

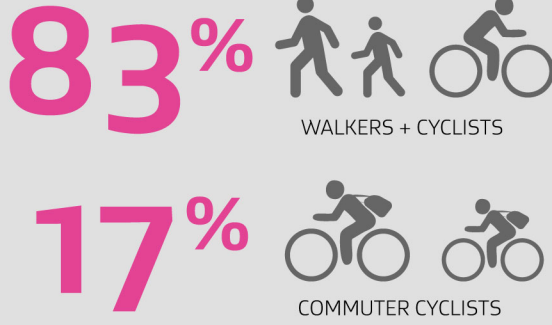
Evaluation of the New Zealand Cycle Trail

2015 Estimated Data

Executive Summary

TRAIL USERS

Approximately
1.3 million
TRAIL USERS



Majority were **Domestic Visitors**



13.5%
est. 114,351
International Visitors



OVERALL BENEFITS AND COSTS

Overall benefits



Economic benefits



Social benefits



COST

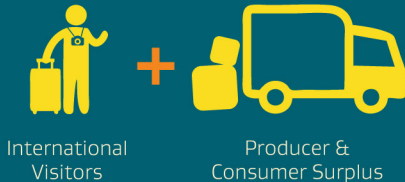
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BENEFIT



ECONOMIC CONTRIBUTION

\$37.4 million



International Visitors

Producer & Consumer Surplus

Revitalised small communities, historic hubs, businesses, and job opportunities

\$12 million



Reduced mortality risks

+



Commuting benefits

+



Cost savings from diseases associated with physical inactivity

SOCIAL CONTRIBUTION

community cohesion

+

Road safety for commuters

NZCT INC. GOVERNANCE AND MANAGEMENT

- National body is necessary
- Needs to provide leadership, direction, guidance and support to the great rides but currently inadequately supported to do this



GREAT RIDE GOVERNANCE AND MANAGEMENT

Key lessons learnt from governance and management of the great rides



1. A governance body that has a clear strategy, leadership and direction

2. Board members with relevant skills and experience



3. Clarity around roles and responsibilities of the governance body



4. Dedicated resource to maintain the cycle trails



5. Involvement of the local or central government in the governance and management of the great rides



6. Dedicated specialist team for marketing and promotion of the cycle trails



7. Clear roles and responsibilities of trail partners



MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
HĪKINA WHAKATUTUKI



New Zealand Government