitness and agility, is stiles, steps, ladders and rocks to wade through water so at high tide times.

**Township**  
The Falzie - A hundred thousand is to Waipoua Waipoua is a character filled town with a unique Scottish heritage. Waipoua township offers great for a stroll, explore the vintage shops. No trip would be complete without a local McLeod's beers at the Tazza Barn.

**Museum**  
With a look is the Waipoua Museum. It tells an interesting story of the Scottish settlement of this local area. It'll give you understanding of why there are all the British flags and tartan about!

**Caves**  
Get away from that beautiful coast and explore the underworld at Waipoua Caves. The relief for sun kissed bodies. An amazing world of glowworms, stalactites (ones that come down), stalagmites (ones that go up) awaits. There is a cool walking track set in beautiful karst landscape, farmland and regenerating native bush. About 12km from SH1.

**Uretiti Beach**  
Located on the coast in the middle of Bream Bay is the fabulous Uretiti beach. Famous for its stunning location and sunrises, DOC camping, and surf beach activities. If clothes and togs aren't your beach thing you're in luck as to the south is a naturalist area.

**14 Bream Bay**  
Captain Cook named the body of water between Te Whāra and Te Paopao-o-Tū, Bream Bay due to the abundance of Bream (Tanure / Snapper). See those islands out there that look like a Hen with her Chickens? They are called the Hen (Taranga) and Chicken (Marotiri) Islands, all of which are important nature reserves.

**15 Ruakākā**  
Ruakākā's name is linked to the bush parrot, the beautiful and often noisy kākā. The township has a small shopping complex, including supermarket and recreation centre. Down by the river is great for spotting birds and for fishing.

**16 Ruakākā Beach**  
Ruakākā Beach is a continuation of the Uretiti and Waipoua beaches that make up Bream Bay. It offers beautiful swimming, surfing, sand castle building and during summer months surf life saving patrol. This is the home of local surfboard shaping legend Roger Hall and his surfline surfboards.

**17 Marsden Cove**  
Marvel at the man made marina and canal development, Marsden Cove, great for a look around with its cafe and shops. It has one of the best boat launching facilities on Whāngārei Harbour and boat charters run out of here.

**18 One Tree Point**  
This harbourside location with iconic views of pōhutukawa, Whāngārei Heads and the harbour is a must see and photo stop especially when the pōhutukawas are flowering in early summer. Great sheltered swimming at high tide.

### Must Dos

**Welcome Northland time**  
Relax, chill, take it easy my friend, you are on Northland time. No rush, no worries.

**Embrace fresh and local**  
We brew our own beer (McLeod's) here, make our own chocolates and wine, grow beautiful fresh vegetables and fruit, so take your time and discover and enjoy.

**Greet the morning sun**  
Take some deep breaths and get that wonderful salty air in your lungs while you watch the sun rise out of Bream Bay and above the many offshore islands.

**Scenic activities**  
The gently curving bay and offshore islands make this one of New Zealand's most spectacular places for a beach swim, walk, horse trek or, for those keen on golf, the coastal courses at Mangawhai and Waipoua are epic.



Unleash the kids and welcome back your inner child at the amazing Mangawhai Activity Zone. Facilities include picnic facilities, bike & walking tracks, multi sports court, pump track, playground and great skatepark with rippable bowls. The nearby Mangawhai Golf Club welcomes visitors wanting a game with a view.

**9 Wood Street Shops**  
Wood Street is a vibrant wee street with a lot going on, fuel up the car and then yourself at the cafes, bakery and restaurants and be sure to check out the Mangawhai Opportunity Factory.

Points of interest were identified aligned with four key areas:

- Scenic/natural/photo stops
- Fun attractions and activities
- Contemporary culture (galleries, food and beverage, retail), and
- Heritage attractions and important sites.



# HEADLANDS AND HIDDEN HARBOURS



**Twin Coast  
Discovery  
Highway**

It is important the content for each Northland Journey remains authentic and relevant to its theme and maintains its sense of storytelling. Minimum requirements for points of interest on the designed journey maps include:

- The tourism activity/operation is open or available for visitors to enjoy 7 days a week, where possible (and most, if not all, of the year).
- The experience/offering relates well to visitors.
- The experience/offering is highly relevant to the overall theme of the Journey.
- The experience/offering, and ideally the majority of points of interest enhance the authentic local story by being significant geographical, cultural, heritage, or story-based attractions, and not primarily commercial in nature.



**Did you know:**  
The waters off this coastline are famous for its trophy gamefish including marlin, broadbill, tuna and kingfish as well as deepwater hāpuku, bass and bluenose.

**Did you know:**  
The name 'St Paul's Rock' was given to Okahiri in the 19th century due to its domelike similarity to St Paul's cathedral.

**Drivers Tip:**  
It's quicker to stay on SH10 through to Kaeo, but you'll miss some of the best beaches and sights in Northland!

**Drivers Tip:**  
Take care on the winding road sections and let locals pass when it is safe to do so.

**Legend:**

- 12 Point of interest
- Route
- Walking track
- Swimming
- Sandy beach
- Information centre
- Food
- Cafe
- Shop
- Petrol station
- EV Charging
- Scenic views
- Iconic photo stop!
- Local favourite
- Don't miss
- Art gallery

**Map Labels:** Cape Karikari, Karikari Moana, Koura Pt, Rangiputa, Maitai Bay, Otamatiti Pt, Knuckle Pt, Doubtless Bay, Karikari Peninsula, Rangaunu Harbour, Tokerau Beach, Cable Bay, Maitai Bay 22KM, TAIPA, Coopers Beach, Mangonui Harbour, Hahi, Mangonui Wharf, Taupo Bay 11KM, Totara North, Whangaroa Harbour, Whangaroa, Kaeo, Matakiri Bay 27KM, Matakiri Bay 14KM, Waipapa, Kerikeri, Awanui (via Matakiri Bay) 118KM, Mangonui (via Matakiri Bay) 83KM, To Whangarei.

**Other Labels:** Rangikapihi Pt, Te Whaitu / Bergham Pt, Flat Head, Manukukupa Pt, Otonga Pt, Tuonaru Pt, Orokia Pt, Karaiti Pt, Sphenax Pt, Kowhairoa Pen, Mahinepua Peninsula, Te Ngaere Bay, Cavalli Islands, Takou Bay, Purerua Peninsula, Okahiri - St Paul's Rock, Kairara Rk / Duke's Nose.

**Distance Markers:** → Kerikeri (SH10) 90KM, → Mangonui 25KM, ↓ Kaitiaki 7KM, → Matakiri Bay 27KM, → Matakiri Bay 14KM, → Matakiri Bay 118KM, → Mangonui (via Matakiri Bay) 83KM.

**Map Title:** NORTHLAND JOURNEYS & HIDDEN HARBOURS. KERIKERI - DOUBTLESS BAY - KARIKARI.

**Map Source:** © Northland Inc. 2021



# TE HIKU O TE IKA-A-MĀUI



**Twin Coast  
Discovery  
Highway**

The intellectual property of the Northland Journeys remains with the working groups that created each journey, however, sharing of the stories, history, and information included in each journey can be done in good faith, in line with the purpose of sharing the Northland Journeys with visitors. Northland Inc facilitates the development of the Northland Journeys.





# TE HIKU O TE IKA-A-MĀUI



Journey through the Tail of the Fish of Māui

A land of many names; The Far North, Top of the North, Muriwhenua, Te Hiku-o-te Ika-a-Māui is the furthest north you can go in Aotearoa New Zealand. It is also a land of many significant cultural, sacred and spiritual sites

For this reason all visitors must tread lightly and with respect. Then you may fully embrace the amazing and unique experiences on offer in this beautifully raw and real place. It's the Tail with plenty of tales to tell. It's in the salt and the sand, the feelings of space, freedom and endlessness - an underlying spiritual hum.

Leave only footprints, please don't eat at sacred sites, and take with you the knowledge of these local placenames:

**Te Oneroa-a-Tōhē / Ninety Mile Beach**  
(the long beach of Tōhē)

**Te Rerenga Wairua / Cape Reinga**  
(leaping place of the spirits)

**Te Hiku o Te Ika-a-Māui / The Far North**  
(The tail of the fish of Māui)

**1 Te Kohanga / Shipwreck Bay**  
The southern end of Te Oneroa-a-Tōhē / Ninety Mile Beach lies Shipwreck Bay and the reefs of Tauroa Point. This nook offers world class surfing and sheltered swimming and a simple campground.

**2 Ahiparapara**  
The small settlement of Ahiparapara clings to the hills and dunes at the southern end of Te Oneroa-a-Tōhē. Many holiday homes are located here and the fishing, surfing, swimming and walking make for a strong beach community vibe.

**3 Kaitiāia**  
The largest town in the Far North has everything you need to stock up, for discovering the more remote areas of the north.

**4 Te Ahu Visitor Centre**  
To learn more about local stories, people and places of the north, stop off at Te Ahu museum, cafe and visitor centre. It'll help you understand and appreciate the places you'll visit here even more.

**5 Awanui**  
Lying at the junction of State Highways 1 and 10 and at the headwaters of the Rangaunu Harbour, this is a good place to fuel up for your adventures.

**6 Waipapakauri**  
This was once a old RNZAF airforce base during WWII and before that a Kauri swamp. Today it features a great local pub.

**7 Te Oneroa-a-Tōhē / Ninety Mile Beach**  
A special and iconic place, both used and treasured by many. The beach is of extreme importance to local people and needs to be respected at all times. Many cars have been claimed by the sea, so be sure to check the tides before venturing onto and along the beach. And if you want to know the exact length of the beach - it's 55 miles or 88km long.

**8 Kaimaumu**  
A lovely little spot located on the hidden Rangaunu Harbour offering beach and harbour access with stunning white sands.

**9 Pukenui (Houhora)**  
Nestled beside the beautiful Houhora Harbour, known for its fishing, boating, swimming and camping, Pukenui is a great destination in its own right. There are well stocked shops for far north travel essentials, like ice cream, sunscreen, bait, ice or insect repellent. Also check out the legendary pies and ice creams (did we mention ice creams already!)

**10 Houhora Harbour / Wharf**  
Amazing experiences can be had by spending time at the Houhora Wharf. There's always something going on, it's like a natural aquarium, you never know what might swim by.

**11 Henderson Beach**  
Paradise found - again! Another amazing beach offering white sands, offshore islands, lagoons, snorkeling, swimming and surfing.

**12 Rarawa Beach**  
A beautiful white sandy beach with little stream making for a great swimming, kayaking, surfing, bird watching, fishing and picnicking destination. Also home to one of the five DOC campsites in the Far North.

**13 Te Kao**  
A little community on the headwaters of the Paerengarenga Harbour with a great local shop and iconic Ratana Church (get your camera ready!).

**14 Wakatehāua Island / The Bluff**  
A rocky outcrop on a seemingly endless beach, The Bluff is a great spot to check out the wildlife and beachcomb the flotsam and jetsam along the beach.

**15 Waitiki Landing**  
You'll surely need some kai / food now, and you can find it here at Waitiki Landing, along with other essential supplies like gas, bait, fuel, ice.

**16 Te Hapua**  
Time seems to slow down in Te Hapua lying on the Paerengarenga Harbour which sometimes feels more like a Pacific atoll than NZ. Check out the wharf, Ratana church, and the beautiful Paerengarenga Harbour.

**17 Kapowairua**  
Kapowairua means 'catch my spirit' and its hard not to be moved by the beauty of the beach, the island, the over looking hill - Maungapiko, at Spirits Bay. Here you'll find great swimming, DOC camping and beach walks.

**18 Te Paki Stream and sand dunes**  
These giant sand dunes will blow your mind and will have you thinking you are in the Sahara Desert. But you won't find any camels here, hire boogie boards on site and get sliding instead. This is also the northern access point (4WI) to the magical Te Oneroa-a-Tōhē / Ninety Mile Beach at low tide. Please drive safely and respect the stream, dune and beach environments.

**19 Tapotupotu**  
You are in for a treat winding down into Tapotupotu Bay, this cute horseshoe beach contrasts with many vast open coastal spaces in the far north.

**20 Te Rerenga Wairua**  
The leaping place of the spirits is a departing place and also a meeting place of great oceans. You can't help but feel something incredibly special here. This is a sacred site so please avoid eating food here, and instead spend your time taking it all in.

## Must Dos

**Kaitiāia Time**  
Enjoy a more relaxed pace of life of the Far North, in some places here time seems to stand still, in other places it runs smoothly on 'Kaitiāia Time'.

**Learn something new**  
There are many stories to learn here, many significant cultural sites and many places to relax. The most important thing is to ensure you have enough time to relax and enjoy this special part of the world.

**Plan ahead**  
The campgrounds can get full, the fuel may run dry, shops maybe shut, the tide too high. Always be prepared and plan ahead on your Far North adventure to make sure you are not caught short.

**Respect, relax and let yourself go with the flow**  
You know you've been having Far North fun when there is sand in your hair, in your bed and in your sandwich!



Collaboration and cross-promotion of the Northland Journeys helps spread the benefits across the whole region by encouraging return visitation and longer stays. This provides the opportunity to combat seasonality and support regional dispersal.



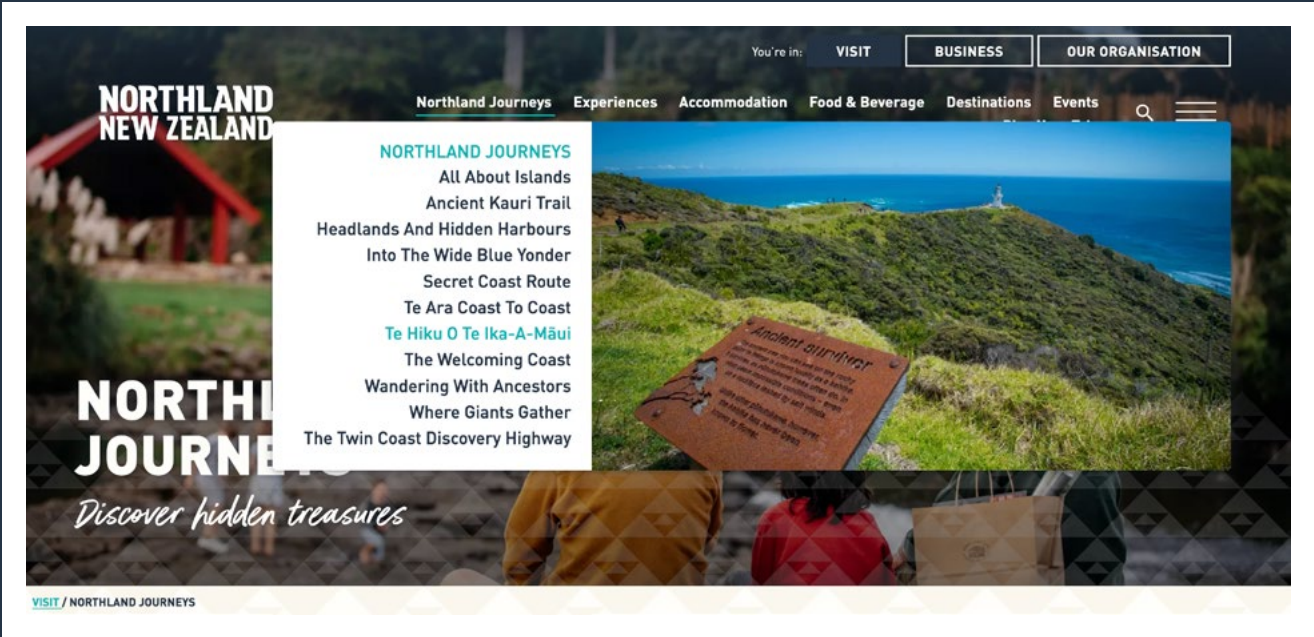




Twin Coast  
Discovery  
Highway

# ANCIENT KAURI TRAIL





More information and the downloadable maps of the Northland Journeys are all available on the [www.NorthlandNZ.com](http://www.NorthlandNZ.com) website. The URL: [www.northlandjourneys.co.nz](http://www.northlandjourneys.co.nz) will also take visitors directly to the Northland Journey page on the website.





WHERE GIANTS GATHER



NORTHLAND JOURNEYS



Twin Coast  
Discovery  
Highway

# WHERE GIANTS GATHER



There are several graphical assets available to help you align your business with your local Northland Journey.

# WHERE GIANTS GATHER



**WHERE GIANTS GATHER**

**Must Do's**

- 1. Visit the Whangārei Heads** - Discover the history and culture of the Whangārei Heads, from the Māori whānau to the European settlers.
- 2. Visit the Whangārei Heads** - Discover the history and culture of the Whangārei Heads, from the Māori whānau to the European settlers.
- 3. Visit the Whangārei Heads** - Discover the history and culture of the Whangārei Heads, from the Māori whānau to the European settlers.
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- 10. Visit the Whangārei Heads** - Discover the history and culture of the Whangārei Heads, from the Māori whānau to the European settlers.





**Sample copy:**

Journey deeper into the region by exploring the Twin Coast Discovery Highway touring route, and the complementary road and water-based Northland Journeys.

Each 50 – 150km journey will beckon you off the beaten track and onto roads less travelled, to discover the hidden gems, local favourites, and must-visit places, while telling the stories of our region and our people. Not to be hurried, each journey will deliver a half-to-full day of exploration, travelling the paths of our ancestors, along alluring coastal routes, and through spectacular natural landscapes.

Whether you live in Taitokerau Northland, have visited before, or are discovering the joys of the region for the first time, we know you'll find something special along the Northland Journeys.



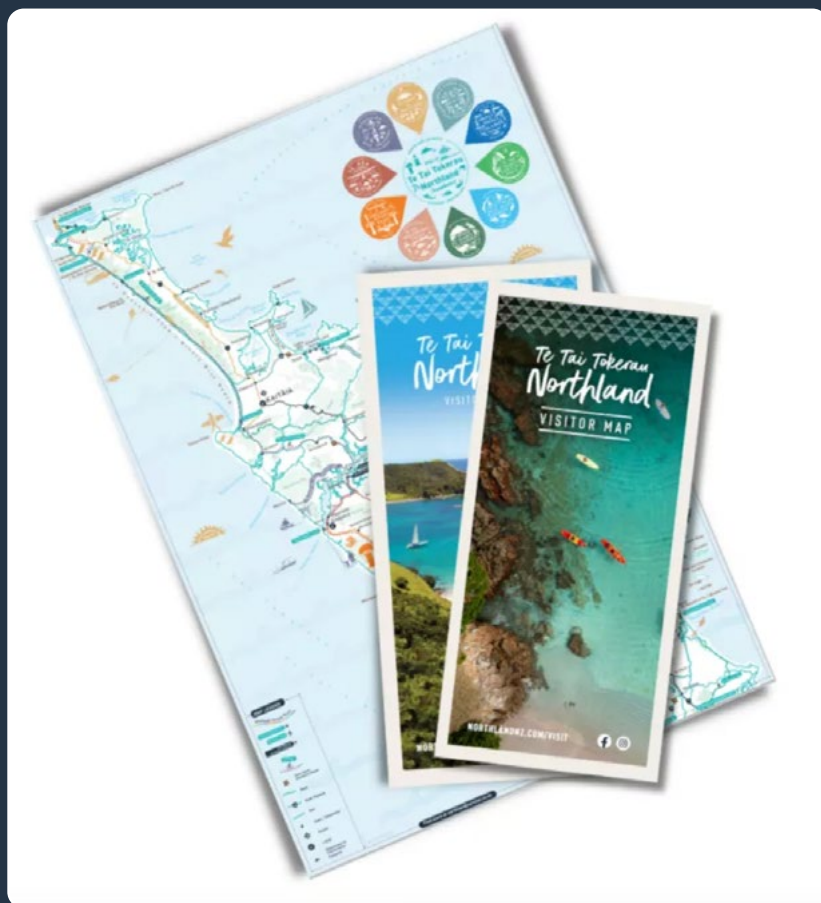
**Twin Coast  
Discovery  
Highway**

# WANDERING WITH ANCESTORS



## Ideas for incorporating the Northland Journeys into your marketing and sharing them with visitors include:

- Adding them to your brochures, local maps, and guides.
- Adding links to Northland Journeys in your welcome emails, especially if you are providing travel information and directions.
- Print them out for your compendiums or provide copies for your visitors to take on day trips.
- Link to the Northland Journeys on your website (links are preferable so the visitor is always directed to the most up-to-date version on [NorthlandNZ.com](http://NorthlandNZ.com)).
- Order copies of the Te Tai Tokerau Northland Visitor Map which displays all of the Northland Journeys on a regional map.
- Coordinate with other local businesses or your local promotions groups to provide tear-off maps at key visitor sites such as information centres or popular cafes/restaurants.
- Use the supporting assets such as the stamp, pin, or QR graphics in into decals for your windows, or integrate them into other visual displays you might have for visitors.





# THE SECRET COAST ROUTE



**Twin Coast  
Discovery  
Highway**





**2. How to use the Northland Journeys**





Flag



Button



Pin

You are an important part of the Northland Journeys.

A range of assets have been developed for you to use, to help your business and community align with your local journey and the Northland Journeys.



QR Code

The more that these are used and seen, the more awareness of the Journeys is spread, bringing benefits to all!



Stamp

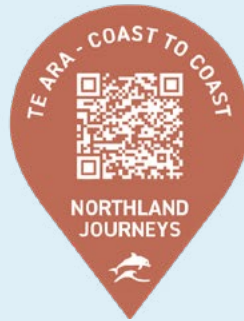
# NORTHLAND JOURNEYS

Banner



















# NORTHLAND JOURNEYS

ALL ABOUT ISLANDS

WANDERING WITH ANCESTORS

TE ARA – COAST TO COAST

THE SECRET COAST ROUTE

ANCIENT KAURI TRAIL

WHERE GIANTS GATHER

INTO THE WIDE BLUE YONDER

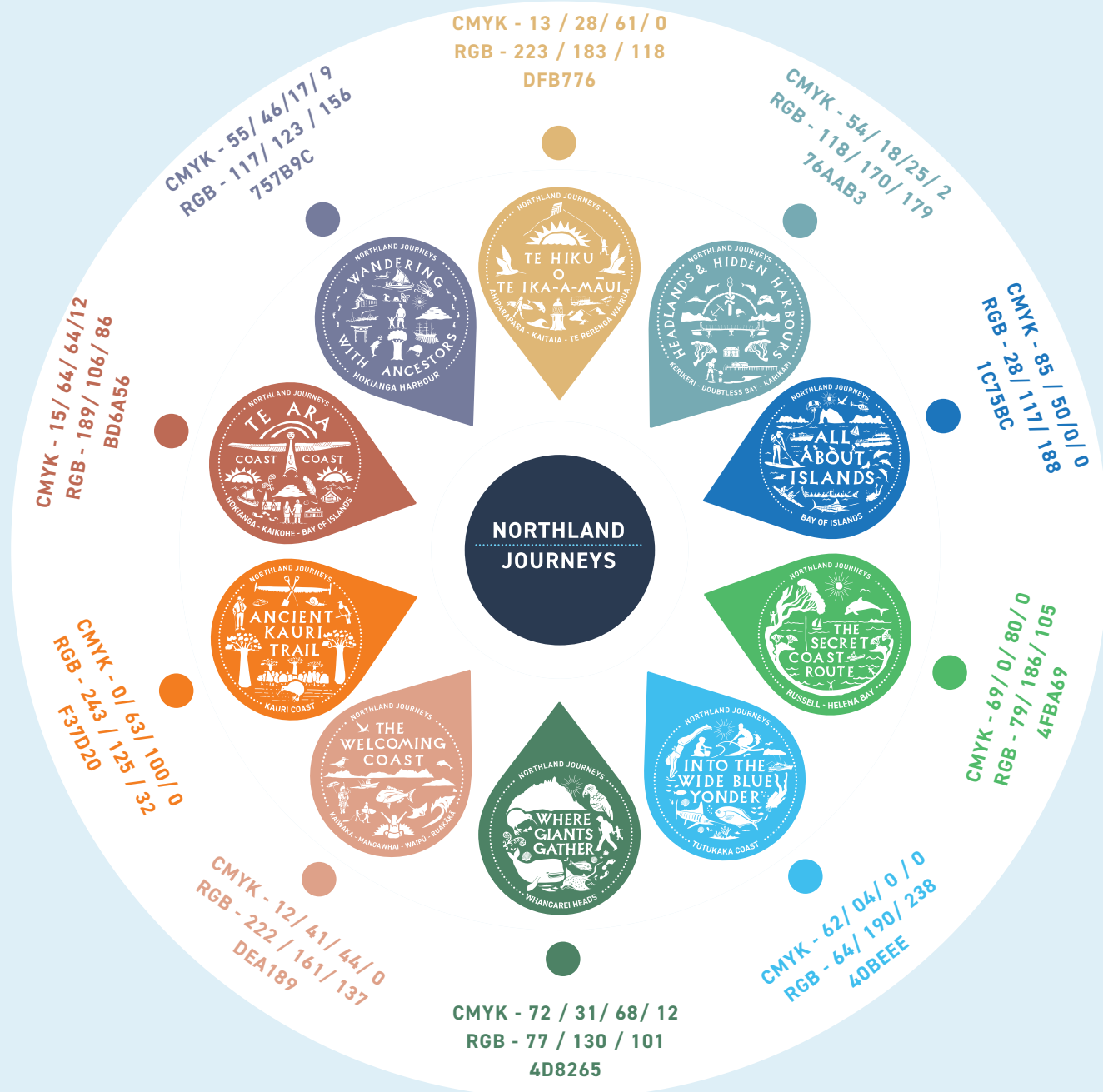
THE WELCOMING COAST

TE HIKU O TE IKA-A-MĀUI

HEADLANDS AND HIDDEN HARBOURS







Each Northland Journey has a distinct colour that is a part of its identity. Keep colour use consistent by using this colour wheel and the associated colour values for each Journey.



### Align your business with the Northland Journeys by:

- Adding a Northland Journey Pin, Stamp, Button, Flag or Banner to your website.
- Embracing and using local Journey colours.
- Talking about the Northland Journeys with your customers.
- Using #NorthlandJourneys #JourneyName (eg #TheWelcomingCoast) in your social media posts.
- Printing out physical maps for your customers.
- Creating physical signage, stickers etc for business.
- Creating physical products like T-Shirts using the Northland Journeys design assets.
- Join the working group for your journey and provide feedback and updates.



#NorthlandJourneys





### Align your local community with the Northland Journeys by:

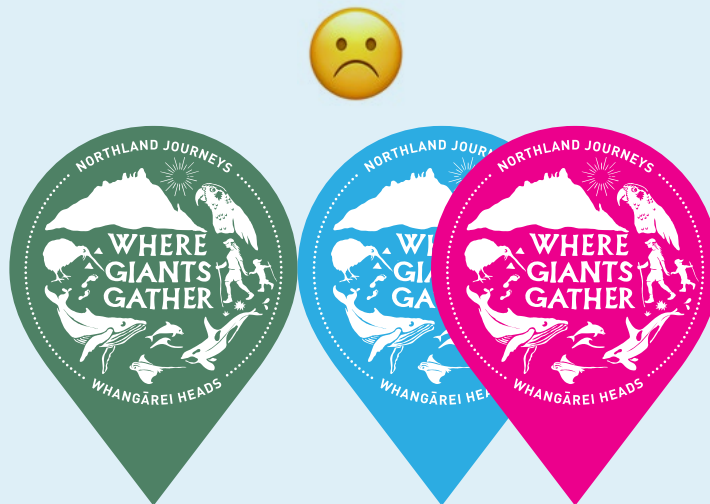
- Encouraging local businesses to align themselves with the Northland Journeys.
- Creating physical wayfinding, gateway and welcoming signage using Northland Journey Maps and design assets to increase visitor experience.
- The Northland Journeys are a flexible platform, collectively think of innovative ways your community can leverage off these assets, murals, public artworks.



ALL ABOUT ISLANDS



The Northland Journeys are a community held asset. A lot of effort has gone into developing the Northland Journeys by many people. We ask that you respect this resource by using the Northland Journeys correctly, always thinking of the greater good, and portraying the content in a positive way. Do not use the Northland Journeys content or assets for commercial gain unless prior approval has been sought.



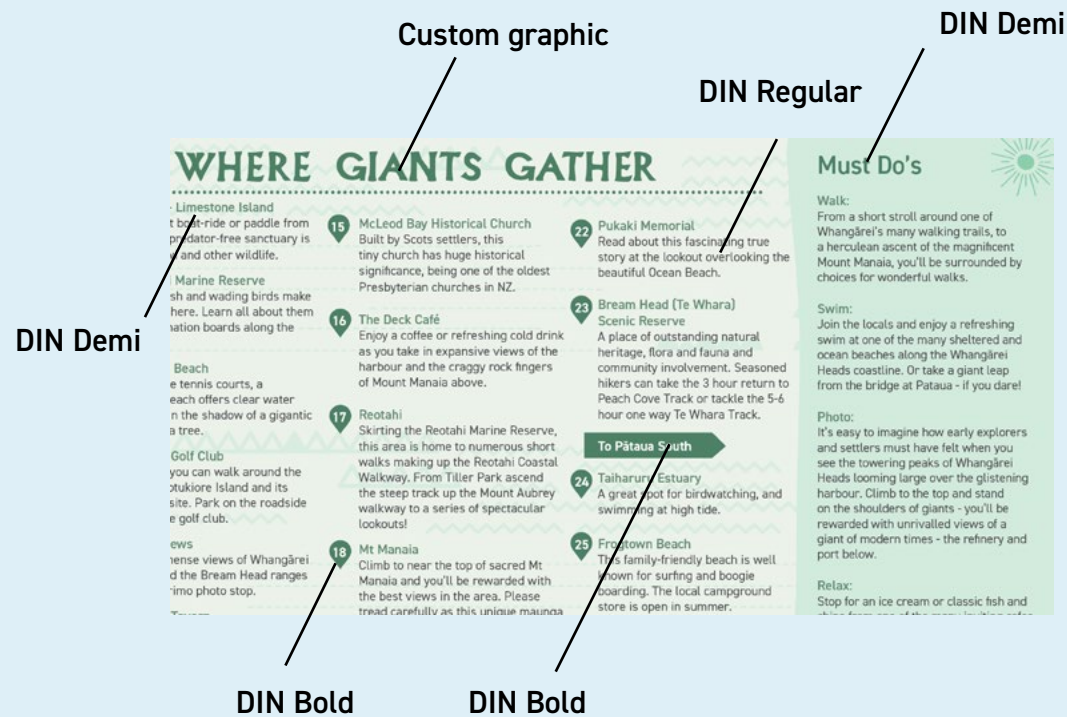
Do not change or modify the Northland Journeys Graphical Assets



Do not change or modify the Northland Journeys maps or content.



Like the Taitokerau Northland regional brand the Northland Journeys identity uses the DIN font family.



Use common sense, ensure clear space around graphical assets and that they are of a legible size.

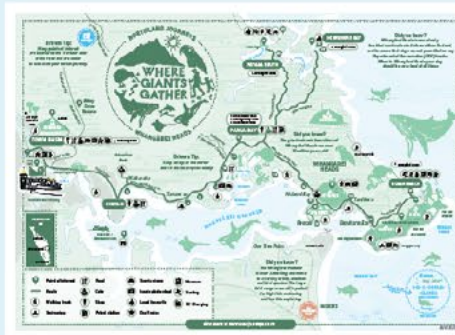
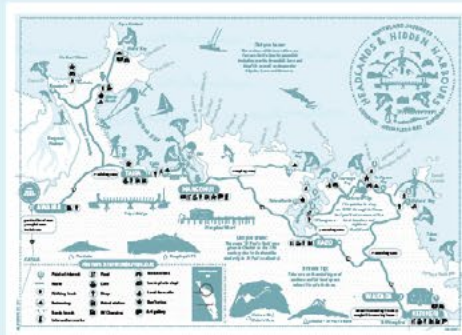
## WHERE GIANTS GATHER



WHERE GIANTS GATHER









We'd love for you to make use of these beautiful assets and share the Northland Journeys far and wide. If you have any questions or need help please contact us at [tourism@northlandnz.com](mailto:tourism@northlandnz.com).

**NorthlandInc**

Growing Northland's Economy  
Kia tupu ai te ōhanga o Te Tai Tokerau