



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.



# Performing 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
Overall Performance			
Net Promoter Score	88	75	↑
Overall Satisfaction	9.4	9.1	↑
Riders Visiting because of the Trail	87%	74%	↑
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%)	↑
Regional Economic Contribution per Person	\$1044	\$709	↑
Regional Economic contribution Per Person Per Night	\$264	\$214	↑
Ratings			
Info on NZCT website	4.6	4.4	↑
Info on Wilderness Trail Website	4.6	4.5	↑
Trail Brochure	4.5	4.4	↑
Bike Hire	4.6	4.4	↑
Quality of hire bikes	4.7	4.4	↑
Bike Shuttle	4.7	4.5	↑
Guiding	4.5	4.3	↑
Toilet Facilities	3.8	3.8	↔
Accommodation	4.4	4.3	↑
Food and beverage	3.9	3.9	↔
Scenery	4.9	4.8	↑
Trail difficulty (compared to as expected)	4.6	4.5	↑
Trail gradient/slope (compared to expected)	4.6	4.5	↑
Condition of surface	4.6	4.3	↑
Directional and other signage	4.5	4.3	↑
Overall Trail Conditions	4.7	4.5	↑

# 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

