

Impact Snapshot – YE June 2025

Trail usage

2,577,304
total trips for the year ending
June 2025

5.8
trails used *across*
12.2
separate trips/occasions
in the 12 months prior

73%
rated their trail experience
9 or 10 (out of 10)



Cyclists Pedestrians
1,245,299 **1,332,006**



1.3
trails used *on same trip*
(on average)



+79
Net Promoter Score

Economic Impacts



3.9
average party size



1,333,755
estimate of visitors
attributable to the
Great Rides



2,920
estimate of
businesses providing
facilities & services
for trail users



3.4
average nights
per visitor



4,534,767
estimate of visitor
nights attributable to
the Great Rides



546
official cycle trail
partners



\$964.10
average expenditure
per visitor



\$1.28 billion
estimate of expenditure
attributable to the
Great Rides

Domestic visitors
\$927m (72% of total)
International visitors
\$357m (28% of total)

Social Impacts



798,964
estimate of trips taken by
local residents



\$622,825
total value of volunteer
contribution



85%
of trail stakeholders agree that
their local Great Ride is a source
of pride for the local community

87%
of trail stakeholders agree that
their local Great Ride is valued
by the community



\$696 million
value of health benefit resulting
from trail use by NZers

57%
of trail users say their mental
health has improved as a
result of their experience

57%
of trail users say their physical
fitness has improved as a
result of their experience

Environmental Impacts



397,530
native trees/bush planted by
trail managers (total to date)



48%
of trail users report that they
have a greater appreciation of
the natural environment as a
result of their experience



2,671
traps laid for pests
(total to date)



118km
waterways fenced by trail
managers (total to date)



30%
of trail users report that they
have a greater appreciation of
the local culture and heritage as
a result of their experience