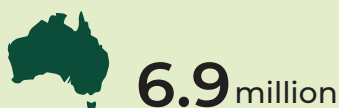
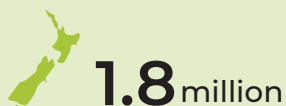


The Great Rides' path to success

Strategic focus

Size of the cycle tourism market:



CURRENT RETURN ON INVESTMENT

\$1 billion

annually of visitor expenditure into regional NZ.

INTERNATIONAL INVESTMENT

\$8 million

annually from the international visitor levy.

ROI GOAL OVER NEXT 10 YEARS

\$2 billion

annually into regional NZ.

INVESTMENT NEEDED

\$160 million

over the next 10 years.

Impact of the Great Rides

ECONOMICS



795

official cycle trail partners

\$900

average spending per person

1,600

businesses service the Great Rides

NATURAL CAPITAL

Most appreciated feature by trail users:



128 km

waterways fenced by trail managers



24,870

native trees/bush planted by trail managers in 2021

SOCIAL CAPITAL

800⁺

volunteers across the network

\$500,000⁺

total value of volunteer contribution

Great Rides are key local assets

TOURISM

NZCT's role: responsible for driving the desire to choose a cycling holiday and provide leadership to the sector on cycle market insights

Leader in regenerative tourism in NZ



50%

of users visited regions because of its Great Ride

+3.6 million

visitor nights

HEALTH



56%

of trail users say their mental health has improved



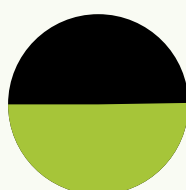
47%

of trail users say their fitness has improved

Trail usage

2,186,662

total trips for the year ending June 2021



— Cyclists
1,087,748

— Pedestrians
1,098,913

USER NUMBERS

2.19 million

trips per annum (all users)

+1 million

visitors to the regions

18%

Internationals