

The Great Rides' path to success



GREAT
RIDES
OF NEW ZEALAND

Strategic focus

Size of the cycle tourism market:



CURRENT RETURN ON INVESTMENT

\$1 billion
annually of visitor expenditure into regional NZ.

ROI GOAL OVER NEXT 10 YEARS

\$2 billion
annually into regional NZ.

INVESTMENT NEEDED

\$160 million
over the next 10 years.

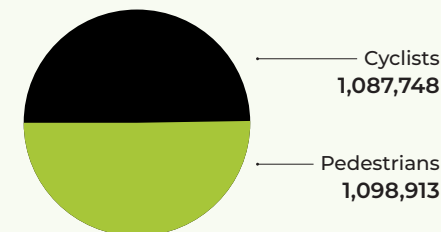
CURRENT INVESTMENT

\$8 million
annually from the international visitor levy.

Trail usage

2,186,662

total trips for the year ending June 2021



USER NUMBERS

2.19 million
trips per annum (all users)

+1 million
visitors to the regions



Impact of the Great Rides

ECONOMICS

1,600
businesses service the Great Rides

795
official cycle trail partners

\$900
average spending per person

NATURAL CAPITAL

Most appreciated feature by trail users:



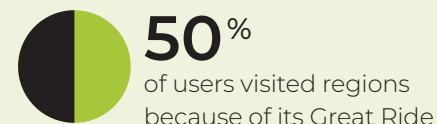
128 km
waterways fenced by trail managers

24,870
native trees/bush planted by trail managers in 2021

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



+3.6 million
visitor nights

SOCIAL CAPITAL

\$500,000+
total value of volunteer contribution

800+
volunteers across the network

Great Rides
are key local assets

HEALTH

56%
of trail users say their mental health has improved

47%
of trail users say their fitness has improved