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## Color Your Journey With Tourism New Zealand

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Photo: © Stephanie Connell | Dreamstime.com

To inspire travelers to unleash their creativity while planning their next adventure to New Zealand, Tourism New Zealand introduced a series of adult coloring postcards available for [download](#).

With coloring believed to have the same effect on the brain as meditation has on the mind, the tourism organization partnered with native New Zealand artist Gabby Malpas to recreate four evocative destination sketches with line art that let's you unleash your creativity. Images of the North and South Island highlight Waiheke Island, Hobbiton Movie Set, Milford Sound and Cathedral Cove.

"I feel privileged to recreate stunning New Zealand landscapes and really encourage people to bring these to life through their own creativity. The trend of adult coloring is taking the world by storm and I love that it encourages people to get back in touch with their artistic side whilst finding calmness along the way", said Malpas.

Bjoem Spreitzer, general manager, Tourism New Zealand Americas and Europe, described coloring as a vacation for the mind: "New Zealand has such a rich story to tell with our unique culture, dramatic fjords, action-packed adventure activities and welcoming people. This is another great avenue to showcase it."

Tourism New Zealand encourages people to share their coloring creations on Instagram, Facebook and Twitter with [#coloryourjourney](#) [#NZMustdo](#) and [@purenewzealand](#) and find out about the destinations that inspired the line art illustrations [online](#).



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