

Tasman Great Taste Trail

LGNZ Conference Masterclass:
Funding Models and Assessing the Economic Impact of Cycle ways

Monday, 21 July, 2014



The Project

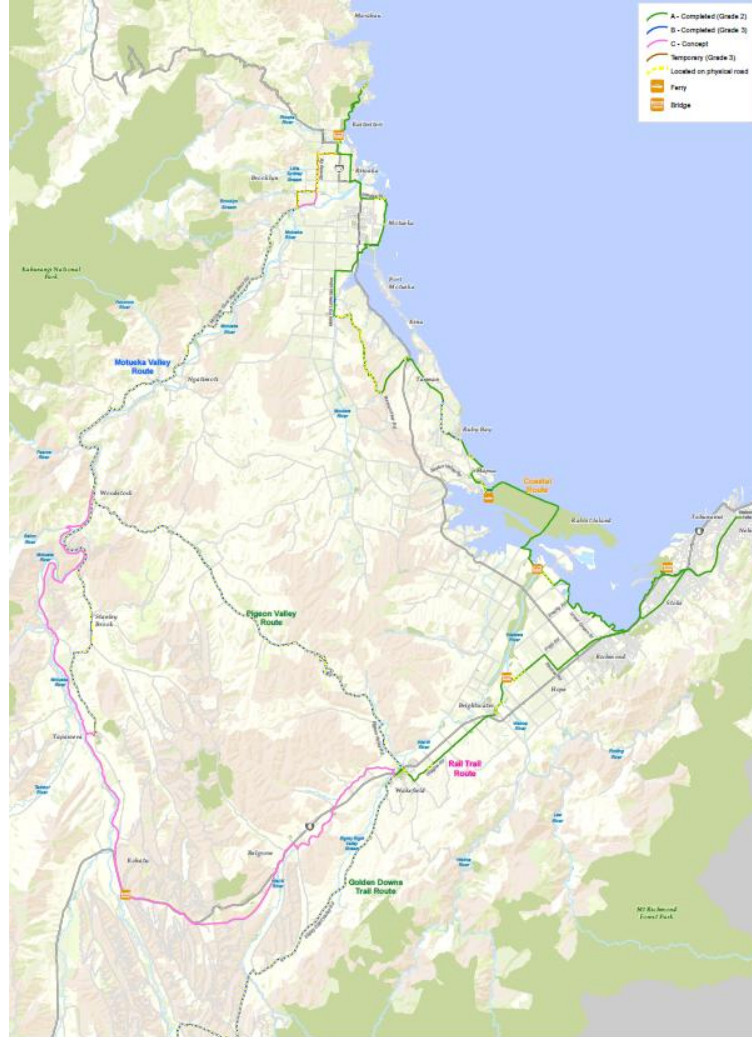
Tasman were 1 of 18 given a share of the \$50 million funding for their Cycle Trail.

Tasman's key assets were climate, scenery, tastes (food, wine & beer) and climate again!

Benefitted from input from Central Otago Rail Trail

There are now 22 'trails' in existence.





Funding of the Cycleway

Capital costs

- \$2,295,911 claimed from Government
- \$ 1,177,524 TDC ratepayers funds spent to date*

* As at July 2014

Maintenance

- Maintenance costs currently estimated at \$83,000 pa, increasing to \$157,300 pa once the trail is completed
- Primarily funded through rate payers' contributions
- Areas of the trail will be 'adopted' by adjoining owners and establishments



Economic Benefit

A feasibility study conducted in 2010 suggested that when completed, the trail would:

- ~ 45 extra jobs
- ~ \$5.1 million in to local economy
- Attract 25,000 cycling tourists per year

Trial figures this year:

January	February	March	April	May
5739	4889	5197	3781	4119

- Currently mostly local residents
- Estimated 5% - 50% overseas visitors within 5 years



Developing Partnerships

- TDC's official partner is the Nelson Tasman Cycle Trails Trust (NTCTT)
- NTCTT bring with them 120 official local partners
- These include cafes, cycle hire, accommodation & ferry operators
- NTCTT carry out the majority of monitoring for the trail
- NTCCT maintain approximately 34km of the present 76km trail



