



Fascinating facts about The Hauraki Rail Trail

A study performed by Professor Chris Ryan and Mindy Sun of Waikato University in 2013/14 of cyclists that have used the Trail showed -

25%

Use of the Trail has increased approximately 25% from the previous season (based on counter figures).

16% increase

The net additional expenditure has increased by 16% equating to a net expenditure of NZ\$2.1 to \$2.4 million, with the main income coming from Aucklanders that choose to stay overnight and spend locally. There is potential that it could get up to NZ\$3.3 million.

Satisfaction

The cyclists rated the Trail an average satisfaction score of 8.4 out of 10.

Expenditure

The average expenditure of a cyclist remains as for the previous season - approximately \$105.00.

Cyclists that live between 100-200km away from the Trail are the highest spenders. They will spend in excess of \$200.00 per cyclist in all three categories of accommodation, petrol and refreshments.



The Refinery

“The Refinery is a dream come true for us. We moved to Hauraki from Auckland because we could see the potential of the District and we’re not disappointed.

The Hauraki Rail Trail has been a real bonus for our business. Also, the Council has been amazing with their support for us.”

Nicky Petry, Owner of The Refinery



Recognising the Hauraki Rail Trail as an outstanding Council-led community project

Other interesting facts

- Cyclists are motivated to ride the Trail due to the enjoyment of exercising on a safe and easy contoured off-road trail and the enjoyable social experience.
- The Waihi to Waikino section provides a challenge for the more competitively minded cyclists due to the undulating terrain and it has the potential for cyclists to spend extra time (more than one day) completing the whole Rail Trail.
- The socio-demographic profile by age, income and occupation has remained largely unchanged from the previous season, with at least 50% of users remaining within the 45-65 age bracket.
- Cyclists that live between 50-100kms away from the Trail will spend up to \$65.00 per cyclist, and those that live 10-20km away from the Trail will spend approximately \$80.00 per cyclist on accommodation, petrol and refreshments.
- Cyclist 'enthusiasts' are the highest spenders on purchases of petrol and light refreshments, while frequent 'leisure' cyclists are the highest spenders on accommodation and those that rate themselves as 'fair weather' cyclists will spend on cycle hire and shuttle buses.
- For those cycling in excess of 40km were doing so over more than one day.
- Approximately 24% of respondents to the survey had included Waihi in their cycling trip.

"The number of visitors we are getting coming through here is just crazy.

If the Rail Trail had not come on board when it did, the business would have been in a pretty rocky situation.

I'm consistently getting asked if there are any B&Bs in the area."

Tony Dawson, Owner of Waikino Station Cafe

If you would like further information about setting up a business within Hauraki please contact:

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