



North Island Great Rides Trail Gathering Te Hui Tūhono Forum 2025

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Who Are We? What Do We Do..

- Big Idea – out of 2009 Job Summit – create jobs in construction and ongoing tourism
- Catalyst to rejuvenate communities
- In 2013 - National organization for Ngā Haerenga New Zealand Cycle Trails (Great Rides, Heartland Rides, Connector Rides and Urban Cycle ways)
- Membership organization – Great Rides pay membership fee
- Predominantly funded by Government
- Board elected by members, Chair appointed by Minister of Tourism and Hospitality
- Key stakeholders – MBIE, Waka Kotahi, DOC, Tourism New Zealand
- Advocacy, Capability building, Quality Assurance, Research, Marketing and Promotion

Our Audacious Goal

Double visitor expenditure

\$1 billion to \$2 billion – in the next 10 years

What do we need to do..

.....Drive Demand
and Supply



Future Bright – Ongoing Investment

\$120 million government investment to date

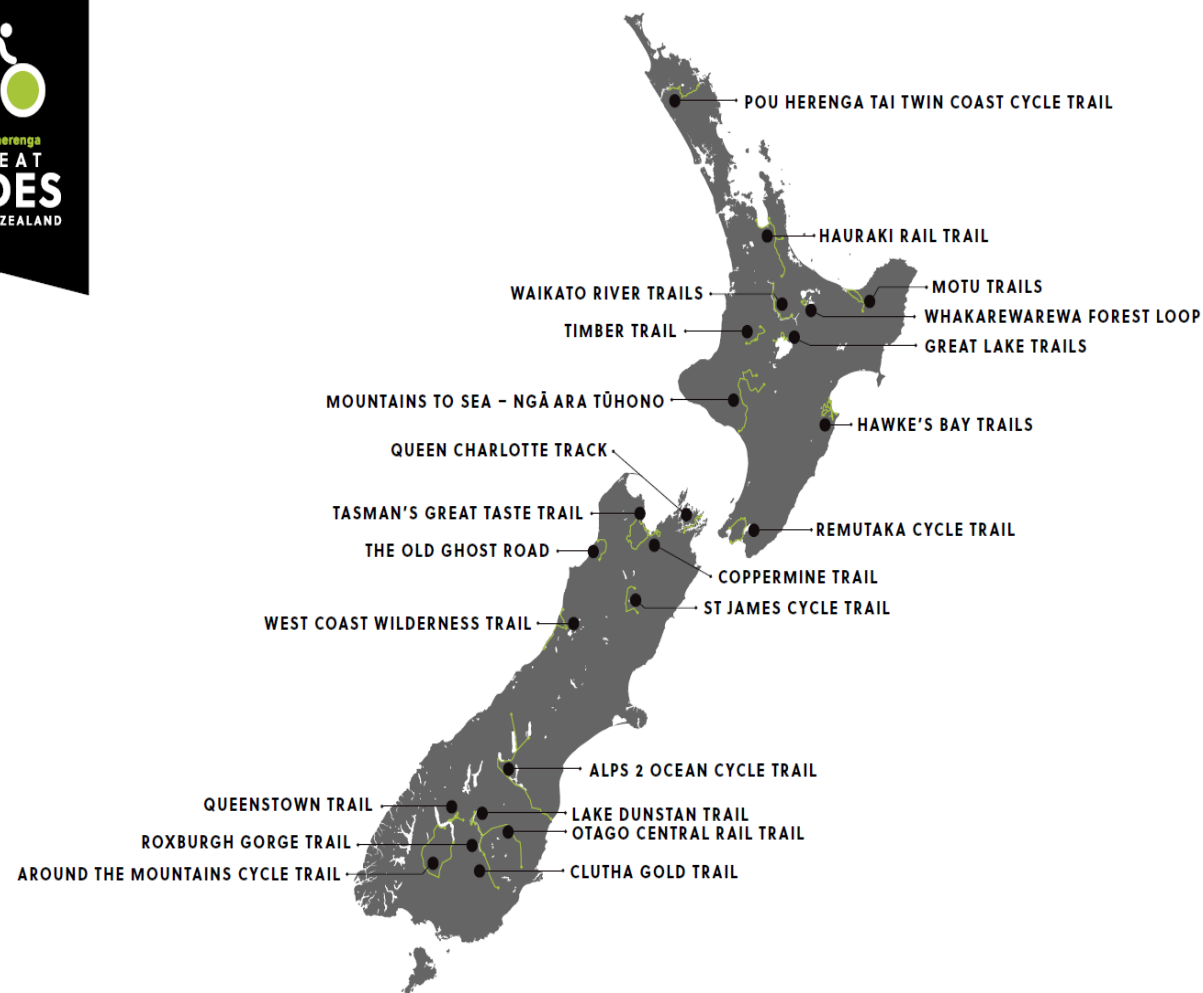
\$8 million annually

- \$1 million+ maintenance
- \$1 million+ trail managers
- \$1 million+ extreme events

\$9 million investment fund

- Unlock potential of Great Rides

NZCT complete 10,000km cycling



NZCT Insights Programme

Current and Potential Markets

- Domestic and Australian Insights
- North American Insights

Marketing Insights

NZCT Great Ride Personas Insights

Best Practice Governance and Management

Great Ride Operating models report

Selling the value of the Great Rides

2021 Evaluation of the Great Rides

Upcoming Research

2025 Evaluation of the Great Rides



Marketing Strategy - Objectives



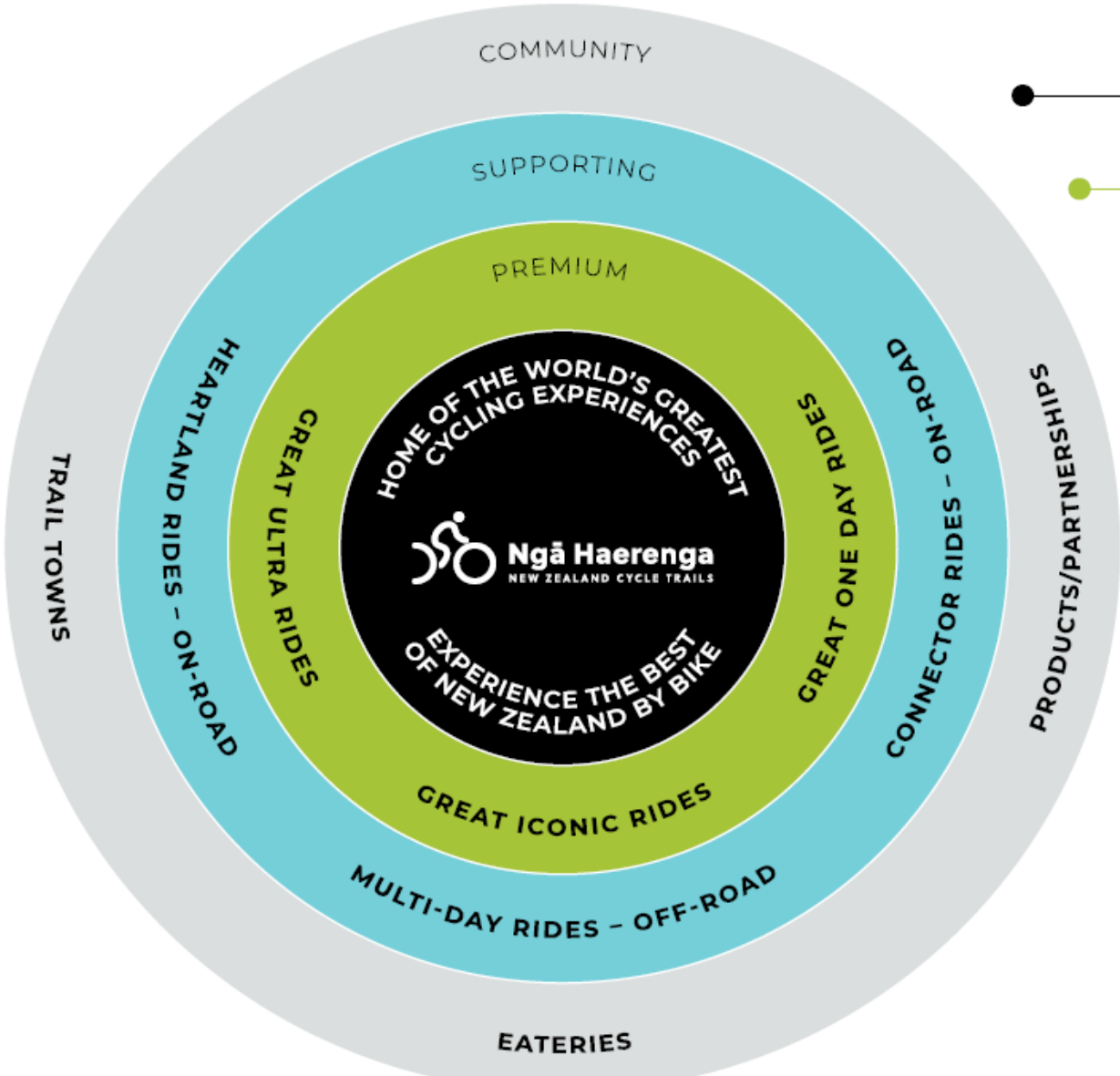
Build brand awareness of Ngā Haerenga Great Rides of New Zealand

To position Great Rides as the cycle tourism experience of choice.

To deliver a world class cycle tourism experience.

Partner to leverage marketing opportunities, grow brand awareness and cross-promotion

Ngā Haerenga New Zealand Cycle Trails Ecosystem



The Ngā Haerenga offer.

The Great Rides brand. Our premium offer. Eligible for funding. The core and heart of our network.

These rides strengthen and support our network, helping to connect and link it up and therefore adding to the cycling experience.

These are the parts of our network that help to transform it into a cycling community and healthy ecosystem. Our users access these and want to know they will get a quality experience, which we can guarantee through our endorsement. Supporting local & regional economies.

Future Focus – What's the Optimum Network?

10 Year Optimum Network Cycling Strategy

What do we need to consider?

Where are the gaps?

- Delivering on original objectives – economic growth for regional NZ
- What's holding some of our trails back – game changers?

Research:

- What should we research? What do you need data on?
What's needed for the cycle tourism sector?

Impact of Climate Change

- 100 year events every year - Build for the future, resilience
Think and act differently

andFunding to deliver on the strategy

