

Tasman's Great Taste Trail



2016 Survey Report

prepared by

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for

Nelson Tasman-Cycle Trails Trust



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1 EXECUTIVE SUMMARY

Cycle tourism is increasing worldwide and the Nelson-Tasman region is well positioned to take advantage of this. The region offers a full spectrum of rides from epic grade 5 on the Coppermine, to gentle grade 1 and 2 on Tasman's Great Taste Trail (TGTT). Since the first stage of the Trail was opened in 2013, cycling has become an increasingly popular activity in the region, with 208,000 cyclists recorded on Trail counters in 2015, up about 10% on the total for the previous year.

Ongoing development of sections of the Trail is dependent on funding from central and local government. Currently TGTT extends off-road from Nelson to Richmond through Mapua, Motueka, Riwaka to Kaiteriteri in the northwest, and through Brightwater to Wakefield. According to 'Newslines, "work to complete the section from Wai-iti Domain to Norris Gully via Spooner's tunnel is progressing well" *TDC 26 February 2016, Issue 369*. Due to popular demand the 1.4km long Spooners Tunnel is scheduled to open in April 2016 and from there, project manager Stuart Hughes said, "they will continue to work north and south to link up with the rest of the trail" *Nelson Mail, Saturday 19 March "Spooners will be longest tunnel, p1*

The purpose of this research is to identify where riders are from and how satisfied they are with their experience riding the Trail.

A face-to-face survey was conducted over the weekend of Saturday January 9 and Sunday January 10, 2016 between 9.30am and 2.30pm and follows on from the 2014 and 2015 surveys, as part of a 3-year commitment to the TGTT.

Over the two days of January 2016 a total of 525 riders answered the survey, compared to 599 riders surveyed in 2015. The difference was likely a result of local 'fair weather riders' deciding not to ride on the Saturday due to heavy rain that fell throughout the province on the Friday night, resulting in a less than favourable day on the Saturday.

Results show that the majority of riders were in the 50-69 age categories, riding for 1-4 hours for recreation purposes. A comparison of the number of local riders versus domestic and international visitors surveyed showed that the proportion of visitors surveyed in 2016 was up on 2015, and the proportion of locals surveyed was down. This supports the notion that local riders can be more flexible in relation to when they ride (fair weather riders) whereas visitors on time constraints will ride in less than favourable weather conditions.

From a public relations angle the survey process was again positive. The vast majority of riders were willing to answer the survey. Over the three-year period 2014-2016 results show a steady increase in family groups represented by an increase in the 29-39 age categories. The growing popularity of the Trail for leisure cycling, fitness, commuting, jogging and walking is evidenced by the high levels of satisfaction with off-road trail development. It will be interesting to monitor the impact of faster electric bikes on other users, particularly as their number increases.

Information gathered in the January 2016 survey has been compared to data collected in January 2014 and 2015. Results show a marked increase in rider satisfaction and a steady increase in the proportion of international visitor riders over the three years.

From the 525 riders surveyed in 2016, 91% were from NZ and 9% were International tourists, mainly from Australia and the UK. Of the NZ riders 64% were Nelson-Tasman residents and 27% were domestic tourists mainly from Canterbury, Auckland, Marlborough and Wellington. From the 599 riders surveyed in 2015, 92% were from NZ and 8% were International tourists mainly from Australia and the UK. In 2014 95% of riders were from NZ and 5% were International tourists.

The 2016 results show a significant increase in the proportion of riders who were 'very satisfied' (76%) and 'satisfied' (18%), compared to 'very satisfied' (44%) and 'satisfied' (42%) in 2015. Overall satisfaction is calculated by adding together riders who are 'highly satisfied' and 'satisfied'; and this has increased from 88% in 2015 to 94% in 2016.

The majority of rider comments were very positive, particularly about improved Trail facilities over the past 3 years. However, there is room to improve signage with comments from visitors indicating 'confusion' in knowing where to go in specific areas, highlighting issues of navigation experienced by some riders in specific locations of the Trail. These issues need to be addressed to ensure the needs and expectations of the growing visitor market are met.

According to the CEO of Nelson-Tasman Tourism (NTT), tourist numbers to the region reported an increase of 7.9% for December 2015 from the previous year. *CEO Nelson-Tasman Tourism Newsletter March 2016*, Nelson-Tasman Tourism info@nelsonnz.com. The 2016 results show that of the total riders surveyed, 29% did not spend any money, 51% spent \$1-\$25, 13% spent \$26-\$50, 3% spent \$76-\$100 and 3% spent \$100+.

In 2016 91% of riders were riding for 4 hours or less. This compares with 81% in 2015.

The increase in popularity in cycling since the Trail was opened in 2013 has seen established and new businesses growing and extending their product range to cater for growing demand for 'trail

tastes'. The 2016 results show that in each spend category, the proportion of visitors is greater than the locals, emphasising the economic value of tourists to the region.

The 2016 results show that 20% of the visitors said that cycling was the main reason for their visit. This compares with 11% in 2015.

Results gathered over three years of research support the hypothesis that local and visitor usage of the TGTT is growing and is providing positive social and economic benefits to local businesses, communities and the region.

2 PURPOSE OF THE RESEARCH

Gather rider feedback to evaluate the level of rider satisfaction with their experience and to determine where riders are from.

Provide relative data over a period of five years to monitor changes and identify trends in rider behaviour; where they are from, why they are riding, how long they are riding, if and how much they spend on their ride.

Qualitative information relating to the social and economic benefits of the TGTT to Stakeholders- National to Regional level and including Nelson-Tasman Cycle Trails Trust, local communities, Official Business Partners.

Provide information to expand on the 'Good News stories', report experiences of locals and visitors riding sections of the trail to raise awareness of the many benefits of the TGTT, support and justify existing funding and create impetus for new sponsorship, business confidence and investment.

Identify key issues with the trail facilities so that development and maintenance is targeted to meeting stakeholder needs.

Hypothesis - *Both local and visitor usage of the TGTT is growing and providing positive social and economic benefits to local businesses, communities and the region.*

3 OBJECTIVES

- Understand and identify range of riders using age categories, their place of residence
- Identify proportion of local riders to visitors and describe where the visitors are from
- Identify the average total spend of trail users while on the trail as well as estimate visitor contribution to the region during their stay.

- Identify reasons why riders are using the trail and their general level of satisfaction with trail features/their experience(s).
- Identify and evaluate range of key complementary social and community benefits of the TGTT.
- Provide opportunity for users to express their views/be heard, in relation to their overall experience on the trail.
- Identify and report to the Trust areas of concern around specific trail features to aid in the development, continual improvement and maintenance of the trail. Ensure stakeholder needs are understood and funding is targeted to areas of need.
- Provide validated information to the Trust for the reporting of 'Good news' stories to the media to enhance general awareness of the benefits of the GTT to communities, justify current spending, and create new investment opportunities/sponsorship.

4 COLLABORATORS TO THE RESEARCH:

- Nelson-Tasman Cycle Trails Trust
- New Zealand Cycle Trail (MBIE)
- Nelson Marlborough Institute of Technology
- Tasman District Council
- Nelson City Council
- Community Associations
- Official Partners of the TGTT

5 ACKNOWLEDGEMENTS

I would like to acknowledge:

- Gill Wratt and Elizabeth Bean for support with survey design and peer review
- NMIT for assistance with IT
- Jo Cotton and Neville Bennett of Fiji Xerox for copying and formatting the survey and report
- TDC for providing Ben Jones and Ben Norrish (Engineering student interns) to assist with collecting, and collating the survey data

6 DESIGN AND METHODOLOGY

Research coordinator Katrina Marwick was assisted by Canterbury University engineering interns at Tasman District Council. The students provided invaluable assistance in collecting data from the riders, recording and collating results.

The face-to-face survey was conducted over the weekend of January 9-10, 2016 between 9.30am and 2.30pm on the Saturday and Sunday. The weather on Saturday 9 January was slight rain with moderate winds and on Sunday January 10 it was fine with light winds. 600 copies of the survey were distributed evenly over four locations over the two days. Approximately 525 riders were surveyed over the two days at the following four locations.

1. Richmond - Rabbit Island - Mapua section survey conducted at the gate just before Kidson Bridge
2. Mapua –Tasman - Motueka section survey conducted at intersection Pine Hill and State highway near Ruby Bay
3. Motueka - Kaiteriteri section survey conducted on south side of cycle bridge over Riwaka River
4. Richmond - Brightwater section survey conducted near the north-east side of the Brightwater cycle bridge

Questions were adapted from the 2015 survey; with a reduction in 'spend' questions. Feedback from the 2015 survey indicated that there were too many questions; riders did not want to spend 5 minutes answering questions. The intention in 2016 was to focus on demographics, where riders are from, reason for ride, overall level of satisfaction with their experience and some trail features and basic individual spend, the influence of cycling as a reason for visiting the region and visitor total spend in the region.

According to the *Heart of Biking February 2016 Update*, 208,000 cyclists were recorded from January 2015 to Jan 2016. These counts were collected from track counters placed at Whakatu Drive, Waimea Inlet, Hope, Wakefield, Aporo Road and Kaiteriteri over the period from January 2015 to December 2015. Numbers recorded by trail counters are up about 10% on the previous 12-month period. However, growth over the Christmas New Year period is much more dramatic. The figures for the 11 days of the Christmas/New year period show there were 14,012 users recorded, or 1,243

per day. Numbers are up approximately 45% on the same Christmas/New year period last year and growth was most pronounced at Kaiteriteri.

Number of Tasman’s Great Taste Trail Users - Track Counter Data 2015-16

	January 2016	2015 (total year)
Whakatu Drive	8,537	76,729
Waimea Inlet	5,805	51,294
Hope	3,196	31,514
Wakefield	1,505	13,492
Kaiteriteri	6,883	21,823
Aporo Road	464	12790
TOTAL	23,690	207,642

Source: Nelson-Tasman Cycle Trail Trust March 2015, information provided by Elizabeth Bean, Trustee The above figures contain walkers and some double counting as cyclists are measured at two locations.

7 RESULTS KEY FINDINGS

7.1 Where are respondents from?

Table 1: Where in the world are riders from and what is the proportion of international visitors?

Rider country of origin	2016 n=525		2015 n=599	
	Number	%	Number	%
New Zealand	480	91	548	92
Australia	12	2	15	2
UK	9	2	11	2
Other	24	5	25	4

Table 1, 2016 results show that 91% of total riders surveyed were from New Zealand and 9% were from overseas.

In comparison 2015 results showed 92% of total riders surveyed were from NZ and 8% were from overseas. 2014 results showed 95% of riders were from NZ and 5% were from overseas

Trend analysis of 2014-2016 results indicate a small and steady increase in the proportion of international visitors.

Table 2, Which region in NZ are the NZ riders from?

NZ region of origin	2016 n=479		2015 n=528	
	Number	%	Number	%
Nelson-Tasman	333	70	371	71
Canterbury	63	13	81	15
Wellington	10	2	23	4
Marlborough	13	3	10	2
Auckland	19	4	8	1
Other	41	8	35	7

Table 2 results show that of the total number of NZ riders (479), 70% (333) were from Nelson-Tasman and 13% (63) were from Canterbury, similar to 2015

The 4% proportion of riders from Auckland represents an increase of 3% from 2015 figures

Wellington however shows a 2% decrease over same period

2016 results indicate of total number of riders surveyed (525) 64% were local (from Nelson-Tasman region), 27% were domestic tourists (from other regions in NZ) and 9% were International tourists

7.2 Age groups of riders surveyed

Figure 1

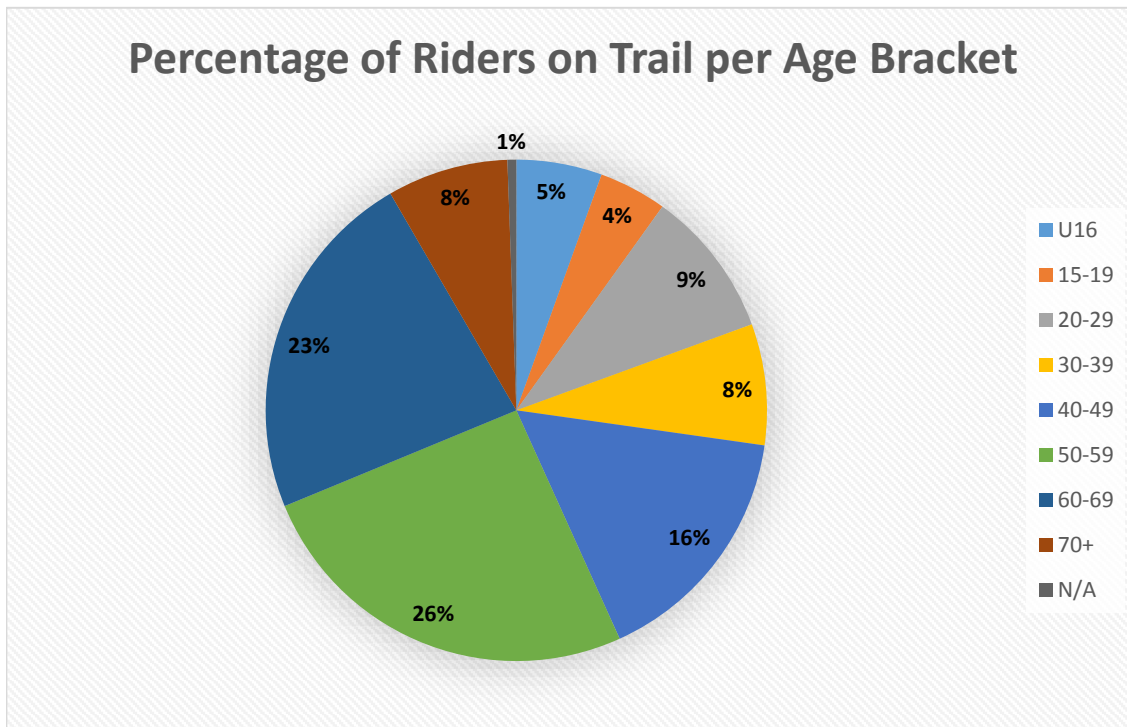


Table 3

Age Bracket	2016 n=525	
	Number	%
U16	29	6
15-19	23	4
20-29	50	9
30-39	41	8
40-49	84	16
50-59	134	25
60-69	120	23
70+	41	8
N/A	3	1

Table 3: 2016 results show that almost half the riders (48%) are in the 50 to 69 age bracket

Figure 2

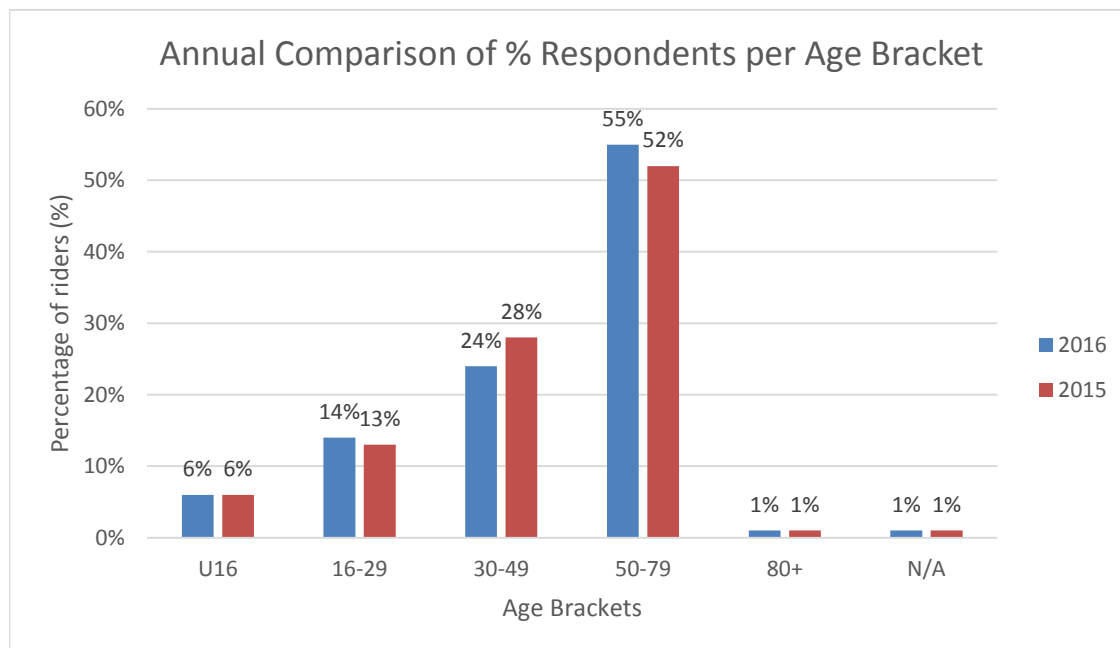


Table 4

Age Bracket	2016		2015	
	Number	%	Number	%
U16	29	6	33	6
16-29	73	14	80	13
30-49	125	24	165	28
50-79	288	55	311	52
80+	7	1	4	1
N/A	3	1	6	1

By age bracket the proportion of riders aged 50-59 has increased by 3%, 2015 to 2016 and this age bracket dominates at over 50% of all riders surveyed.

In the 30-39 age bracket there was a 4% growth 2015 to 2016

7.3 Section(s) of TGTT selected by riders as ridden on day surveyed

Table 5

Trail Section	2016		2015	
	Number	%	Number	%
Nelson-Richmond	115	22	121	20
Richmond-Rabbit Island	169	32	214	36
Rabbit Island-Mapua (Ferry)	125	24	109	18
Mapua-Motueka	125	24	35	6
Motueka-Riwaka-Kaiteriteri	114	22	206	34
Richmond-Brightwater	141	27	186	31
Brightwater-Wakefield	43	8	54	9
Other	1	0	46	8

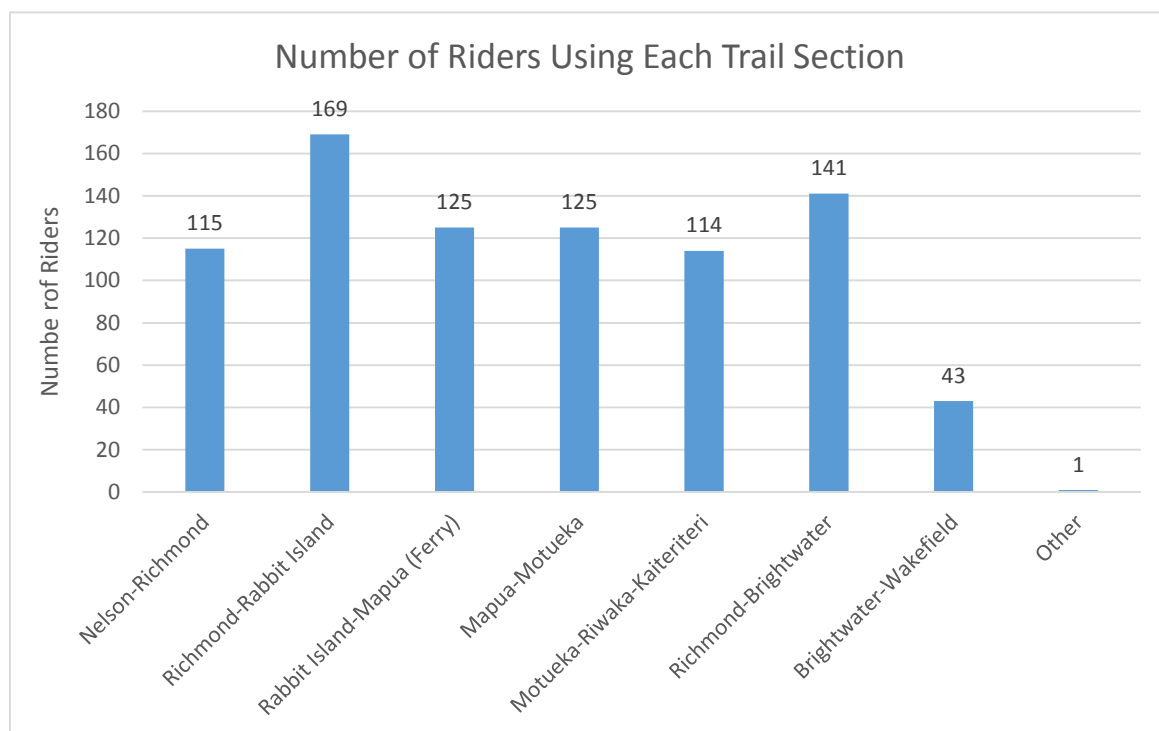


Figure 3, Number riders per section(s) selected as ridden on day surveyed in 2016

Riders can tick more than one section to indicate that they are riding multiple sections of the trail

Richmond - Rabbit Island and Richmond - Brightwater remain the most popular sections

Rabbit Island-Mapua and Mapua - Motueka sections both shows significant increase in rider numbers from 2015 to 2016

Whereas Motueka-Riwaka-Kaiteri section corresponding decline in numbers over same period

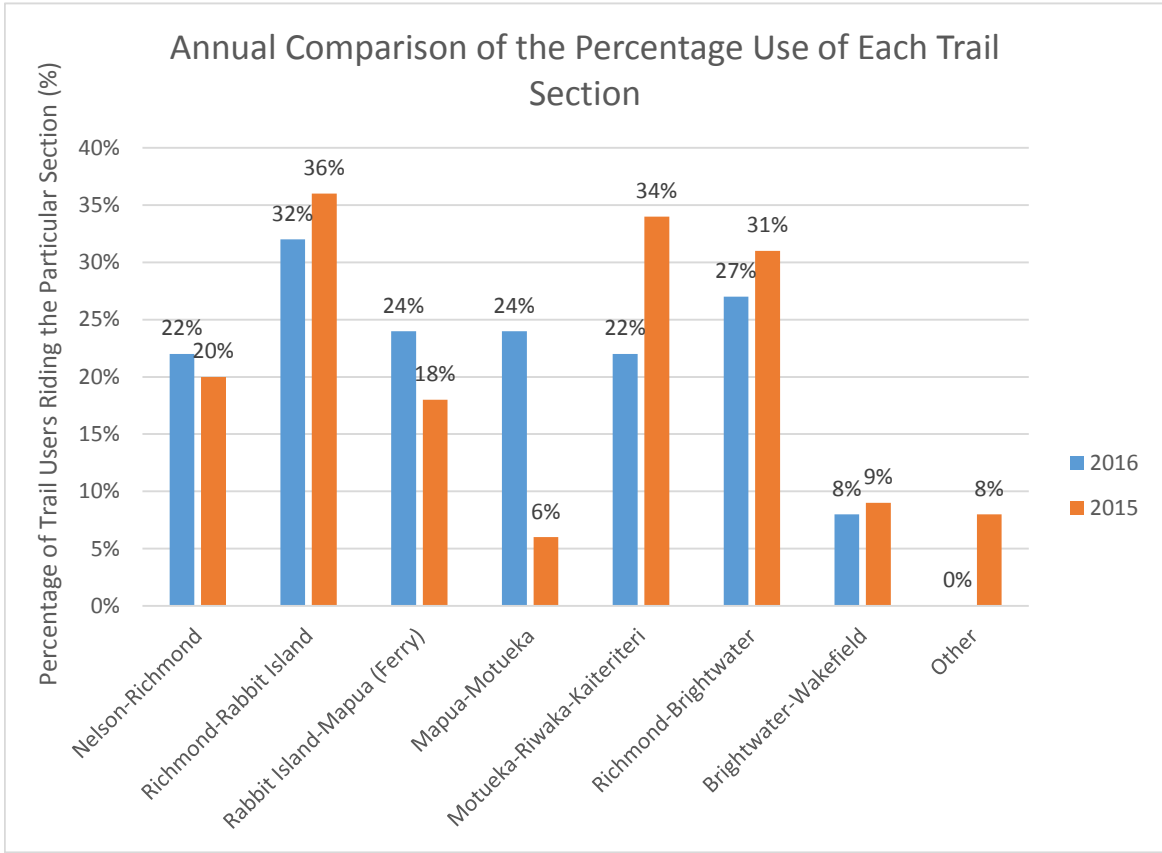


Figure 4

7.4 Overall level of satisfaction with trail features

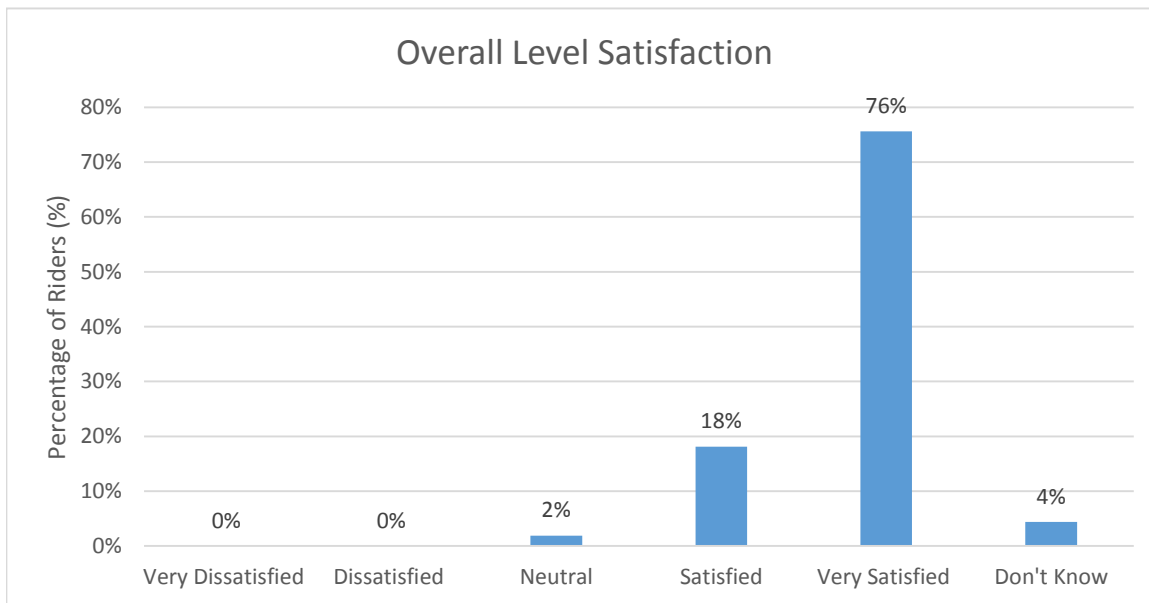


Figure 5, % riders per level of satisfaction overall (rating scale 5 – very satisfied; 1= very dissatisfied)

2016 results show that the majority (76%) of riders were very satisfied with their experience

Table 6

Overall Satisfaction	2016		2015	
	Number	%	Number	%
Very Dissatisfied	0	0%	1	0%
Dissatisfied	0	0%	9	2%
Neutral	10	2%	67	11%
Satisfied	95	18%	253	42%
Very Satisfied	397	76%	263	44%
Don't Know	23	4%	6	1%

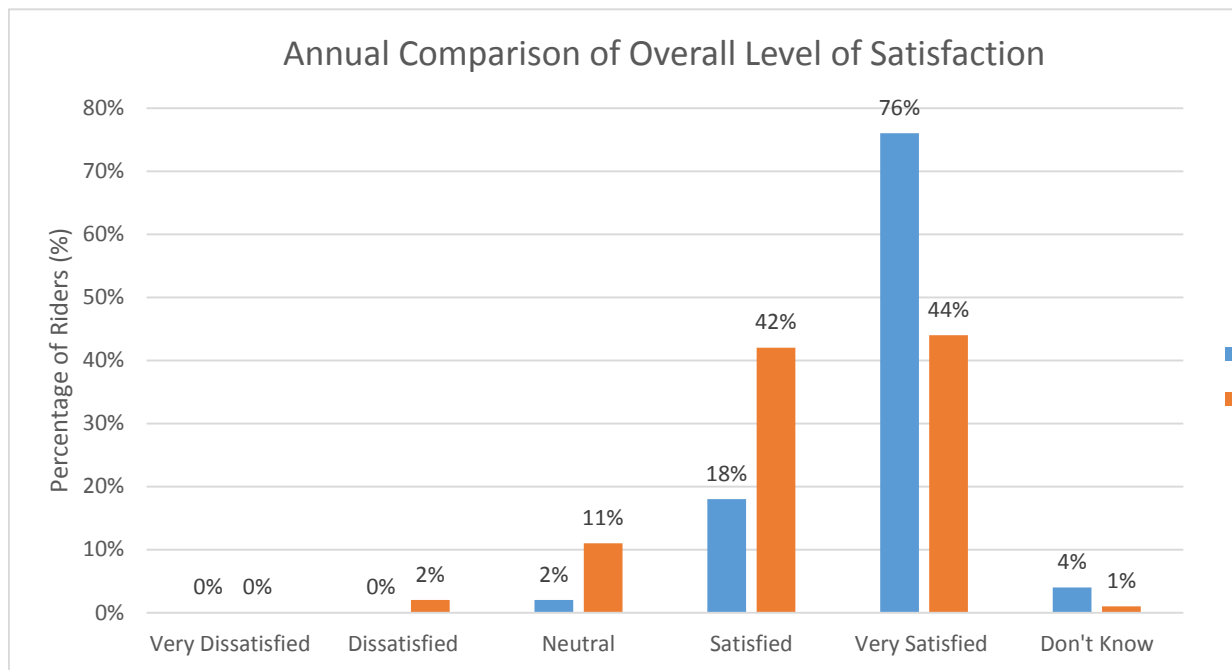


Figure 6

Results show that in 2016 a significantly greater proportion of riders were very satisfied and satisfied with their overall experience, compared to 2015

Table 7

Reason for Riding	2016 n=525		2015
	Number	%	Number
Recreation	423	81%	528
Training	87	17%	313
Commute	7	1%	18
Other	8	1%	28

In 2015 riders could tick more than one category therefore a % value is not valid.

In 2016 they could only tick one category and a % value has been calculated

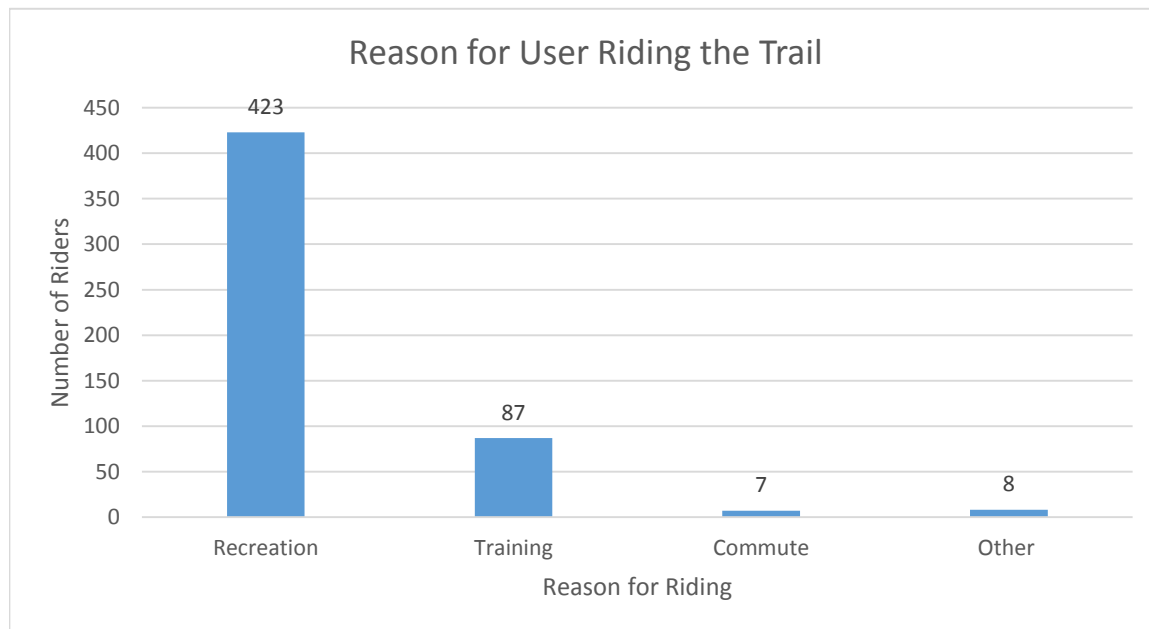


Figure 7

Results in 2016 show that 81% of the riders were riding for recreation

Low number of commuters could be due to the weekend

Table 8

Time Spent Riding	2016 n=525		2015 n=599	
	Number	%	Number	%
< 1hr	46	9%	47	8%
1-4hrs	431	82%	440	73%
1 day	36	7%	57	10%
2 days	1	0%	18	3%
2+ days	2	0%	11	2%
N/A	9	2%	26	4%

The majority of riders were riding for 1-4 hours in 2016 and 2015

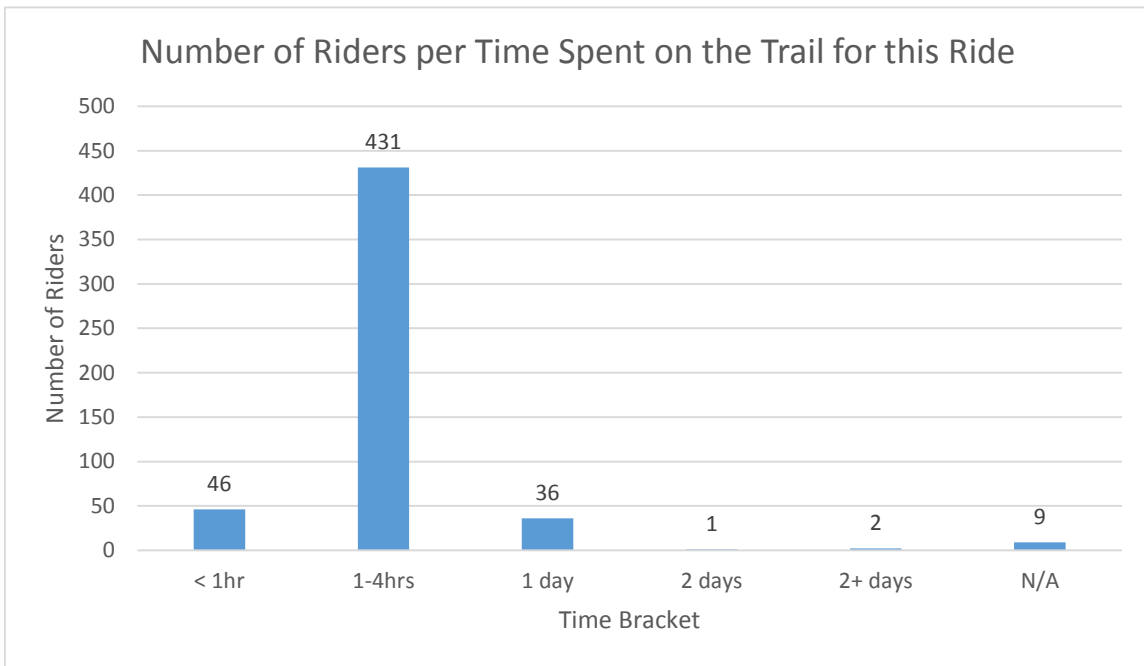


Figure 9

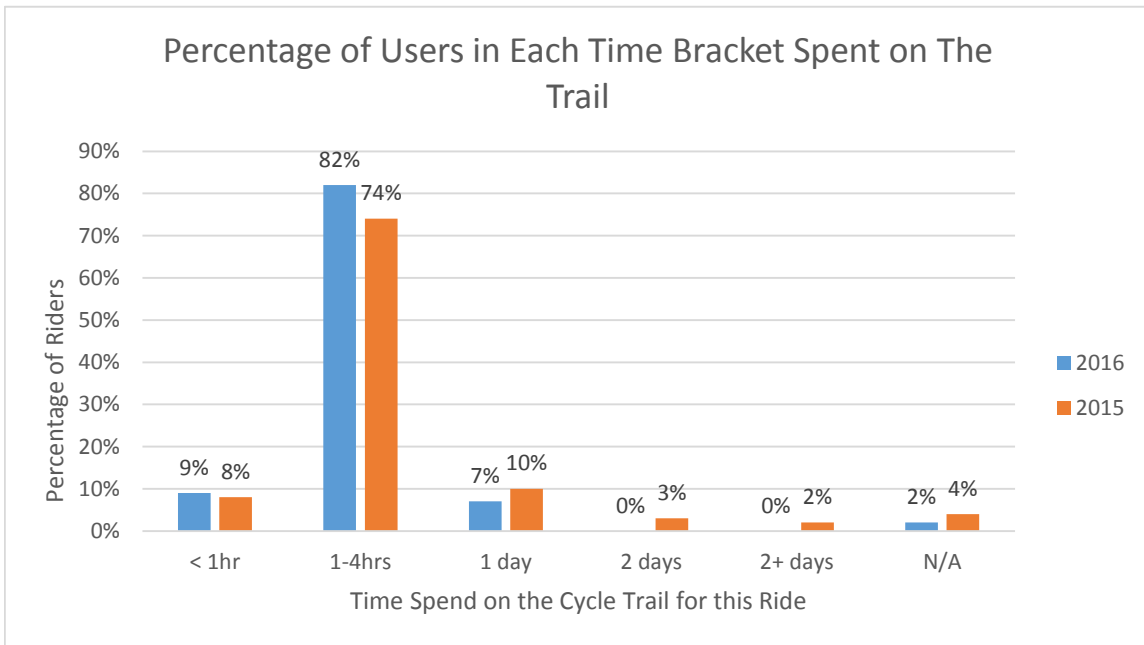


Figure 10

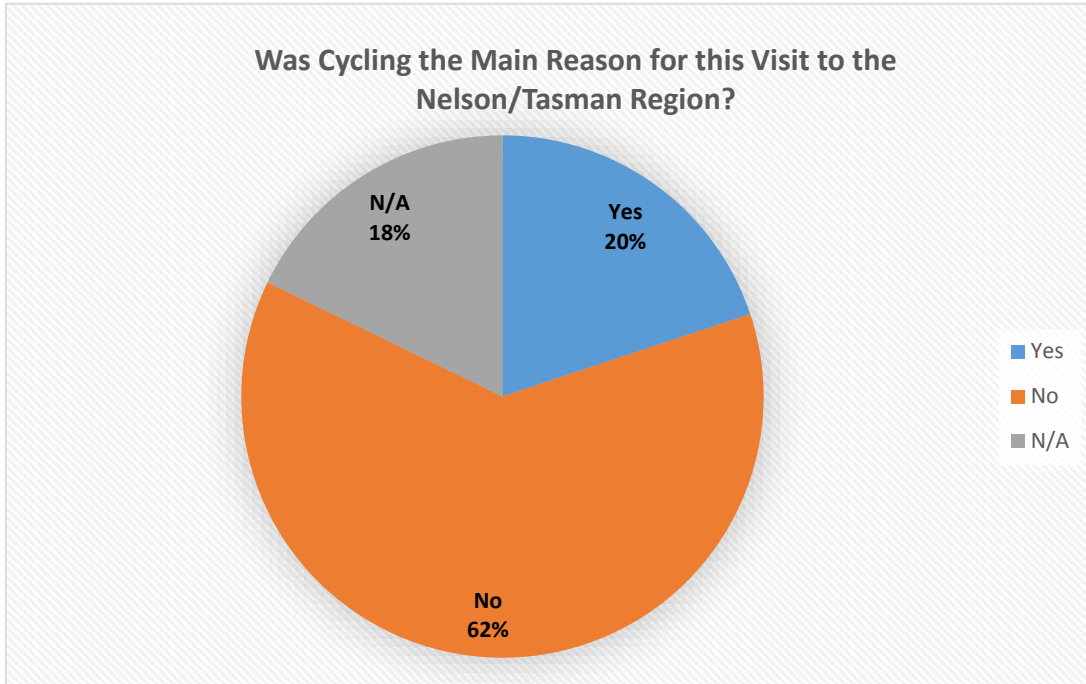


Figure 11

In 2016 20% of riders said cycling was the main reason for their visit to the region

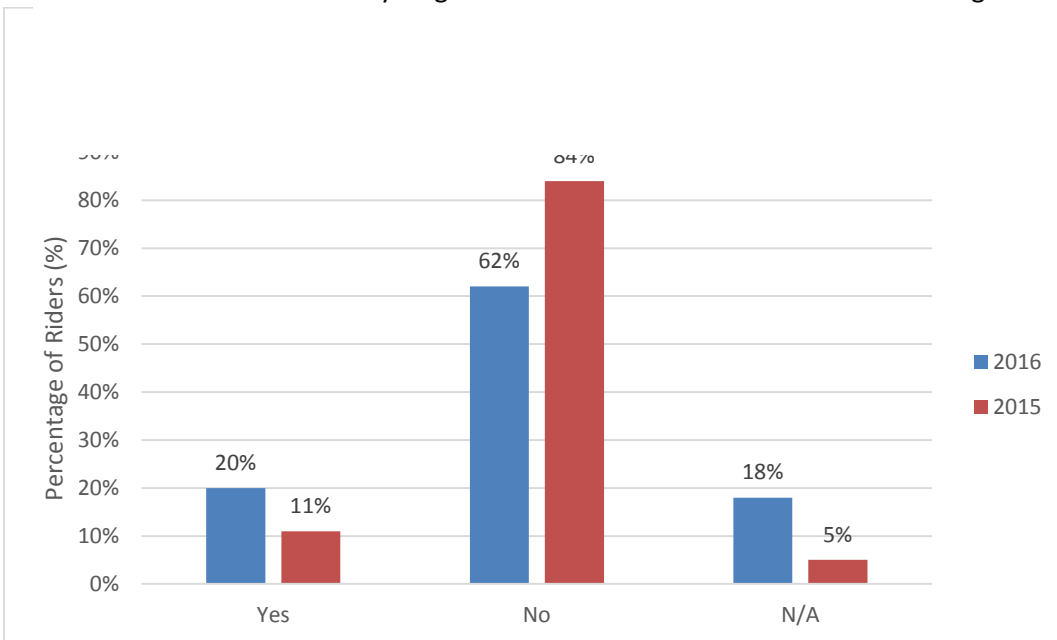


Figure 12

2016 shows a 10% increase in proportion of riders saying yes to cycling was the main purpose for visiting the region

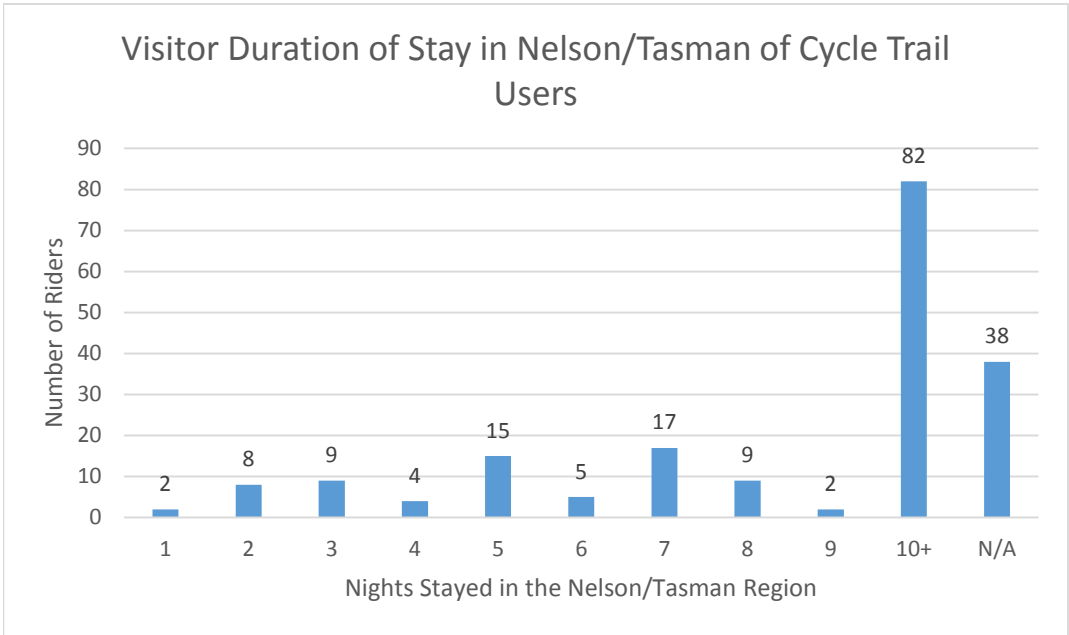


Figure 13

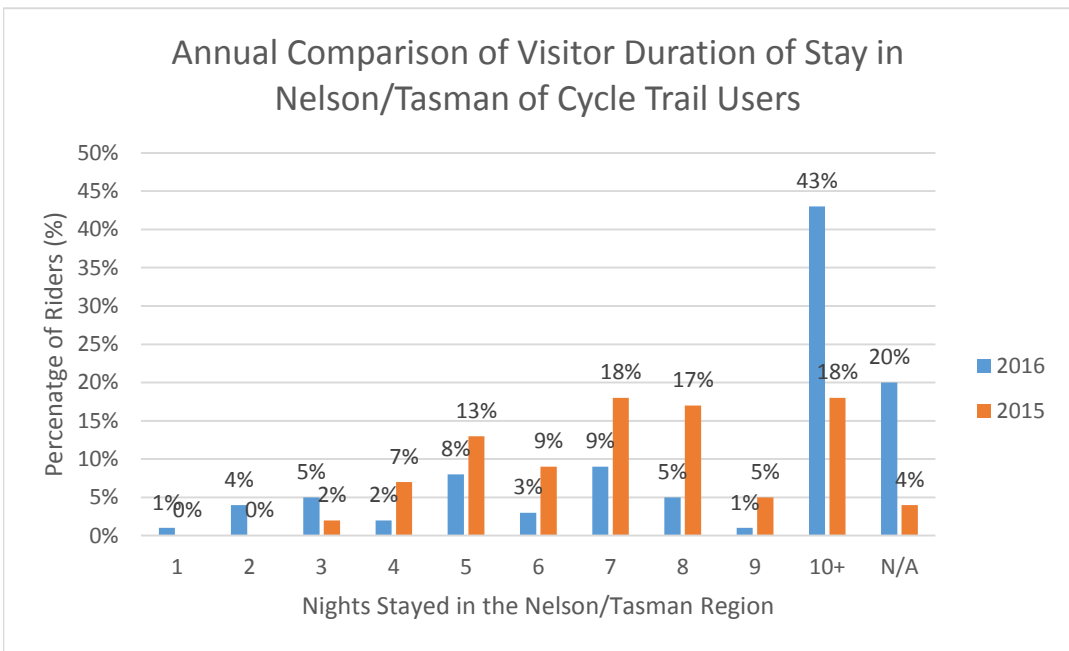


Figure 14

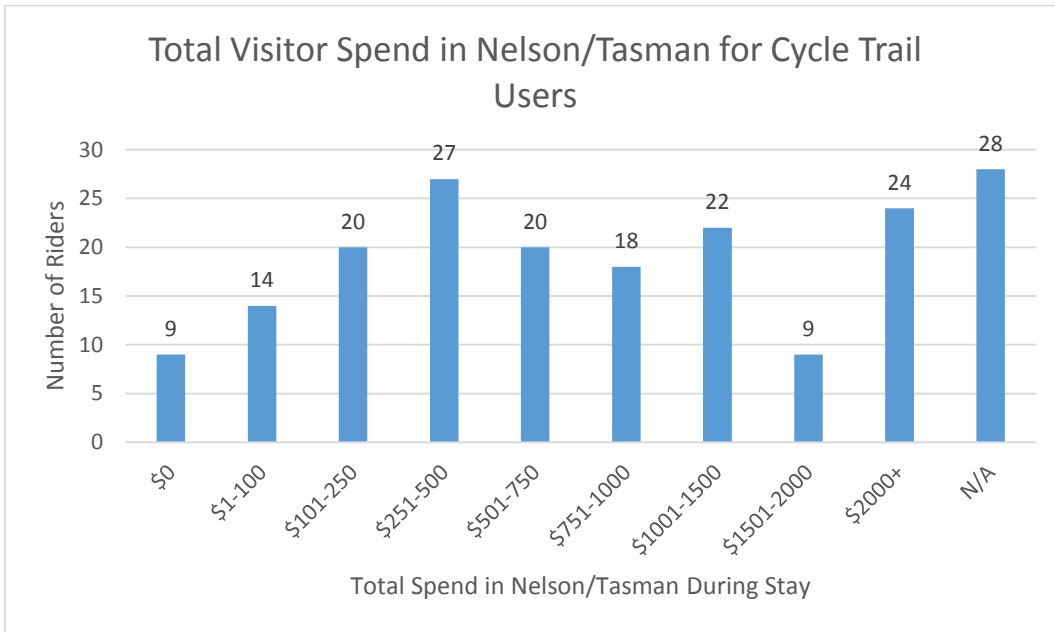


Figure 15

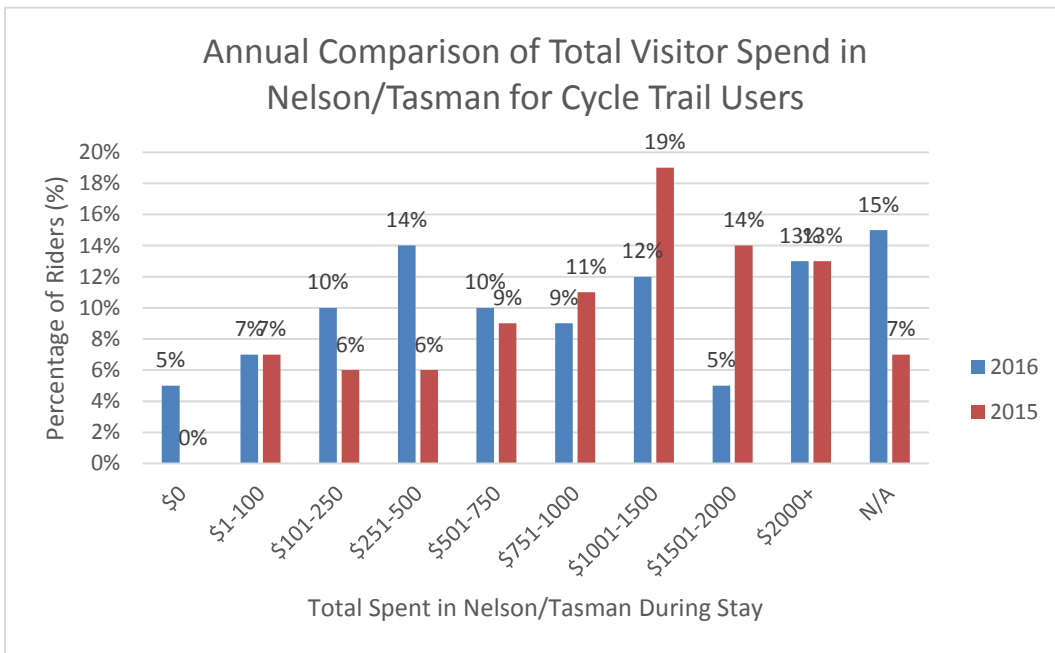


Figure 16

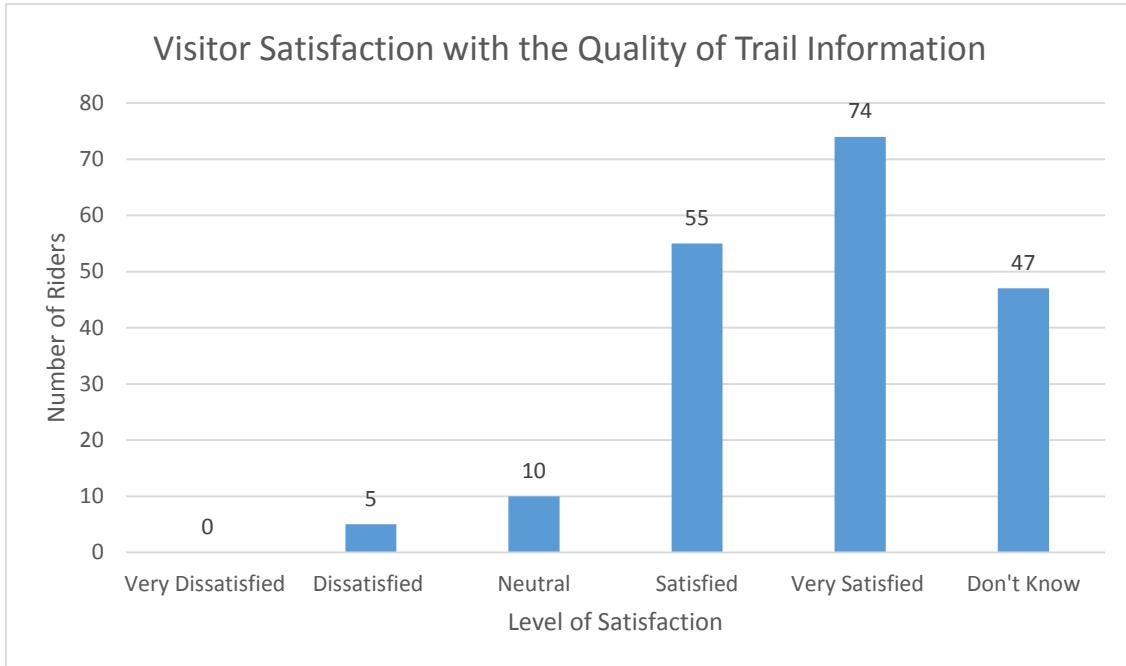


Figure 17

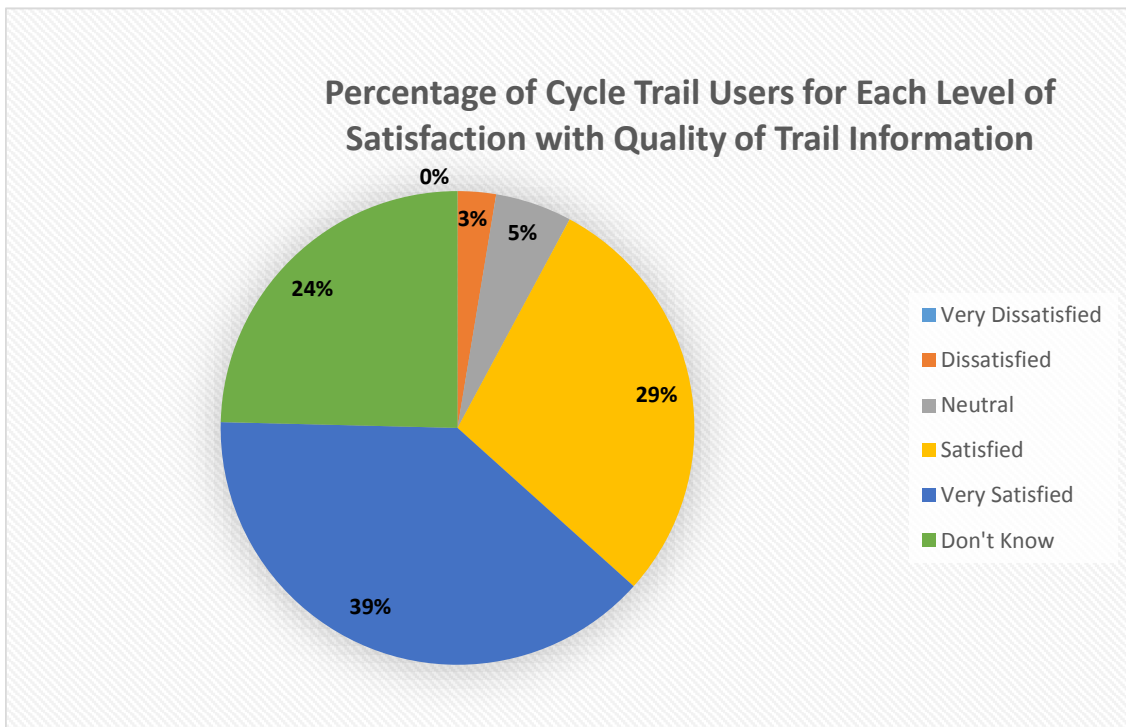


Figure 18

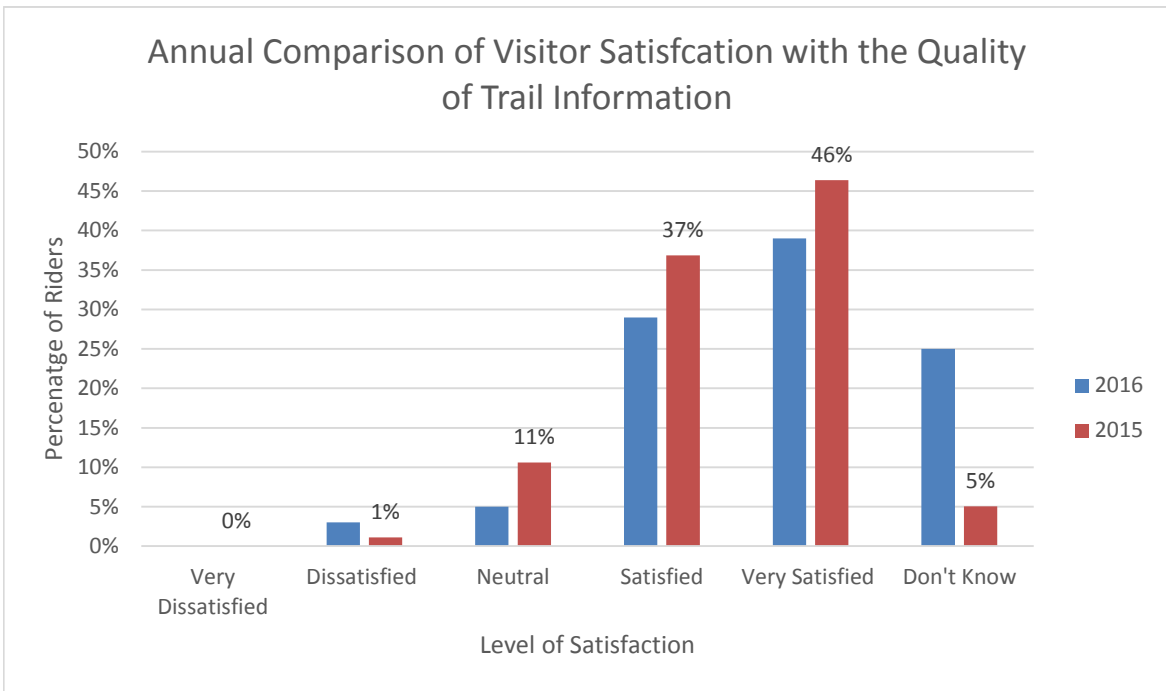


Figure 19

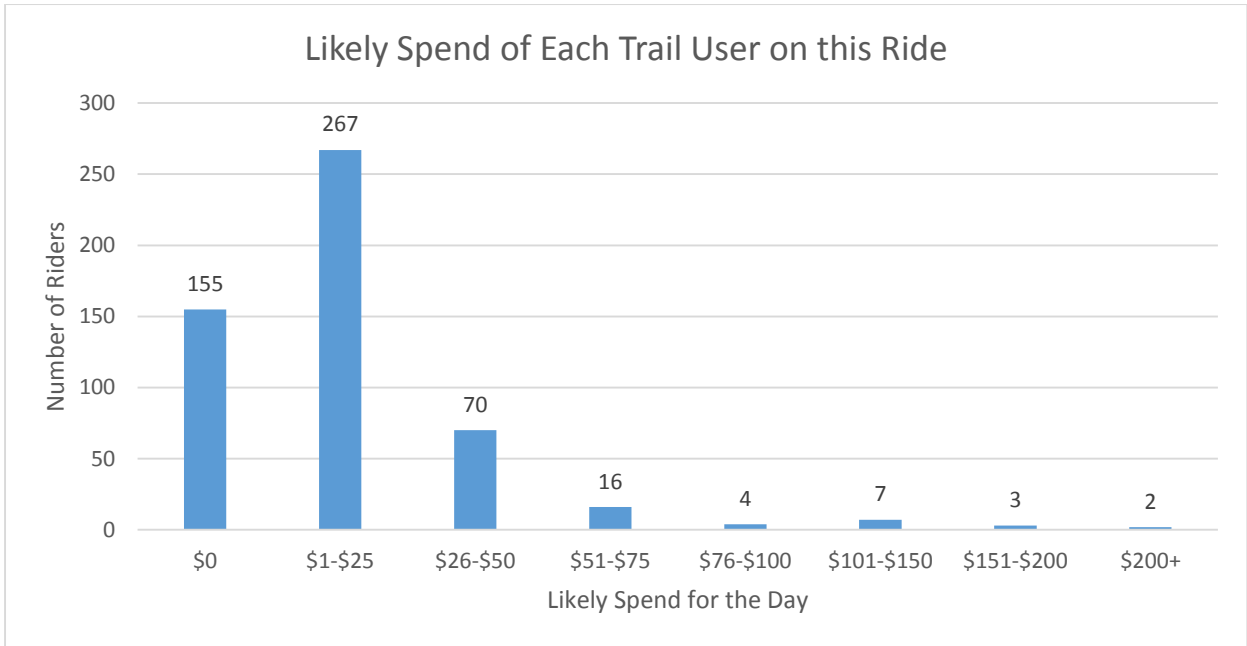


Figure 20 shows that:

The average rider spend on the trail was between \$1-\$25

29% of riders did not spend any money

51% of the riders spent between \$1-\$25 on the ride

13% spent \$26-\$50

3% spent \$76-\$100

3% spent \$100+

Most of these riders were riding for 1-4 hours duration

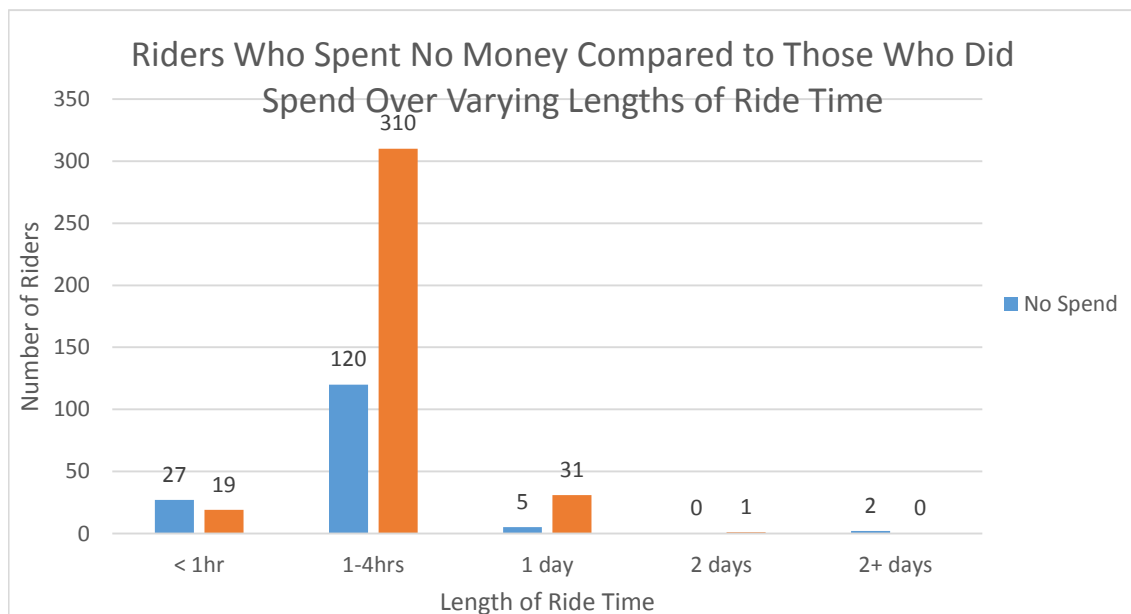


Figure 21

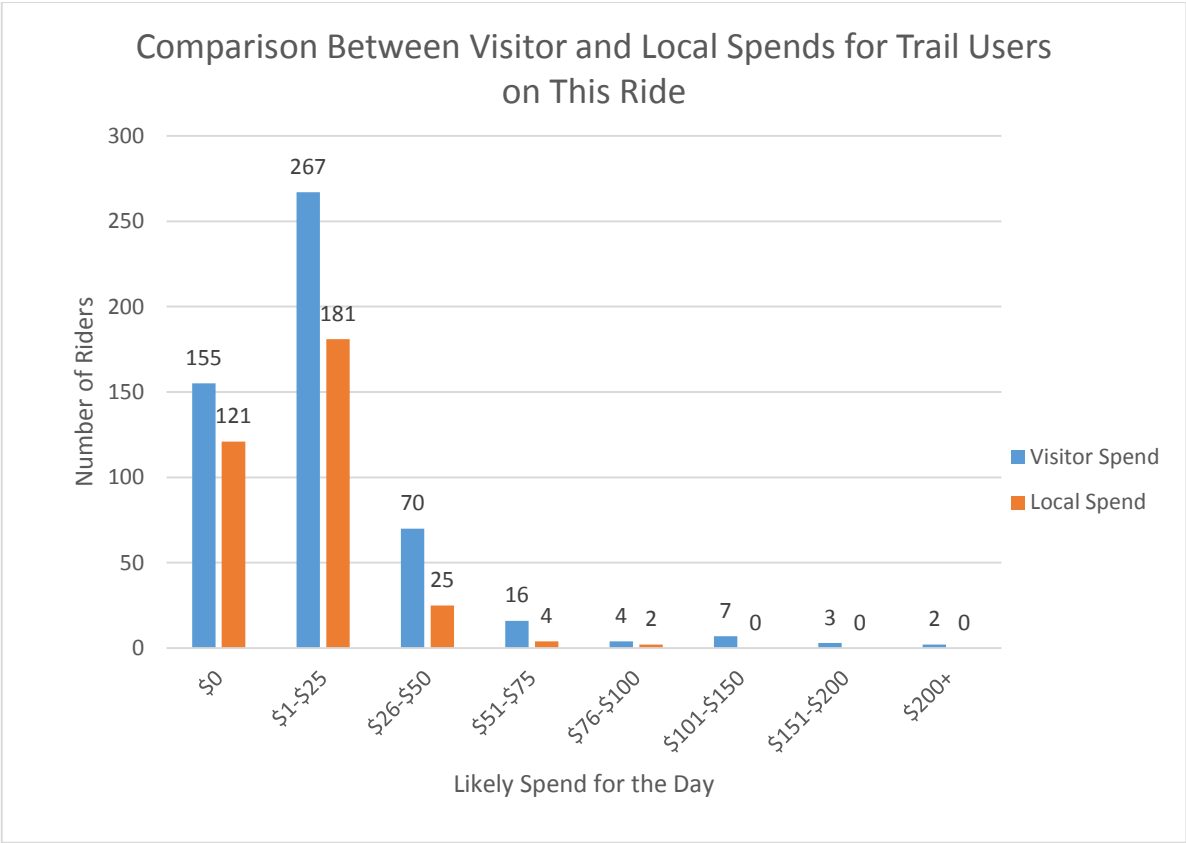


Figure 22

2016 results show that in each spend category visitor rider numbers (domestic and international tourists) exceeded local rider numbers

8 DISCUSSION

Over the two days of January 2016 a total of 525 riders answered the survey, compared to 599 riders surveyed in 2015. The difference was likely a result of local 'fair weather riders' deciding not to ride on the Saturday due to heavy rain that fell throughout the province on the Friday night, resulting in a less than favourable day on the Saturday. Results show that the majority of riders were in the 50-69 age categories, riding for 1-4 hours for recreation. A comparison of the number of local versus domestic and international riders surveyed 2016 versus 2015, indicated that the proportion of visitors surveyed in 2016 were up on 2015, and the proportion of locals surveyed was down. This



would appear to support the notion that local riders can be more flexible in relation to when they ride (fair weather riders) whereas visitors on time constraints will ride in less than favourable weather conditions. From a public relations angle the survey process was again very positive. The vast majority of riders were willing to answer the survey.

Data collected from surveys over the 3 years 2014 to 2016 indicated a steady increase in rider numbers and this was supported by data (recorded by track counters located on a range of Trail sections over the Christmas New Year period 2015-2016) that showed a 45% increase compared with same period 2014-2015. Data showed a steady increase in the proportion of international visitors riding sections of the Trail. In the 2016 results, from the 525 riders surveyed, 91% were from NZ and 9% were International tourists, mainly from Australia and the UK. From 599 riders surveyed

in 2015 92% were from NZ and 8% were International tourists mainly from Australia and the UK. Of the NZ riders 64% were Nelson-Tasman residents and 27% were domestic tourists mainly from Canterbury, Auckland, Marlborough and Wellington. In 2014 95% of riders were from NZ and 5% were International tourists.

The international cycle tourism market was split between those with their own bike and paniers touring NZ over several weeks or months to tourists attracted to the region for adventure, arts, food, wine and beer. The majority of the latter viewed cycling as an 'add on' to their visit to Nelson-Tasman, rather than a reason to come on its own. 2016 results show that 20% of the visitors said that cycling was the main reason for their visit, 18% did not have an opinion and 64% said no.

Over the three-year period 2014-2016 results show a steady increase in family groups represented by an increase in the 29-39 age categories. One family commented - *"it's a great track. Suits all levels and can join the track off the road at a number of points. Wouldn't ride on busy road with my kids and this is therefore my only option which is valued and appreciated"*

One rider commented- *"this is a fantastic addition to the region. All my family have had a good ride on the track as it is off road and enjoyable"*.

One family commented on their appreciation for wide gates- *"trailer for our two-year-old able to fit though the gate on the trail, thank you - unlike Alps to Ocean"*

The growing popularity of the Trail as a shared pathway and multi-use facility for cycling, commuting, jogging and walking was very positive. Issues around perceived congestion and safety were not raised in discussion or comments in the 2016 feedback, where they were in the 2015 survey. There was some discussion regarding the increasing use of electric bikes as a means to commuting longer distances to work. It is the opinion of the researcher that the increasing popularity of electric bikes and their speed capability will need to be managed to avoid collisions with other users on corners and narrow pathways.

The growing demand for products and services on the TGTT, has seen new businesses emerging and existing businesses expanding their product range. Some bike hire operators have partnered with accommodation and activity providers to incorporate multi-day packages including shuttle services and customers cycling from Nelson to Abel Tasman National Park for kayaking and walking experiences. Operators report that over the 2015-2016 season their 'packages' have been very popular particularly with the Australian, German, American and UK markets. During the busiest

months of December, January and February, Accommodation providers have been under pressure to meet demand, particularly in small rural communities on the TGTT route. Accommodation providers may need to consider changing their product offering from a minimum 'two plus night stay' to one night stays and meet the needs of the growing trail rider market. Cyclists on a tour (package of 3 plus days) are on the move from point A to B to C to D. This is different to the B&B traditional drive market which uses the B&B as a base to stay over a number of days and from which they undertake day excursions by car to explore the region's attractions, returning at night.

According to Andrew Schwass, of Trail Journeys (*pers comm 15 March, 2016*) "Australia has been their biggest international market and this summer season 2015-2016 has been the busiest season since starting up 18 months ago. Pre-season bookings for multi-day packages have increased. One-day bike hire was popular with the domestic visitor market. The company has benefited from networking and extending their bike hire facilities to Tahunanui Kiwi Holiday Park and Kaiteriteri". Retail operators in Mapua, reported that they do value the Mapua-Rabbit Island Ferry service provided by Trail Journeys as it brings riders to Mapua from Rabbit Island. It appears that these business partnerships are integral to meeting stakeholder needs and do play a positive role in the rider's 'total' experience.



Andrew Schwass of Trail Journeys, (Company that operates the Ferry) commented that "the high costs of operating and maintaining a 'regular seven days a week Ferry service' were justified in the high season (demand high) but as demand for the service dropped off in the shoulder and low seasons it was not the case". It is the opinion of the researcher that The Nelson-Tasman Cycle Trails Trust in discussion with Trail Journeys consider the feasibility of switching to a lower cost, smaller, open deck vessel (ferry) in the low season, to reduce costs and ensure that the 'regular seven days a week Ferry service' can continue throughout the year for non-seasonal commuters and leisure riders.

One person surveyed commented that; *“it would be good to have a cycleway around the road to Mapua in case the ferry isn’t running or just for a change”*.

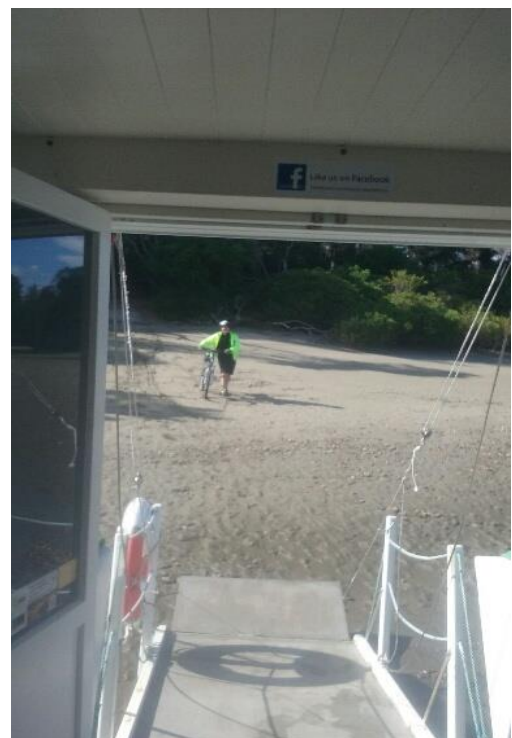
Another rider suggested - *“to get people out of their cars we need a cycle bridge from Mapua to back of Rabbit Island. The ferry holds all of north of Rabbit Island to ransom with ‘tourist’ hours only. Residents want to commute by bike. Suggest bridge from Grossi Point and 2nd bridge to back of Rough Island”*.

Decisions made regarding changes to the level of service will affect all stakeholders of the TGTT.



Above cyclists boarding Mapua ferry at Mapua wharf

Right cyclist boarding ferry from Rabbit Island



'Wheellie Fantastic cycle tours', business based in Mapua, commented that pre-season bookings for 'packaged tours' had been dominated by tourists from Germany, USA and the UK. Many stayed in Bed and Breakfast accommodation in and around Mapua. Some were coming solely to cycle while for others cycling was a planned activity to complement other activities as part of a longer stay in the area. Either way the customers were aware of products around cycling before they arrived in the region and were including cycling as an activity while in the region. Results in this survey showed more international visitors were staying longer (10 plus days) and cycling was a factor in their decision to come to Nelson-Tasman.

The 2016 results for level of rider overall satisfaction with their Trail experience showed a significant increase in the proportion of riders very satisfied (76%) and 18% satisfied compared to 44% very satisfied and 42% satisfied in 2015. The vast majority of rider comments were very positive, particularly in relation to extensions to the trail allowing safer off road riding for families. *"Wide open spaces and constant changing scenery-best thing since sliced bread, I'm hooked on this"*.

A total of 270 riders made comments and compared to 2014-2015 survey the vast majority were very positive, praising trail developers for their *"amazing work"*. Suggestions for improved signage were specific and constructive. For example:

- *"Through Waimea Estate where to turn on to the road, from the Mapua ferry through the village to the beach front and out to Pine Hill, Ruby Bay"*
- *"signage on Brabant Drive, Pine Hills can be missed"*
- *"River Ride road needs warning, e.g turn left 50m, poor visibility at crossing bottom of Harley Road if riding down the hill"*

Trail developers need to be aware of the importance of providing quality signage and toilet facilities throughout the Trail. Comments relating to 'poor signage' appeared to come mainly from visitors who do not know the area and depend on signs and maps for navigation. Comments such as *"struggling with signage"* and *"getting lost"* need to be taken seriously if the region is to live up to its growing reputation as a 'safe and preferred' destination for cycling. Comments requesting more toilets on or near the Trail, particularly in remote rural areas need to be addressed.

The 2016 results showed that of the total riders surveyed, 29% did not spend any money, 51% spent between \$1-\$25, 13% spent \$26-\$50 and 3% spent \$76-\$100 and 3% spent \$100+.

2016 results showed that 82% of riders were riding for 4 hours or less and this was the time category in which the greater proportion of riders said they spent between \$1-\$25. This pattern has been

reflected in previous survey results. The half-day social, leisure ride to a café and back is clearly a growing activity and directly related to the increasing provision of safe off road trails. As a regular commuter to work during the week, the researcher has noted that in the week there are far fewer riders on the road and on off road trails between Hope, Richmond and Nelson compared to the weekends. Comments from riders reflected a perception of ‘feeling safe on off- road trails compared to the roads where traffic is scary’; they feel too unsafe, are not confident, to ride to work.



Taste Tasman Raw is a new venture started as a result of the TGTT on lower Queen Street.

The TGTT is providing greater opportunities for small businesses in the region and creating a growing demand for amenities and services along the Trail.

Results gathered over three years of research support the hypothesis that- *local and visitor usage of the TGTT is growing and is providing positive social and economic benefits to local businesses, communities and the region.*

9 RECOMMENDATIONS

It is recommended that:

The ongoing costs of community-based projects such as Tasman's Great Taste Trail continue to be considered against the benefits and reported to all stakeholders (in this case social and emerging economic) to grow future sponsorship/funding to ensure completion of the loop and ongoing maintenance.

TDC and NCC encourage community groups to adopt and maintain local sections of Trail-side plantings as beautification projects

Signage issues raised in this report take priority to ensure that the region grows its reputation as a 'safe and preferred' destination for cycling.

The increasing popularity of electric bikes and their speed capability be managed to ensure safety for other trail users.

That The Nelson-Tasman Cycle Trails Trust in discussion with Trail Journeys consider the feasibility of investing in a **lower cost**, smaller, open deck vessel (ferry) in the low season, to enable a 'regular seven days a week Ferry service' continue throughout the year for non-seasonal commuters and leisure riders (locals and visitors).

Appendices

Rider Comments-qualitative information from riders completing survey

Comments overall which rated 5

Tail wind good only 5 minutes into my journey and looking forward to the rest of the ride.

Scenery and very beautiful.

Free of traffic.

Warm weather, wonderful atmosphere and very scenic.

Great morning recreation, out and about.

Like that we are able to ride somewhere without going on the main road.

Accessibility

Awesome thanks for all your work.

Good gradient. Wide and well maintained.

Want more trails

Weeds need spraying around Brightwater tracks. Brightwater bridge very potholed.

Great scenery!

Beautiful scenery and interesting points along the way.

All ages can enjoy.

Awesome scenery, track is well maintained and sign posted - good job!! Maybe a toilet stop - but job either end.

To get people out of their cars we need a cycle bridge from Mapua to back of Rabbit Island. The ferry holds all north of Rabbit Island to ransom with "tourist" hours only. Residents want to commute by bike. Suggest bridge from Grossi Point to Bird Island and 2nd bridge to back of Rough Island.

Scenery.

Scenery.

Scenery.

So accessible- a cold beer at the end.

Amazing improvements.

It is very close to my home. Good to see lots of businesses emerging around the cycleway.

Enjoyed Rabbit Island Ferry to Mapua.

Off road, scenic and safe.

Trail is handy for dropping cars off at airport and biking back.

Needs to be finished. Nelson to Kohatu to Mot to Kaiteri.

Its awesome!

Close to home in Richmond

Please improve the dirt road from the end of sealed surface to cycle gate at lower Queen St.

Scenery and bird life.

Ability to get off road away from traffic

Off road away from traffic, great!

Lovely scenery, nice stop offs on route, café, wineries etc.

Scenery

Convenience, off road cycling.

Awesome ride. Love these trails

Dog poo on track. Nice setting

Beautiful scenery, easy ride, coffee at end (allow more coffee carts!! - it's a must!) and toilets!

Very safe to ride on

Bridge timbers loose
Scenery, great off road riding
Enjoyable!
Whole ride with coffee mid-way through
Great to have the cycleway. Let's support the completion of the trail.
More cycle trails!
Country Scenery
Lovely scenery, good variation
Wide open spaces and constant changing scenery - best thing since sliced bread - I'm hooked on this
Kaiteri bike park
Great access to bike park. Wide tracks and safety from the cars
Good way to get to Kaiteri MTB park. Keeps me out of my car
gets bikes off road. Job well done
Very narrow and Kiwi downs gate - clips handle bars
Very good I love it!!! :)
A great track. Suits all levels and can join the track off the road at a number of points. Wouldn't ride
on the busy road with my kids and this is therefore my only option which is valued and appreciated.
Just love it! Would like to see water fountains along the way.
Awesome scenery, separate from vehicles/cars, more water fountains along the way would be great,
keep up the good work - brilliant!

Comments overall rating 4 to 5

Very scenic
It's a regular ride. Always great cycling with friends.
I'm a regular rider of this wonderful trail.
Takes me off the main road. Safer.
BMX track too rough, took road instead.
Everything!
Ramps onto cycle ways need improving.
Lovely to experience the region by bike. More locals should do this!
Good, simple, safe ride.
The nature is beautiful. The track is good.
Rest areas.
Scenery and off road.
Nice when tide is in.
Scenery. Need Queen St rd. re-surfaced.
Just started
Its great to be able to ride off the road but still on a good surface. Much Safer
Scenery at top of Tasman Height. Ride behind Tasman - labelled not part of GTT. Sign at top of Riverside
Rd needs warning, e.g. turn left 50m poor visibility at crossing bottom of Harley Rd if riding downhill.
Trail beside Lower Moutere needs no parking signage

Just being out riding.

Everything.

Being more fit would be great for me as some slopes were too hard. The whole thing is enjoyable - better maps listing codes galleries and such like.

Richmond traffic lights/beach road

Some parts for the trail need to indicate useful sources e.g. coffee container at rabbit island Rd - good especially for visitors who get very confused.

Ease of access, scenery, meeting other people

So accessible to all abilities

Shop for coffee

Really good to ride off road

Views from Kaiteri park

Ease and enjoyment of community. Great views.

Everything was amazing.

Experience tracks

Everything!

The off-road trails i.e. not beside the main road should have some "tastings" on the trail.

Great weather, great trails.

Like the scenery.

Good food, signs, wine & scenery.

Staples St to golf course rough.

Staples St to golf course rough.

Riding with the kids, family friendly track.

Excellent facilities

Great place to cruise. Need more signage, got lost! Board walk approaches need smoothing.

Loved the cycle way from Rabbit Island to Mapua + ferry.

Landscape along the coast.

Nice nature.

Better surface on the Rabbit Island-Richmond Section. Suggest some lime chip.

Improve surface of track Rabbit Island Richmond

Sunshine

Nesting Birds.

Good peaceful ride. No traffic.

Scenery + weather + trail quality.

Scenery/food and wine

Good scenery

Love the coastal scenery

Maintenance needed on Rabbit Island

Lots of different scenery. Relaxing

Lovely company. Awesome stop at Tasman Store for their special coffee.

Variety of scenery on route. Very satisfied with trail as it is.

Having it close to home. Able to ride it at any time.

Keep away from road when possible.

Connector route, pigeons

Toilets?

The trail is mostly off road, vineyard section is very good, river is also very nice.

Enjoyed rural aspect
Port traffic
We love the trail. We love eating and usually have a coffee. But cafes too busy today.
Being able to take bike Trailer - 2 year old in trailer
Condition of track is awesome
Riding into Kaiteri bike park
View from top over the bay. Mapua
Have the river scenery and easy gradient.
If the trail extended all the way to Kohatu
Like everything.
The wind.
Some trees are growing into the track.
Track between Motueka salt baths and the Riwaka end, Mot needs to be better.
Scenery.
Good route. Mapua is an awesome pit stop.
Bridge over the swamp.
Its off the road.
Just the ride.
I love that it is off road. Great way to get out and see Nelson.
Going for a swim and coffee.
Scenery great. Took a couple of wrong turns (signage).
Scenery.
Fun outdoors.
Scenery
Ferry-Rabbit Is. Ride
Road from turnoff nth Pine Hill Heights narrows and a dangerous bend - little room for one car let alone a cyclist too.
Need better mapping on website.
Track around estuary and lovely Dovedale Valley. Better maps would be good.
Light traffic and well-kept trail.
The speed limit along Stafford drive needs to be lowered to 50km/h. Tasman to Motueka - yuk! (sorry).
Packets for dog poo should be available 4 dog pool on gravel road by Brightwater bridge
Port traffic terrible, over hill by hospital too steep
Smoothness and ease, great scenery. More signs are always helpful. Cycles lane into mot from Kaiteri at Staples street would be great (and safer)
Trailer for our two year old able to fit through gate on this trail thank you - unlike alps to ocean.
Location, accessibility, condition are awesome. We ride it three time a week
Times on signs
Safe Travel away from cars
Scenery, difficulty
Enjoyed biking through the vineyard and like that it was a nice and easy trail. Found biking by the water nice but didn't like the road noise
Amazing scenery
It's for free
Café Recreation
Social & scenery
Like that most is off road. Need clearer signage for non-locals where trail adjacent to the road.

Nice river, brewery's.
Got lost from aquatic centre.
Enjoyed - sea sections and orchard (no cars). Less enjoyable - sections beside SH60
This is a fantastic addition to the region. All my family have had a good ride on the track as it is off road and enjoyable.
Great to be off-road.
Smooth even surfaced trail. Good signage, easy access.
Nice views.
Nice scenery.
New coffee shop opened up along lower Queen St.
Biking and meeting people.
Rabbit Island coffee co.
All good!
Scenery and seeing areas we don't normally see
Scenery, good tracks.
MTB park & track through hush & coast. Tasman - turn into ruby bay need to make signage to beach clearer
The track between golf course and kumeras need gravel, isn't sloped to drain water lots of puddles not even nice to walk
Great natural ride.
Riding Wetlands. Ferry.
Need to improve signage to trail from road.
Like the bridge and coastal scenery. Also that it is off road.
Missed turnoff into driveway by golf course and went down past golf course entrance and along Thorpe St.
Varied scenery. Great weather. Great company. Great track to can relax & enjoy while biking.
Exciting with friends.
The scenery, the lack of traffic, meeting people including the survey people.
Lower Queen St coffee cart.
Enjoy changing scenery, bridge crossings, coffee stops. Love riding our local trails. Maybe put another toilet stop somewhere.
Drink at end.
We able to tow bike trailer.
Meeting friends unexpectedly.
Enjoy away from traffic
More Trails
off road
Easy riding no cars
Great scenery and fitness. Great way to start the day
Variety of terrain is very good. Very Happy - will do when we are back next year
Liked the scenery of the trail, maybe in future modernise the trail
Being off the main roads and having the chance to enjoy the scenery.
Awesome bike trail. I only wish it had been around when I was child growing up around here. It was fantastic!
Gets me off the roads safely.
Variety of landscapes & scenery. Interesting trail- lots of twists and turns.
Plastic netting on Brightwater Bridges catches tyres and wobbles steering.

Great facilities

Ease of use and local.

No parking signs before bridge over to Rabbit Island and also near Jester house (Tasman)

Everything!

Scenery - I enjoy biking all trails for scenery.

Too early to tell.

Good scenery

Riding a bike

Signage on Pine hill - so people don't go up side roads.

Signage on Brabant drive/Pine Hills can be missed.

Love all of it - Keep up the good work. Cafés were too busy to buy coffee today.

Love the trail and cycling - please keep funding going.

Scenery great. Good informative signage

Easy rides for younger riders. Well-groomed tracks

Comments overall rating less than 4

A good family, friendly ride. Easy and safe for young riders. Mapua ferry is a lot of fun.

This person found the trail too easy.

Chip on trails

We love the great taste trail, although today haven't really taken part on it

Be subtler with local land owners. People skills - keep polite

The view.

Better road surface - have to use large tyres on a racing bike to cope with loose gravel

The scenery

Fun with friends

Need some actual tasting along the way - Free samples. Need more off track maps.

Lower gradient up to Pine Hill Road West.

Need Smoother tracks.

I'm hoping that the nice parts are to come.

Viewing the swamp.

Signs indicating estimated time

Nice & scenic. Clean.

Enjoy the Coffee HQ and friendship. Struggled with signage.

Need better signage.

Great scenery!

The bit just before the Rabbit Island is very corrugated, it would be good to be off the road.

Riding along the water.

Scenery - track could be better

No traffic. 100% safer than roads.

Social & fitness. Struggled with signage.

I think that a couple more signs would be helpful to mark the path trail through Waimea Estate where turn right onto road- how far on road?

Could have more off-road sections for kids and maybe more info about which parts are kid appropriate (off road).

Signage from Mapua ferry to Ruby Bay and up hill
Not really got anywhere to leave the trail to a Café or something.
Less wind.
Solitude.
View.
Good scenery, good coffee.
Superb berms and packed trail
Enjoy the variance, the scenery but totally missed sign to stay on the great trail from the MB park
The Bridge!
Riding alongside the river and I like all the new trees that have been planted and the bridge is good.
Better if the cycle trail would not go along the motorway between Nelson & Richmond. Otherwise
good.
Nice ride but very windy.
Like coastal off road route.
The scenery
More toilets.
Coffee stop!
Safe place to ride.
The scenery.
Off road paths and scenery.
Views and bird life.
A cycleway around the road to Mapua incase the ferry isnt running or just for a change.
less gravel
Tasman surface could be better.
Going for a ride without traffic
Mow the grass, fix holes
Better Fitness
Scenery and ease of trail

[Frequency of word-Scenery: All comments sorted low rating to high 64/270](#)

The scenery
Nice & scenic. Clean.
Great scenery!
Scenery - track could be better
Good scenery, good coffee.
Enjoy the variance, the scenery but totally missed sign to stay on the great trail from the MB park
The scenery
The scenery.
Off road paths and scenery.
Scenery and ease of trail
Very scenic
Scenery and off road.

Scenery. Need Queen St rd. re-surfaced.

Scenery at top of Tasman Height. Ride behind Tasman - labelled not part of GTT. Sign at top of Riverside Rd needs warning e.g. turn left 50m poor visibility at crossing bottom of Harley Rd if riding downhill. Trail beside Lower Moutere needs no parking signage

Ease of access, scenery, meeting other people

Like the scenery.

Good food, signs, wine & scenery.

Scenery + weather + trail quality.

Scenery/food and wine

Good scenery

Love the coastal scenery

Lots of different scenery. Relaxing

Variety of scenery on route. Very satisfied with trail as it is.

Have the river scenery and easy gradient.

Scenery.

Scenery great. Took a couple of wrong turns (signage).

Scenery.

Scenery

Smoothness and ease, great scenery. More signs are always helpful. Cycles lane into mot from Kaiteri at Staples street would be great (and safer)

Scenery, difficulty

Amazing scenery

Social & scenery

Nice scenery.

Scenery and seeing areas we don't normally see

Scenery, good tracks.

Like the bridge and coastal scenery. Also that it is off road.

Varied scenery. Great weather. Great company. Great track to can relax & enjoy while biking.

The scenery, the lack of traffic, meeting people including the survey people.

Enjoy changing scenery, bridge crossings, coffee stops. Love riding our local trails. Maybe put another toilet stop somewhere.

Great scenery and fitness. Great way to start the day

Liked the scenery of the trail, maybe in future modernise the trail

Being off the main roads and having the chance to enjoy the scenery.

Variety of landscapes & scenery. Interesting trail- lots of twists and turns.

Scenery - I enjoy biking all trails for scenery.

Good scenery

Scenery great. Good informative signage

Scenery and very beautiful.

Warm weather, wonderful atmosphere and very scenic.

Great scenery!

Beautiful scenery and interesting points along the way.

Awesome scenery, track is well maintained and sign posted - good job!! Maybe a toilet stop - but job either end.

Scenery.

Scenery.

Scenery.

Off road, scenic and safe.

Scenery and bird life.

Lovely scenery, nice stop offs on route, café, wineries etc.

Scenery

Beautiful scenery, easy ride, coffee at end (allow more coffee carts!! - it's a must!) and toilets!

Scenery, great off road riding

Country Scenery

Lovely scenery, good variation

Wide open spaces and constant changing scenery - best thing since sliced bread - I'm hooked on this

Awesome scenery, separate from vehicles/cars, more water fountains along the way would be great, keep up the good work - brilliant!

Frequency of word Signage 22/270

Signs indicating estimated time

Enjoy the Coffee HQ and friendship. Struggled with signage.

Need better signage.

Social & fitness. Struggled with signage.

I think that a couple more signs would be helpful to mark the path trail through Waimea Estate where turn right onto road- how far on road?

Signage from Mapua ferry to Ruby Bay and uphill.

Enjoy the variance, the scenery but totally missed sign to stay on the great trail from the MB park

Scenery at top of Tasman Height. Ride behind Tasman - labelled not part of GTT. Sign at top of Riverside Rd needs warning e.g. turn left 50m poor visibility at crossing bottom of Harley Rd if riding downhill. Trail beside Lower Moutere needs no parking signage

Good food, signs, wine & scenery.

Great place to cruise. Need more signage, got lost! Board walk approaches need smoothing.

Scenery great. Took a couple of wrong turns (signage).

Smoothness and ease, great scenery. More signs are always helpful. Cycles lane into mot from Kaiteri at Staples street would be great (and safer)

Times on signs

Like that most is off road. Need clearer signage for non-locals where trail adjacent to the road.

Smooth even surfaced trail. Good signage, easy access.

MTB park & track through hush & coast. Tasman - turn into ruby bay need to make signage to beach clearer

Need to improve signage to trail from road.

No parking signs before bridge over to Rabbit Island and also near Jester house (Tasman)

Signage on Pine hill - so people don't go up side roads.

Signage on Brabant drive/Pine Hills can be missed.

Scenery great. Good informative signage

Awesome scenery, track is well maintained and sign posted - good job!! Maybe a toilet stop - but job either end.

Frequency of word Safety 12/270

A good family, friendly ride. Easy and safe for young riders. Mapua ferry is a lot of fun.

No traffic. 100% safer than roads.

Safe place to ride.

Takes me off the main road. Safer.

Good, simple, safe ride.

It's great to be able to ride off the road but still on a good surface. Much Safer

Smoothness and ease, great scenery. More signs are always helpful. Cycles lane into mot from Kaiteri at Staples street would be great (and safer)

Safe Travel away from cars

Gets me off the roads safely.

Off road, scenic and safe.

Very safe to ride on

Great access to bike park. Wide tracks and safety from the cars

Frequency of word Toilets 5/270

More toilets.

Toilets?

Enjoy changing scenery, bridge crossings, coffee stops. Love riding our local trails. Maybe put another toilet stop somewhere.

Awesome scenery, track is well maintained and sign posted - good job!! Maybe a toilet stop - but job either end.

Beautiful scenery, easy ride, coffee at end (allow more coffee carts!! - it's a must!) and toilets!

The Tasman Great Taste Trail Survey - Residents and Visitors Riding the Trail

Thank you for taking 5 minutes to fill out this survey. Information you provide will assist the Nelson Tasman Cycle Trails Trust evaluate the social & economic impacts of the Tasman Great Taste Trail on local businesses and communities and assist in ensuring further trails and associated facilities are meeting rider's needs. Information will only be used for the purpose of this survey and all demographic/personal details provided will be confidential.

Date of ride surveyed ____/____/2016

1. Circle the option that indicates your age in years:

a. **under 15** b. **15-19** c. **20-29** d. **30-39** e. **40-49** f. **50-59** g. **60-69**

h **70+**

2. Circle one option (a, b, or c) below that best describes why you are riding this trail today

a. **recreation/social/health** b. **training/fitness** c. **commuting (to work)**

3. Circle (a-e) below to indicate the approximate total time you are taking on this ride today

a. **Less than 1 hour** b. **1-4 hours** c. **1 day (more than 4 hours)** d. **days**
e. **More than 2 days**

4. Circle (a-j) below to indicate the route(s) you are riding today (can tick more than one box)

a	Nelson-Richmond	b	Richmond-Rabbit Island	c	Rabbit Island-Mapua (Ferry)
d	Mapua-Motueka	e	Motueka-Riwaka-Kaiteri	f	Kaiteri Mountain Bike Park
g	Richmond-Brightwater	h	Brightwater-Wakefield	i	Wakefield-Fox Hill
J	Other (please name)				

5. Circle (a-h) below to indicate the total amount of money you have already spent, or think you will spend on this ride today (**show total individual spend only**)

a. **\$0** b. **\$1-25** c. **\$26-50** d. **\$51-75** e. **\$76-100**
f. **\$101-150** g. **\$151-200** h. **\$200+**

6. Thinking about your experience today of riding the trail rate (1-5) **each aspect**(a-f) of the trail

	Aspect of trail	Circle the number that best describes how you found each aspect				
a	scenery/setting	1 very poor	2 poor	3 neither	4 good	5 very good
b	trail difficulty	1 very poor	2 poor	3 neither	4 good	5 very good
c	gradient/slope	1 very poor	2 poor	3 neither	4 good	5 very good
d	trail surface	1 very poor	2 poor	3 neither	4 good	5 very good
e	direction signs	1 very poor	2 poor	3 neither	4 good	5 very good
f	interpretation signs	1.very poor	2 poor	3 neither	4 good	5 very good

Thank you for your feedback it will be very useful for ongoing development

7 Overall, how satisfied are you with your experience of the Great Taste Trail today?

DK (Don't know) Very Dissatisfied 1 2 3 4 5 Very Satisfied

8 What did you enjoy most about the Tasman Great Taste Trail (highlights) and what might have made your experience more enjoyable?

9.Circle the country you currently live in

NZ Australia UK Germany France Holland USA Canada Korea
China Japan India Singapore Other _____

(International Visitors skip Q10 and answers Q11 to 15 please)

10.NZ residents circle the region below that best indicates where you live in NZ now

Nelson/Tasman Marlborough Canterbury Otago SI West Coast
Southland
Wellington Wairarapa Manawatu Taranaki Waikato Auckland
Coromandel Bay of Plenty Northland NI East Coast Hawkes Bay

All Visitors to Nelson Tasman region please answer 11-15 below

11.Circle **YES** or **NO** if cycling was the **main reason** for this visit to Nelson-Tasman

Yes (I am visiting Nelson Tasman mainly to cycle) No (I am visiting for other reasons)

12. Circle the number below to indicate the number of nights you are staying in Nelson-Tasman

0 1 2 3 4 5 6 7 8 9 10+

13. Circle the best option to indicate your individual spend (total you only) in Nelson Tasman this visit

a \$0 b \$1-100 c \$101-250 d \$251-500 e \$501-\$750
f \$751-1000 g \$1001-1500 h \$1501-2000 i \$2001+

14. Tick the trails (a-g) below to indicate other cycle trails that you have or intend to ride on this visit to Nelson Tasman

- a. **No other trails**
- b. **The Dun Mountain (Coppermine)Trail**
- c. **Other mountain bike trails close to Nelson city**
- d. **Richmond hills trails**
- e. **The Kaiteri Mountain Bike Park**
- f. **The Rameka Track**
- g. **Other trails (please specify):**

15. Circle the number below that indicates how you feel about the quality of trail information (maps, brochures, website)

DK (Don't know) Very Dissatisfied 1 2 3 4 5 Very Satisfied

Thank you for your feedback it will be very useful for ongoing development