

# 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*



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



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



**+79**  
Net Promoter Score

## Social Impacts

**798,964**  
estimate of trips taken by  
local residents

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



**\$622,825**  
total value of volunteer  
contribution

**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

## 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

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

## Environmental Impacts

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

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

**118km**  
waterways fenced 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

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