



# West Coast Wilderness Trail Performance Report for 2023

# Economic Benefits

- Economic Return -  $15,000 \times \$1088 = \$15$  million
- MBIE Multiplier 3.55
- Revival of Towns - Kumara/Ross
- Trail Startups - Trail companies depots, Bike Shop expansions, West Coast Scenic Waterways, Ross Beach Top 10
- Supporting New and Existing Businesses - most accommodation, cafes, hotels, I-site, retail, mechanics, bike hire



## Stats Cont.

75% Main Reason for Visit

4.5 Days

E-Bikes 52%

# Local Riders

- Commuting
- Recreation - walking, running, cycling
- The new Gymnasium, Netball or Rugby Field





# Rider Numbers

Full Trail ~ 6,000

Total Riders ~ 15,000 - 16,000

Total numbers on a par with 2022?

1st January 2023 → 31st December 2023		
Site	Total	(%) Change
WCW - Hokitika Kaniere	30215	-19.6
WCW - Hokitika Kaniere Pedestrian	11386	-24.3
WCW - Hokitika Kaniere Cyclist	18829	-16.4
WCW - Kaniere Water Race	15161	-4.1
WCW - Kaniere Water Race Pedestrian	4413	0.7
WCW - Kaniere Water Race Cyclist	10748	-5.9
WCW - Karoro	42483	-10.9
WCW - Karoro Pedestrian	19871	-7.7
WCW - Karoro Cyclist	22612	-13.6
WCW - Kawhaka	8994	-5.9
WCW - Kawhaka Pedestrian	926	-13.3
WCW - Kawhaka Cyclist	8068	-5
WCW - Mahinapua	15447	18.7
WCW - Mahinapua Pedestrian	3280	-1.9
WCW - Mahinapua Cyclist	12167	25.8
WCW - Ruatapu	10553	2.9
WCW - Ruatapu Pedestrian	3131	59.4
WCW - Ruatapu Cyclist	7422	-10.4
WCW - Taramakau	12044	-1.6
WCW - Taramakau Pedestrian	1945	-25.2
WCW - Taramakau Cyclist	10099	4.7



# Performance

Factor	WCWT	AV All	
NPS	85	77	↑
Satisfaction	9.2	9	↑
Visiting for trail	75	77	↓
Nights on Trail	4.5	4.2	↑
Av Time on Trail	4.5 days	1-4 hrs	↑
E-bikes	52%	40%	↑





# Performance Cont.

Bike Hire	4.8	4.6	↑
Bike Shuttle	4.9	4.7	↑
Guiding	4.6	4.3	↑
Toilets	4.1	4	↑
Accommodation	4.5	4.4	↑
Food and Beverage	4	4.1	↓
Other Activities	4.3	4.1	↑
Scenery	4.9	4.8	↑
Trail Difficulty (as advertised)	4.6	4.5	↑
Trail Gradient	4.6	4.5	↑
Signage	4.6	4.4	↑
Overall Trail Conditions	4.7	4.5	↑

# Wellbeing



## West Coast Wilderness last 12 months

Sample Size (n)	513
	%
My physical fitness has improved	44.6
I have developed or improved my skills	27.3
My sense of wellbeing or mental health has improved	49.9
I have learnt more about myself	15.2
I have developed a closer relationship with the people I was with	36.3
I understand more about the natural environment	25.1
I understand more about the local culture and heritage	39.6
I appreciate the natural environment more	47.4
I appreciate the local culture and heritage more	37.6
I'm more conscious of my impact on the environment	22.4
I'm more determined to protect the natural environment	26.5
I'm more determined to protect our culture and heritage	15.8
My confidence as a cyclist has increased	38.6
I am more likely to cycle as an everyday form of transport	13.6
I was affected in some other way (please specify)	3.3
None of the above	8



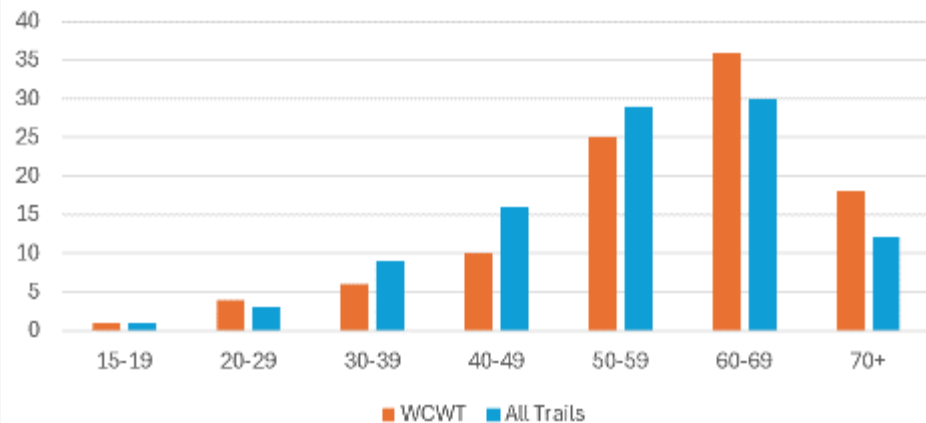


# Other Stats

Age 80% over 50yrs

	WCWT	All Trails
15-19	1	1
20-29	4	3
30-39	6	9
40-49	10	16
50-59	25	29
60-69	36	30
70+	18	12

Age of West Coast Wilderness Trail Riders v All Trails

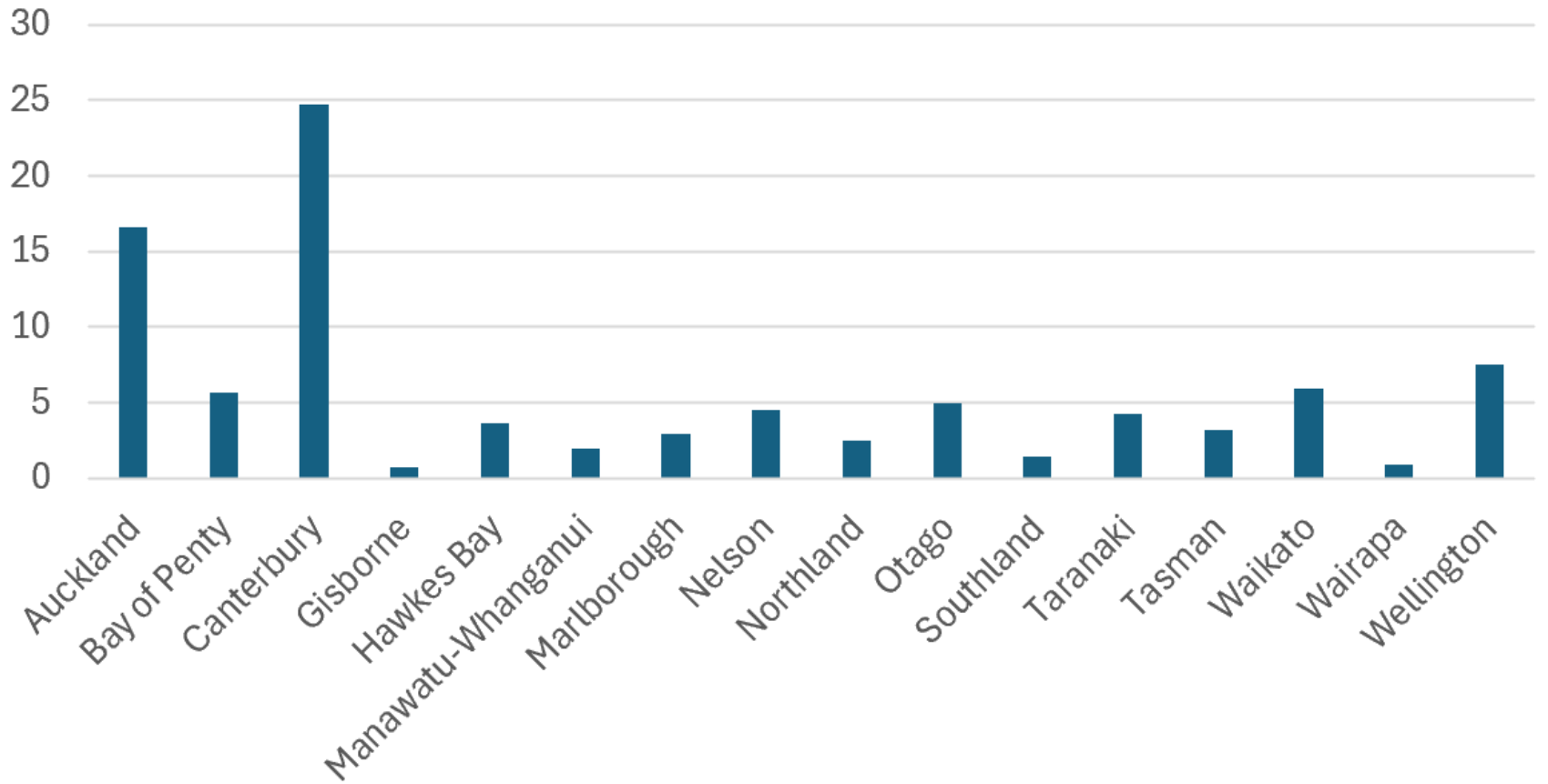


# Stats Cont.

	WCWT	All
Gender		
Male	41%	45%
Female	59%	54%

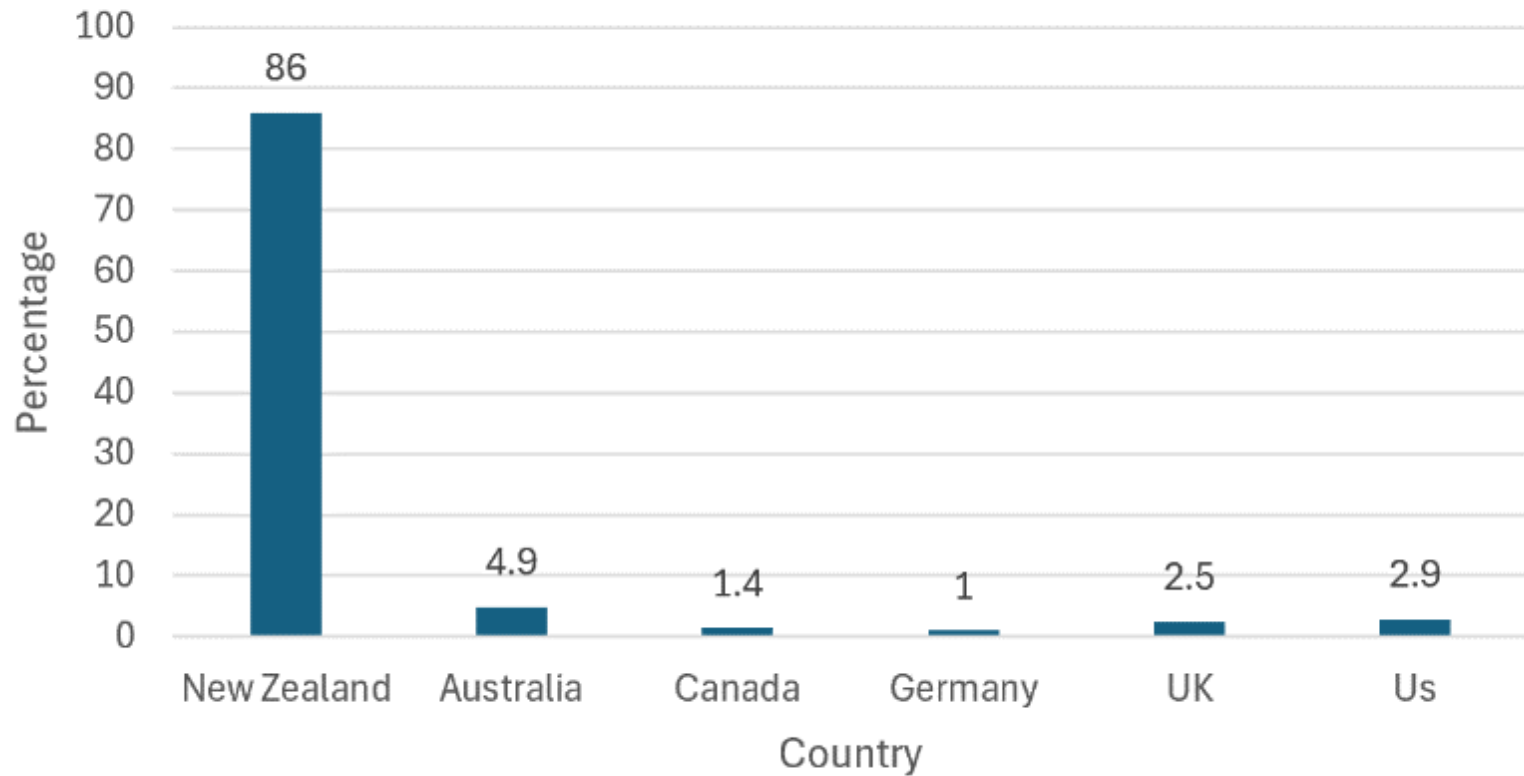


## Region of Origin of Riders





## Country of Origin





# Key Projects

- Grey District Enhancement Planning
- Undertaking enhancement projects
- NZCT Surveys and Projects – Ebike Charging
- New Website
- Accessible Ride Guide/trail enhancements
- New Guide Book
- New Brochure/Map
- Marketing Campaign
- 10<sup>th</sup> Anniversary Celebration
- Mahinapua Viewing Platform
- Landowner issues
- Interpretation

# Q & A