

## West Coast Tourism ICONS













# **CYCLE TRAILS**



### **The Prize to Date**

Investment Capital Cost: \$50m+ <u>Return</u> 25000+ riders 2019/20 \$50m pa estimated economic return

Each year, trails are already returning the total construction cost.

# **5 Hero Multi-day Rides**

#### West Coast Wilderness Trail

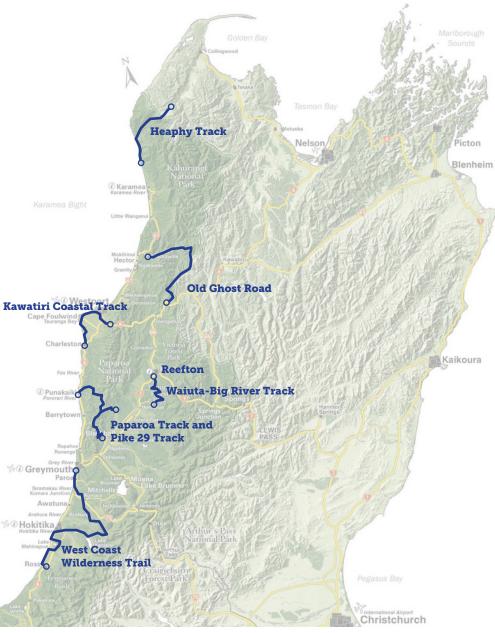
- 133km
- Easy: Grade 2 / some Grade 3
- Best Grade 2 trail in NZ
- Voted #1 section of Tour Aotearoa

#### Paparoa Track and Pike 29 Track

- 55km
- Advanced: Grade 4
- 2 day
- Newest Great Walk/Ride
- Only purpose built Great Ride

#### **Kawatiri Coastal Track**

- 56km
- Easy: Grade 2
- 1-2 days
- Under Development
- Potential to be another world class Grade 2 Trail



#### **Old Ghost Road**

- 85km
- Advanced: Grade 4
- 2-4 Days
- World renowned backcountry ride

#### **Heaphy Track**

- 78km
- Advanced: Grade 3
- 2-4 Days
- Classic NZ ride

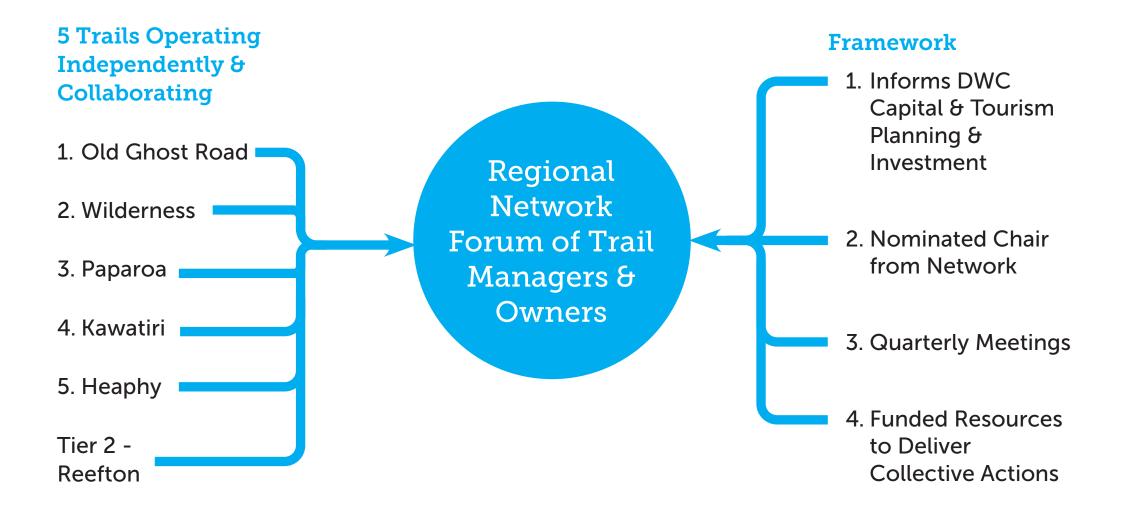
#### Tier 2 Trails Reefton

• A network of mountain bike day rides

#### Waiuta-Big River Track

- 36km
- Advanced: Grade 4
- 1-2 Days
- Notable section of Tour Aotearoa

### West Coast Cycle Trail Strategy



### **Strategy Action Plan**

### **Strategic Focus:**

We can't afford to build more. Rather, let's protect, strengthen and grow what we have.

### **Protect**

what already exists through securing

- completion & maintenance
- management

### **Four Strategic Goals**

Strenghten through collective marketing,

increasing rider revenue

### Grow

- business
- value add

- 1. Regional Planning & Advocacy, Knowledge Sharing & Collaboration
- 2. Funding Advocacy for Trail Completion & Operations
- 3. Regional Trails Marketing & Promotions of Overall West Coast Trails Offer
- 4. Regional Drive for Increased Revenue from Riders

# **CAPEX / OPEX / Risks / Constraints**

	Trail	CAPEX Estimate Required	Purpose	OPEX Required	Trail Management	Key Risks/Treats/ Constraints
1.	Old Ghost Road	Nil – Self		Nil – Self	Nil – Self	
		sustaining		Sustaining	Sustaining	Capacity
2.	West Coast Wilderness Trail			\$80,000	TBC	Summer Accommodation Capacity.
	Capital Projects					
	Kaniere off road Stage 1 Stage 2 Stage 3		H&S			
	Kawhaka Stilling Basin Bridge		H&S			
	The Weirs		H&S			
	The Causeway		H&S			
	Hokitika Bridge	NZTA	H&S			
	Totara Bridge		H&S			
	DOC Boardwalks and Bridges		H&S			
	Taramakau		Major Maintenance			
	New Commercial Projects					
	Mahinapua Loop		CHC			
	Lake Mudge		Commercial			
	Shantytown Loop		CHC			
3.	Paparoa and Pike 29 Tracks	Nil - DOC		DOC	DOC	Accommodation Capacity
4.	Heaphy Track	Nil - DOC		DOC	DOC	
5.	Kawatiri	Nil – PGF funded		Unknown	Unknown	
Tier 2	Reefton Trails	TBC		Unknown/DOC	TBC	

H&S = Health and Safety

CHC = Cultural and Heritage and Commercial