



# Pou Herenga Tai Twin Coast Cycle Trail

Report Based On The Following Settings

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Quarterly Economic Contribution To Area run on Monday 1st of July 2019

**Note that results based on small sample sizes (less than n=30) should be treated as indicative and not conclusive.**

**Twin Coast last 12 months :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 12 months ago on the first day of the month (01/07/2018) and the last day of last month (30/06/2019)

**All Trails last 12 Months :**

Survey Completion Date : Is between 12 months ago on the first day of the month (01/07/2018) and the last day of last month (30/06/2019)

**Twin Coast last quarter :**

Organisation Name : Is equal to 'Pou Herenga Tai Twin Coast Cycle Trail'

Survey Completion Date : Is between 3 months ago on the first day of the month (01/04/2019) and the last day of last month (30/06/2019)

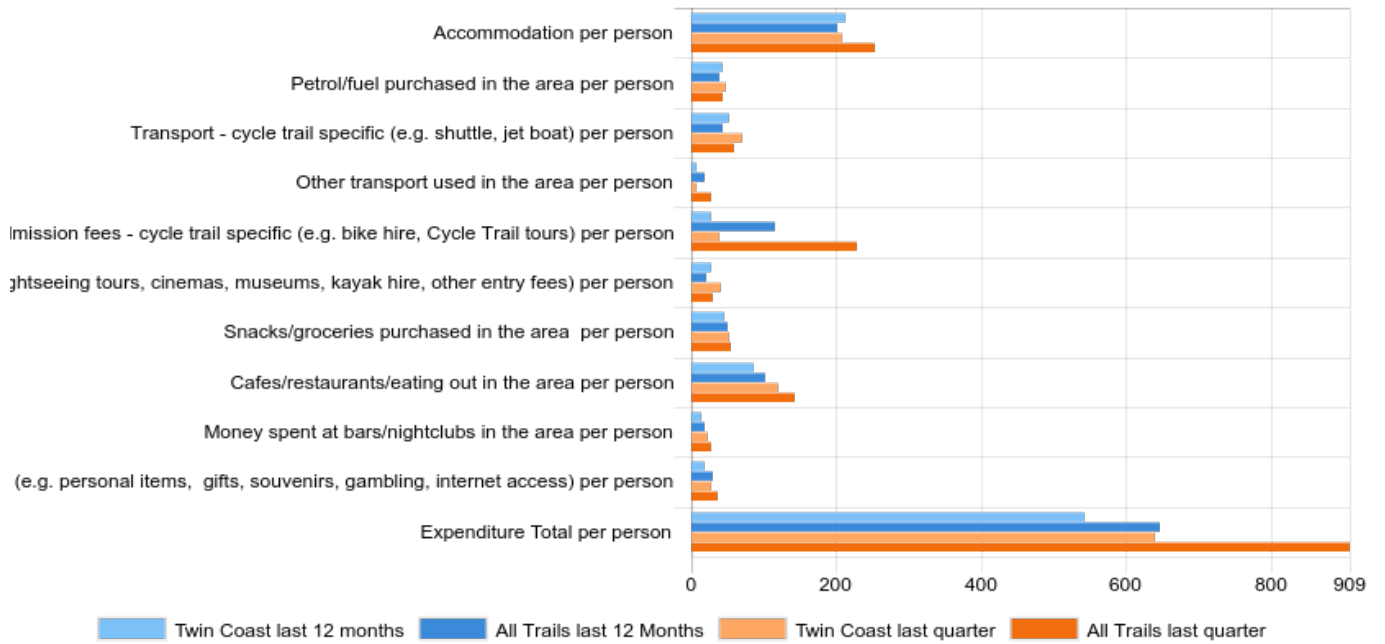
**All Trails last quarter :**

Survey Completion Date : Is between 3 months ago on the first day of the month (01/04/2019) and the last day of last month (30/06/2019)

# Regional Economic Contribution Per Person

(NB: this is the contribution of each trail user visiting the area only/mainly because of the trail)

Sample Size: Twin Coast last 12 months 178 / 237 (75%) | All Trails last 12 Months 2829 / 4676 (61%) | Twin Coast last quarter 39 / 49 (80%) | All Trails last quarter 568 / 794 (72%)



## Regional Economic Contribution Per Person

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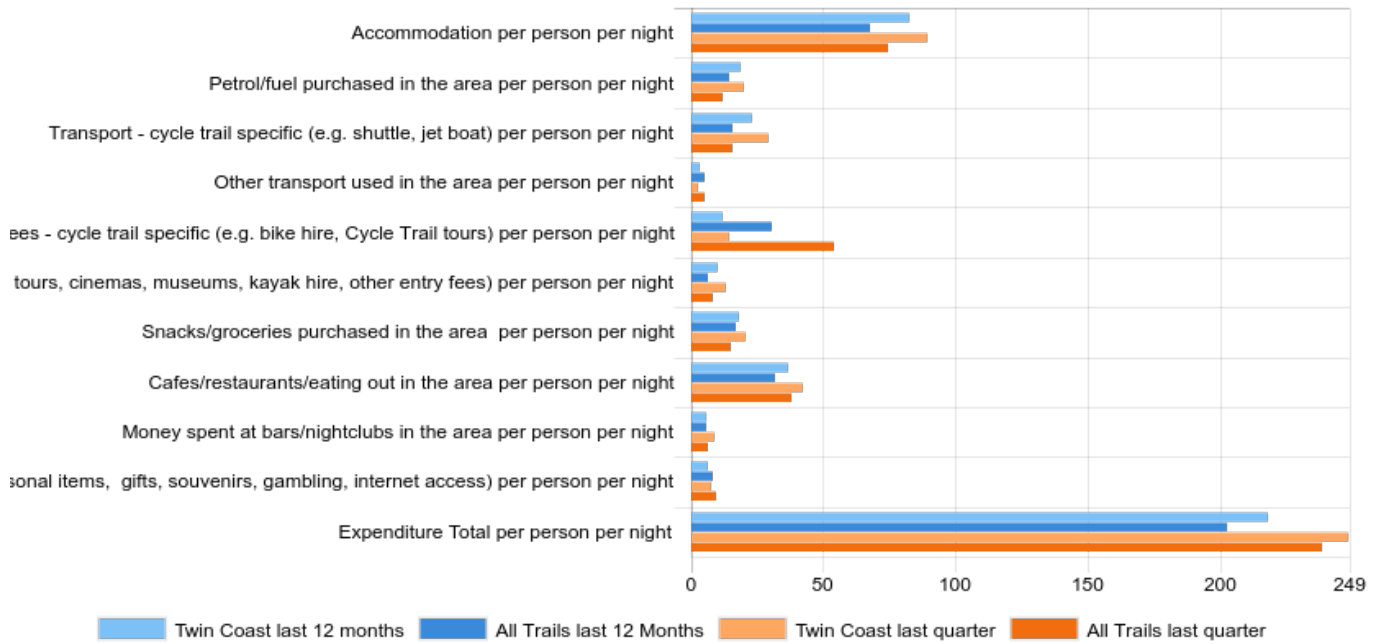
Sample Size: Twin Coast last 12 months 178 / 237 (75%) | All Trails last 12 Months 2829 / 4676 (61%) | Twin Coast last quarter 39 / 49 (80%) | All Trails last quarter 568 / 794 (72%)

|   | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST QUARTER | ALL TRAILS LAST QUARTER |
|---|---------------------------|---------------------------|-------------------------|-------------------------|
| Accommodation per person  | 214.22                    | 202.35                    | 209.36                  | 255.14                  |
| Petrol/fuel purchased in the area per person  | 43.02                     | 38.73                     | 48.26                   | 43.77                   |
| Transport - cycle trail specific (e.g. shuttle, jet boat) per person  | 52.46                     | 45.1                      | 70.82                   | 60.19                   |
| Other transport used in the area per person   | 8.98                      | 19.11                     | 7.87                    | 27.35                   |
| Activities/admission fees - cycle trail specific (e.g. bike hire, Cycle Trail tours) per person                         | 28.88                     | 117.05                    | 39.5                    | 230.3                   |
| Other activities/admission fees (e.g. sightseeing tours, cinemas, museums, kayak hire, other entry fees) per person     | 29.2                      | 20.53                     | 41.18                   | 29.84                   |
| Snacks/groceries purchased in the area per person   | 45.48                     | 51.15                     | 52.35                   | 54.33                   |
| Cafes/restaurants/eating out in the area per person   | 87.88                     | 101.92                    | 119.84                  | 143.33                  |
| Money spent at bars/nightclubs in the area per person   | 13.75                     | 19.26                     | 22.85                   | 27.8                    |
| Other expenditure or shopping in the area (e.g. personal items, gifts, souvenirs, gambling, internet access) per person | 18.85                     | 31.37                     | 28.49                   | 36.79                   |
| <b>Expenditure Total per person</b>   | <b>542.72</b>             | <b>646.57</b>             | <b>640.52</b>           | <b>908.84</b>           |

# Regional Economic Contribution Per Person Per Night

(NB: this is the per day contribution of each trail user visiting the area only/mainly because of the trail)

Sample Size: Twin Coast last 12 months 156 / 237 (66%) | All Trails last 12 Months 2505 / 4676 (54%) | Twin Coast last quarter 34 / 49 (69%) | All Trails last quarter 539 / 794 (68%)



## Regional Economic Contribution Per Person Per Night

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Sample Size: Twin Coast last 12 months 156 / 237 (66%) | All Trails last 12 Months 2505 / 4676 (54%) | Twin Coast last quarter 34 / 49 (69%) | All Trails last quarter 539 / 794 (68%)

|   | TWIN COAST LAST 12 MONTHS | ALL TRAILS LAST 12 MONTHS | TWIN COAST LAST QUARTER | ALL TRAILS LAST QUARTER |
|---|---------------------------|---------------------------|-------------------------|-------------------------|
| Accommodation per person per night  | 82.5                      | 67.48                     | 89.21                   | 74.3                    |
| Petrol/fuel purchased in the area per person per night  | 19.14                     | 14.38                     | 19.81                   | 11.83                   |
| Transport - cycle trail specific (e.g. shuttle, jet boat) per person per night  | 23.22                     | 15.77                     | 29.42                   | 15.86                   |
| Other transport used in the area per person per night   | 3.61                      | 5.32                      | 2.49                    | 5.41                    |
| Activities/admission fees - cycle trail specific (e.g. bike hire, Cycle Trail tours) per person per night                         | 12.34                     | 30.63                     | 14.4                    | 53.83                   |
| Other activities/admission fees (e.g. sightseeing tours, cinemas, museums, kayak hire, other entry fees) per person per night     | 9.98                      | 6.31                      | 13.15                   | 8.55                    |
| Snacks/groceries purchased in the area per person per night   | 18.51                     | 17.19                     | 20.56                   | 15.09                   |
| Cafes/restaurants/eating out in the area per person per night   | 36.76                     | 31.93                     | 42.2                    | 37.92                   |
| Money spent at bars/nightclubs in the area per person per night   | 5.63                      | 5.71                      | 9.19                    | 6.26                    |
| Other expenditure or shopping in the area (e.g. personal items, gifts, souvenirs, gambling, internet access) per person per night | 6.23                      | 8.14                      | 7.79                    | 9.41                    |
| <b>Expenditure Total per person per night</b>   | <b>217.91</b>             | <b>202.86</b>             | <b>248.23</b>           | <b>238.47</b>           |