

Neat Places

Keep it Neat



The Shift — What's changing in NZ towns..

Our towns are becoming more the same.

- Global brands replacing local character
- Convenience over experience
- Strip mall logic shaping town centres

The Cost — What we lose

When identity fades, experience follows.

- Fewer reasons to explore locally
- Discourages community engagement
- Less pride in place
- Shorter visits, lower spend, weaker connection



This is the opportunity

To design towns and businesses with intention.

- Purpose-built spaces and fit-outs
- Combining local products
- Distinct offering
- Local stories, expressed physically
- Social infrastructure



What do I mean by social infrastructure?

- A café that becomes a ritual
- A bar that anchors a towns creative culture
- A retail space that reflects local identity or passion of product
- A public space people actually want to spend time in

These are the places that quietly shape how a town functions socially.



When it's done well, it changes behaviour.

- People stay longer
- They move between places
- They spend more
- They come back
- They tell their friends (word-of-mouth)



This only works if it's collective.

- Council → planning + pathways + enable better spaces
- Businesses → lift experience + identity
- Platforms → connect and amplify

Why this matters

- Stronger local economies
- More resilient towns
- Better everyday experiences for residents and visitors

How we approach it.

- Curate (find the right places)
- Tell people and place-led stories (make them visible)
- Connect (link them into a wider experience)
- Promote (hit your audience)



“Just wanted to give you a huge thank you to the amazing entity that is Neat Places! My wife and I stumbled into Scorpio Books while jet-lagged on our first day in Christchurch and found our first Neat Places brochure, adorably arranged on a shelf.

We hadn't planned much on our first day since we were worried about how we'd be feeling, so we put our fate into the hands of this beautiful little guide, and it provided an amazing dinner and delicious gelato!

For the rest of our tour of the South Island, we were more than happy to rely on the recommendations, writing, and wonderfully arranged photography of your guides and website for everything from cafes to museums. AND to top it all off, the pocket guides were so beautiful and look great in our travel journals!

Just wanted to send a little note and let you know we've sang the praises of Neat Places from the rooftops, and if you're ever looking to expand to the Southeastern United States, we would love to help. Keep up the incredible work.”

Brandon Wheeler and Kayla Ebert, February 2026

Neat Places

About Us

Who is Neat Places?

Purpose	Vision	Mission	Values
To enhance a person's experience of a town/place.	To be the most authentic and trusted guide to neat experiences in every corner of New Zealand.	To showcase local businesses and regions that offer unique, inviting and positive experiences across Aotearoa.	<ul style="list-style-type: none">• Authenticity• Quality• Trust• Community• Discovery

What qualifies a 'Neat Place'?

Community	<ul style="list-style-type: none">• Locally owned or strongly connected to the area• Collaborations with nearby businesses• Adds something meaningful to the neighbourhood <p>→ Does this place belong here?</p>
Source	<ul style="list-style-type: none">• Where products come from• Quality and care in what's offered• Support of local producers where possible <p>→ Is there substance behind the offering?</p>
Design	<ul style="list-style-type: none">• Physical space, layout, materials• Street presence, frontage and heritage• Uniqueness, curation and quirks <p>→ What has been achieved?</p>
Environmental	<ul style="list-style-type: none">• Awareness of footprint• Efforts to do things differently or better <p>→ Is this business thinking beyond itself?</p>
Noteworthy	<ul style="list-style-type: none">• The intangible "neatness"• Could be an institution or a new standout• Often a result of everything else being done well <p>→ Would you tell someone about it?</p>

WHY NEAT PLACES?

1.

We are a 100% New Zealand-owned and operated company that knows Kiwi brands, cities and products.



2.

We have worked hard to build a loyal audience since our inception in [2010](#), post the Canterbury earthquakes.



3.

Our team genuinely cares about our readers having the best possible experience with the companies and places we recommend. In fact, our brand depends on it!



4.

We are a trusted resource and our recommendations are respected and valued in the industry.



5.

Our biggest audiences are in our most populated cities: Auckland (43%), Christchurch (22%) and Wellington (15%).



6.

Our content is all our own! We get feet on the ground to research content ideas and go to great lengths to create original photography and copy.



7.

Being deemed 'neat' offers a point of difference and allows regions to connect with new audiences in a way that is authentic, meaningful and genuine.



8.

We value our clients and enjoy years-long partnerships with tourism boards, councils, Tourism New Zealand and Stuff Ltd.

SERVICES



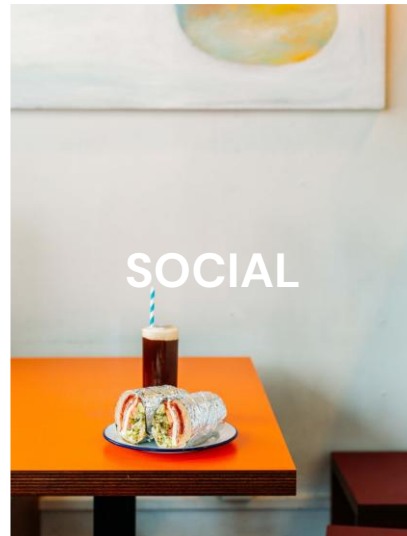
Our Directory

The Neat Places directory features over 1000 businesses in 20+ towns and cities across NZ. Your region, city or precinct will be added to neatplaces.co.nz and we'll build a carefully crafted directory of your 'neat places'.



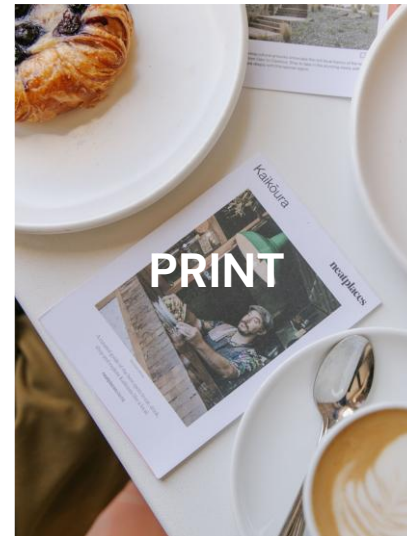
Curated Guides

Our guides tell the story of your region and are a valuable resource for our readers who use them as a quick reference when visiting a new region. These articles range from 12 hour itineraries to niche guides on how to explore a city's art and architecture.



Online Engagement

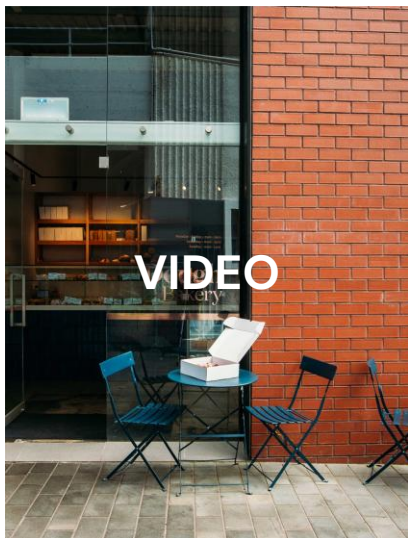
Our content is promoted across our Facebook, Instagram and Mailchimp accounts, capturing the imagination of over 100,000 New Zealanders. Content is promoted via reels, Stories, feed posts and fortnightly eDMs.



Pocket Guides

Our printed city guides highlight the neatest places to eat, drink, shop and visit in a region. Copies are supplied to partners and the rest are sent via our distribution network and [online orders](#).

SERVICES



Bringing Your Place to Life

We create engaging videos on behalf of councils, regional tourism organisations and businesses.



Short & Sharp

Through curated editorial features, social media and digital advertising, our marketing campaigns build awareness, gain reach and increase visitation for a place, event, product, industry or season.



Content Sharing

Our content is made to be shared. So, we will send you our content to use for the duration of our partnership. Listed businesses receive a Supporters Pack to help maximise their listing. We also supply articles to our content partner The Herald.



End of Partnership Report

Our Reach Reports give you the analytics on how many people have viewed your content during our partnership. The report is packaged up simply so they are easy to understand and your team can see the real results.

PRINTED POCKET GUIDES



The relaxed setting of Muttonbird (muttonbird) has dinner of wine, decked out with very special and 60s and 70s jams. The menu encourages a bar and often approach, relating based on the season and local produce. Muttonbird is a Muttonbird and is open the whole year.



A dynamic neighborhood bar and cafe serving pouring beer - color and kombucha from local producers and organic. Share your favorite of house with the cafe and other menu items. Plenty of seating inside and out.



A friendly boutique with curated items from across the globe. A mix of all your fave brands and local designers. They also offer customised services and in-house styling.



Curated by New Zealand artists, their distinctive style and collections designed in Taranaki and inspired by the 'Lushland' High Country style. Boutique features Central Stage. Please embrace simplicity, sustainability and transparency.



Hidden within The Project, you'll discover a bustling coffee roaster with a Cornish Granddaddy, local and house-baked breads and the good ol' fashioned to be enjoyed inside or within the beautiful courtyard.



Hangout spot for modern living, the light airy cafe is a common lounge and sensory experience and is the perfect place to relax. Come and enjoy our mix of single bean bag, you might find it hard to leave.

Neat Places

Stay and explore: Wānaka, Albert Town, Cardrona & Hāwea.

We celebrate the neat restaurants, cafés, shops and galleries in and around town. Whether you're a local or just visiting, you'll find something on Neat Places that tickles your fancy.

- Eat & Drink
- Coffee
- Licensed
- Negative
- Buy
- Shopping
- Fashion
- Services
- See & Do
- Culture
- Activity
- Wellbeing

5/20th Wānaka

A community initiative to assist in making Wānaka the best single-use town in Aotearoa. See, Shop or Support!

Scruggin Coffee and Eatery

5/20th Anderson Street

A local institution offering locally sourced specialty coffee from Blue Coffee Roasters, and daily house-made freshly baked goods, including scones that are the talk of the town.

The market also encourages you to gather, meet and enjoy a while. It's the perfect mix of all things good.

Rhyme & Reason

1/10 Gordon Road

A mainstay for the locals, this quirky spot in Wānaka's back streets has great views and some serious coffee goodness. We'll be happy to explore. Now they sell local wine, color and an outdoor beer garden and apple orchard.

Neat Places

Your guide to: Wānaka, Albert Town, Cardrona & Hāwea

See more at: neatplaces.co.nz

or on social: [@neatplaces](https://www.instagram.com/neatplaces)

Listings:

- 01 Blue Duvall
- 02 Baffle Craft
- 03 Kite
- 04 The Workshop
- 05 Hāwea
- 06 The Young Man
- 07 Wānaka Beer Bar
- 08 Ato
- 09 Muttonbird
- 10 h.social
- 11 52nd Boutique
- 12 Parka
- 13 Wilson & Dunst
- 14 Scruggin Coffee and Eatery
- 15 Rhyme & Reason
- 16 Blue Star Coffee Bar
- 17 Paloma
- 18 The Project
- 19 Wānaka Larder Farm
- 20 The Best Cheese
- 21 The Project
- 22 Cardrona Eatery
- 23 Wilson & Dunst
- 24 Vito Cafe & Beer Garden
- 25 Parkana Eatery
- 26 Cardrona Hotel
- 27 Cardrona Hotel
- 28 The Beard Studio

DISCLAIMER: This guide is compiled from Neat Places. The information provided in this guide is for general information only and is not intended to be used as a substitute for professional advice. © Neat Places 2018

OUR AUDIENCE

Neat Places has a strong appeal for both New Zealanders and tourists who are into exploring a city's shopping, hospitality, arts and culture experiences.

Our audience loves to support local independent businesses and are always keen to hear about the latest openings and new products. They use Neat Places to make decisions about where to eat, drink and shop in a city.

Across our social platforms, our followers are:

- 75% female
- 38% aged between 35-44

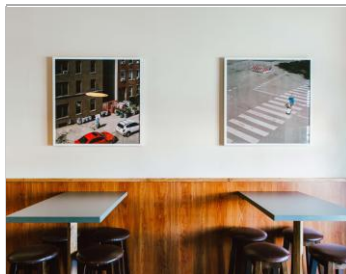
2M+

ANNUAL PAGE VIEWS



800k+

ENGAGED USERS ANNUALLY



42k+

FACEBOOK FANS



44k+

WEEKLY ORGANIC
FACEBOOK REACH



97k+

INSTAGRAM FOLLOWERS



14k+

MAILCHIMP SUBSCRIBERS
(48% OPEN RATE)

What next..

Kāpiti Coast District Council and Neat Places are currently scoping out a new partnership, including a pocket guide. If you'd like to be considered for inclusion, please reach out to Amberley at Kāpiti Coast District Council.

