

PART A: GLOBAL TRENDS¹



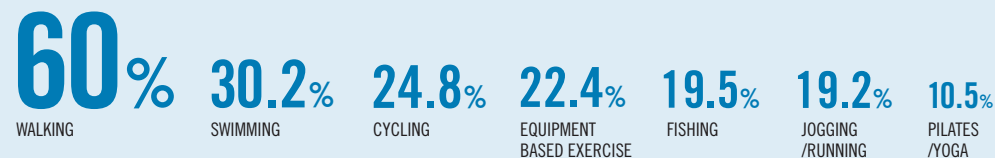
▲ 38%

The global market for bicycles is anticipated to expand by 37.5% over the period 2016-2024. In the eight years from 2015 to 2024 revenue growth is to get from US\$ 45.08 billion to over US\$ 62 billion by 2024. Asia Pacific is anticipated to be the most lucrative market for bicycles over the forecast period while e-bikes will be the leading segment of the market.

¹Source: Persistence Market Research December 2016

PART B: PARTICIPATION IN CYCLING²

The most popular sport and recreation activities in over 12 months

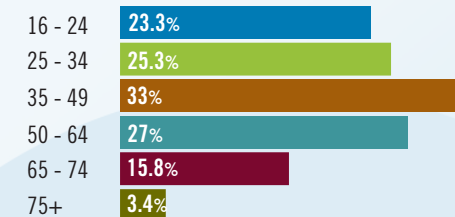


Participation by Gender in Cycling



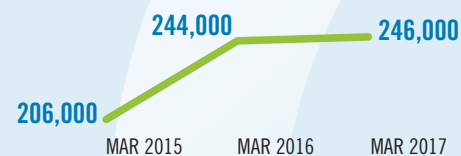
TOTAL = 823,000 24.8%

Participation Rates in Cycling by Age

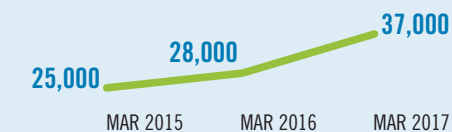


²Source: Sport and Active Recreation in the Lives of Adult New Zealanders 2013/2014

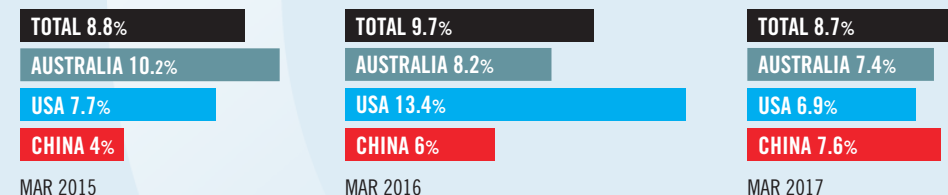
All International Visitors Participating in Cycling*



Holiday Visitor NZCT Trail Participation*



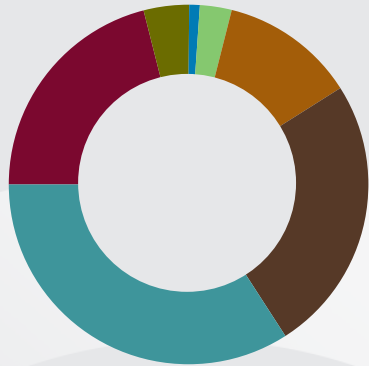
Holiday Visitor Cycling Participation Rates*



*Source: International Visitor Survey (IVS)

PART C: COMPARISON - PARTICIPATION IN CYCLING ON NZCT GREAT RIDES³

Participation Rates on all Great Rides by Age



15 - 19	1%
20 - 29	3%
30 - 39	12%
40 - 49	25%
50 - 59	34%
60 - 69	21%
70+	4%

NZCT Trail Participation Rates By Age

	EASY	INTERMEDIATE	ADVANCED
15 - 19	1%	0%	1%
20 - 29	2%	4%	4%
30 - 39	9%	8%	17%
40 - 49	20%	26%	29%
50 - 59	35%	40%	28%
60 - 69	27%	19%	18%
70 +	5%	2%	3%

NZCT Trail Participation Rates By Gender

	EASY	INTERMEDIATE	ADVANCED
FEMALE	56%	49%	38%
MALE	44%	51%	62%
YEAR	2015	2016	2017
FEMALE	42%	46%	50%
MALE	58%	54%	50%

NZCT Trail Participation Rates By Location

	EASY	INTERMEDIATE	ADVANCED
LIVE IN THE AREA	29%	23%	18%
VISITING THE AREA	71%	77%	82%

³Source: Source: Nga Haerenga, the New Zealand Cycle Trail Survey 2015-2017 (n=1510)

TRAIL USERS⁴

Approximately
1.3 million
TRAIL USERS

83%
17%



Majority were

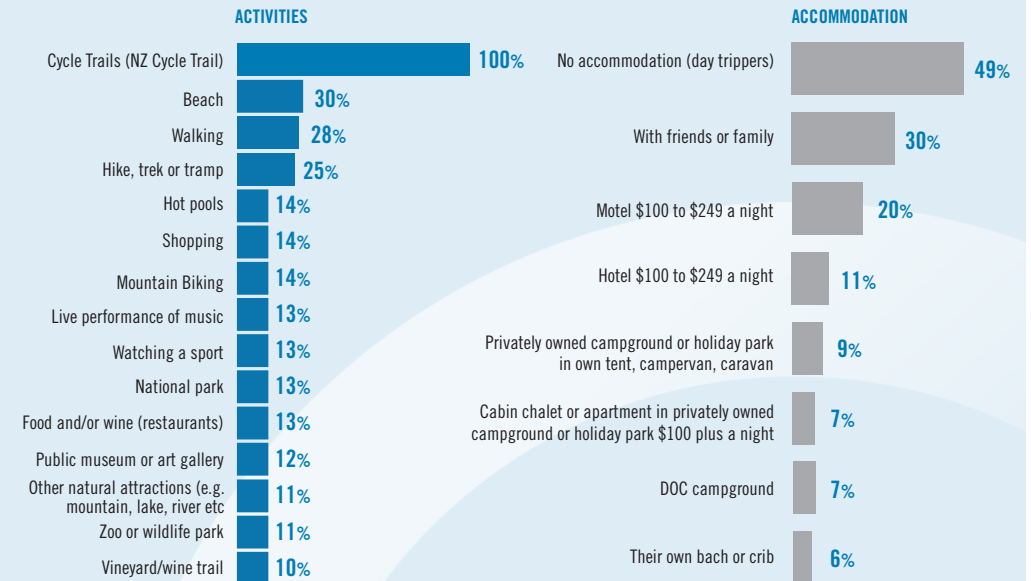
Domestic Visitors

13.5%
est. 114,351
International Visitors

⁴Source: Nga Haerenga NZ Cycle Trail Evaluation Report 2016, Ministry of Business, Innovation and Employment, 2016.

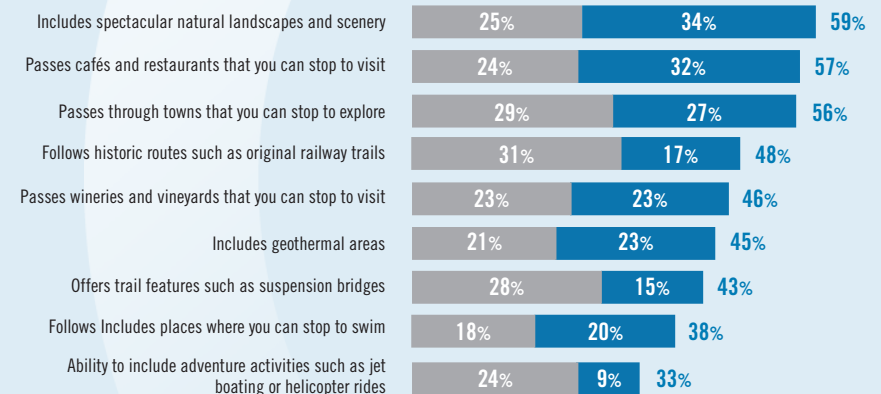
PART D: WHAT CYCLE TRAIL VISITORS WANT

Domestic Visitors are interested in a broad set of activities⁵



⁵Source: Domestic Segmentation Research via www.digit.nz

International Visitors - Influence of features in deciding whether to book a particular cycle trail⁶



⁶Source: Tourism New Zealand Research of Australian Visitors, TNS 2014

PART E: MESSAGES AND CHANNELS TO ATTRACT VISITORS⁵

How do we reach them

KEY MESSAGES

Visit friends, family	27%
Explore the outdoors	24%
Relax or escape from daily stress	23%
Discover new things or places	22%

TRIGGERS

Specific friends and family event e.g.. wedding, birthday, Christmas	27%
Seeing or hearing about an activity they'd like to do	24%
General friends and family get together	23%
Attending a specific event to watch e.g.. sport, festival or show	22%
Specials or cheap deals on accommodation	23%

Barriers

Weather	27%
Have commitments at home which make it difficult to get away	24%
Have commitments at work which make it difficult to get away	23%
Cost of accommodation	22%
Traffic congestion	23%

⁵Source: Domestic Segmentation Research via www.dgit.nz

Channels generating first awareness³

	2015	2016	2017
From friends, family or work colleagues	58%	48%	56%
From an information centre (including i-SITEs, Department of Conservation Visitor Centres, or other)	10%	16%	9%
Newspaper or magazine	25%	17%	18%
Travel guide/book	7%	18%	14%
Trail brochure	10%	17%	14%
Trail website	29%	34%	33%
Social media (e.g. Facebook, Twitter, blog)	11%	4%	9%
Other (please specify)	18%	16%	16%

PART F: VISITOR BEHAVIOUR ON GREAT RIDES³

- In 2017, 82% of riders were visiting the area only/mainly because of the trail
- Nights stayed in the area during 2016/2017 averaged 3.57, up from 3.32 in 2015/2016
- 61% of riders spent 2 days or longer on the trail in 2016/2017

Time spent on the trail

	2015	2016	2017
Less than 1 hour	2%	2%	1%
1-4 hours (half a day)	30%	21%	17%
1 day (more than 4 hours)	19%	22%	20%
2 days	25%	24%	27%
More than 2 days	23%	31%	34%

Travel Party Numbers

	ALL TRAILS	2015-2016	2016-2017
Adults, aged 15 years or more	3.73	3.67	3.78
Children, aged 14 years or less	0.36	0.35	0.4

PART G: VISITOR SATISFACTION³

Overall satisfaction with Great Rides is high with 96% of riders either satisfied or very satisfied. Scenery is leading the way in satisfaction and other aspects are improving but there's still plenty of work to do in delivering across the board i.e. toilets, food and beverage.

Ratings - The Trail (1=very poor and 5=very good)

	ALL TRAILS	2015-2016	2016-2017
Scenery/setting	4.8	4.8	4.8
Trail difficulty (was as expected)	4.5	4.4	4.5
Trail gradient/slope	4.5	4.4	4.5
Condition of the surface	4.3	4.2	4.3
Directional and other signage on the trail	4.2	4.2	4.3
Overall trail conditions	4.4	4.4	4.4
Bike hire facilities/services available in the area of the trail	4.3	4.1	4.4
Quality of hire bikes	4.3	4.1	4.5
Guiding on the trail	4.1	4.2	4.1
Toilet facilities along the trail	3.8	3.9	3.9
Accommodation available in the area of the trail	4.3	4.3	4.2
Bike shuttle/other transport available to the trail	4.4	4.4	4.4
Food and beverage services available along the trail	3.7	3.6	3.7
Other activities available on/or near the trail	4.1		4.1

³Source: Source: Nga Haerenga, the New Zealand Cycle Trail Survey 2015-2017 (n=1510).