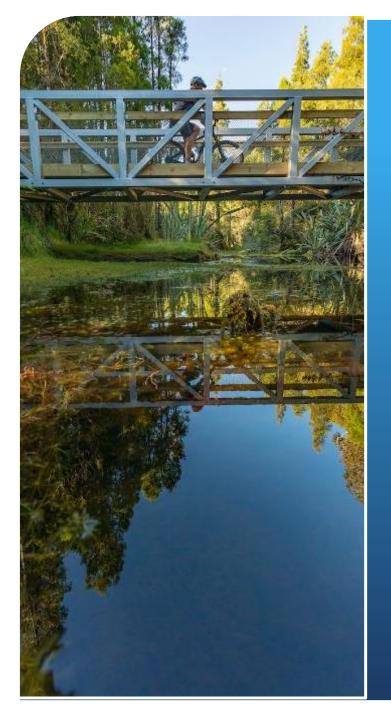


West Coast Wilderness Trail Grey District Council Annual Plan Presentation 2021

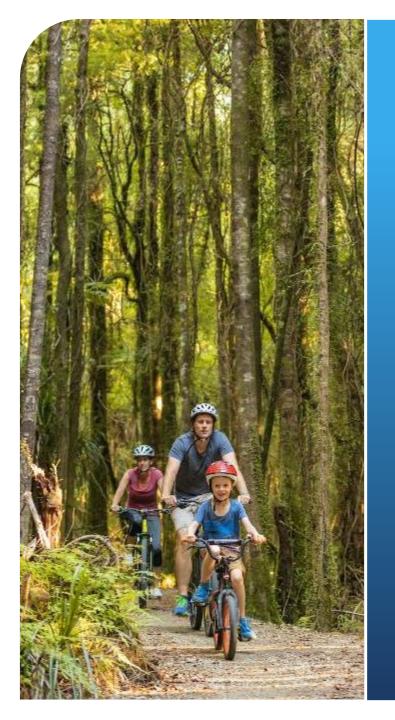


Proposal/Request

- 1. \$10,000 from 2021 Annual Plan
- 2. \$10,000 included annually in LTP

Funding Suggestion Included in trail management budget

- Underspent
- No impact on rates
- Trust undertakes a quarterly audit of the trail with Council staff
- Matches Westland District Council contribution of \$15,000 already in the LTP.



Preforming at the Top

From a Management perspective

From a Great Ride perspective

Its doesn't happen automatically

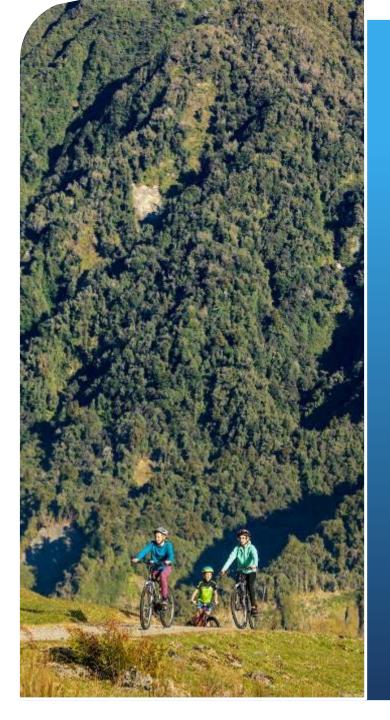
| | Indicator | WCWT | Average for all 22 Trails | Comparison |
|-----------------------|---|--------------|------------------------------|-------------------|
| NO. | Overall Performance | | all 22 ITalis | |
| | Net Promoter Score | 88 | 75 | 1 |
| A STATE OF THE PARTY. | Overall Satisfaction | 9.4 | 9.1 | <u>'</u> |
| Balletin A | Riders Visiting because of the Trail | 87% | 74% | ^ |
| on Children and | Nights Stayed | 3.8 | 3.55 | · |
| | Extended Stay | 20% | 16% | · |
| | Extra Nights Stayed | 2.56 | 2.49 | · |
| | Travel Party Number | 4.53 | 3.48 | · |
| | Time spent on the trail (greatest category) | 4 days (45%) | 1-4 hrs (41%) | · |
| 200 1 10 | Regional Economic Contribution per Person | \$1044 | \$709 | ^ |
| | Regional Economic contribution Per Person Per Night | \$264 | \$214 | 1 |
| | Ratings | , | , | - |
| British Sa | Info on NZCT website | 4.6 | 4.4 | 1 |
| | Info on Wilderness Trail Website | 4.6 | 4.5 | 1 |
| | Trail Brochure | 4.5 | 4.4 | 1 |
| | Bike Hire | 4.6 | 4.4 | 1 |
| | Quality of hire bikes | 4.7 | 4.4 | 1 |
| | Bike Shuttle | 4.7 | 4.5 | 1 |
| | Guiding | 4.5 | 4.3 | 1 |
| | Toilet Facilities | 3.8 | 3.8 | \leftrightarrow |
| | Accommodation | 4.4 | 4.3 | 1 |
| | Food and beverage | 3.9 | 3.9 | \leftrightarrow |
| | Scenery | 4.9 | 4.8 | 1 |
| | Trail difficulty (compared to as expected) | 4.6 | 4.5 | 1 |
| | Trail gradient/slope (compared to expected) | 4.6 | 4.5 | 1 |
| | Condition of surface | 4.6 | 4.3 | 1 |
| | Directional and other signage | 4.5 | 4.3 | 1 |
| Ellent Tomas | Overall Trail Conditions | 4.7 | 4.5 | Λ |



Community and Economic Benefit

14,500 riders pa \$13.5 m direct expenditure \$5.3 m GDP

30% Growth in 2020 (with Covid lockdown)



Key Trust Roles

- NZCT and MBIE liaison and requirements
- monthly survey data, warrants of fitness, economic assessment.
- Marketing the Trail
- Emergency management communications for closures and diversions.
- Inputting into trail infrastructure planning
- Undertaking enhancement projects
- Working with the 70 Official Partners
- Managing the website, Facebook and TripAdvisor portals.
- Preparing the guide for riders with disabilities.
- Preparing the economic assessment report.

Q & A

