



CLUTHA GOLD TRAIL



USER SURVEY 2015

Central Otago District Council
September 2015

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Background

The Clutha Gold Cycle Trail is a 73km trail between Lake Roxburgh Village and Lawrence, which travels alongside the Clutha Mata-au River, through a secluded valley and gorge network and into lush green farmland. Officially opened in October 2013, the cycle trail links with the Roxburgh Gorge trail and is an integral part of *Nga Haerenga – The New Zealand Cycle Trail*.

Being a new addition to Central and South Otago's cycle trail networks, there is as yet little data available about the trail, both in terms of the benefits it brings to the district as well as the nature of people who come to ride and walk the trail.

A series of two user surveys were conducted by face-to-face interview along the Clutha Gold Cycle Trail during the summer and autumn of 2015. The questions asked and analysis methodologies used in these surveys are consistent with the Otago Central Rail Trail User Surveys to enable anecdotal comparisons to be drawn between the two facilities.

The purpose of conducting these surveys is to:

- Capture the views and opinions of trail users (including their expectations, the economic contribution they provide, and the experience they have had) to assist trail managers, funders and service providers to determine how best to meet their needs and expectations;
- Quantify the economic benefits that users bring to the district;
- Identify intrinsic benefits that cycle trails may be providing to our Central Otago and South Otago communities;
- Provide information that will enable more effective promotion of Central Otago as a cycling destination to target markets and demographics.



Major Results

1. The estimated economic impact of the Clutha Gold Trail to the Central and South Otago economies during the 2015 summer/autumn peak visitation period is estimated as follows:

Impact Summary¹	Direct	Total
Output	\$1,281,832	\$1,930,032
GDP	\$648,669	\$959,184
Employment (FTE's)	16.1	20.0

The largest impacts appear to be in accommodation (between 40-44% of total economic benefit) and food, beverages and other consumables (23-27% of economic benefit). Conversely, entertainment spend was relatively small (1%).

It should be noted that 21% of survey participants live locally (i.e., in Otago and Central Otago), and these users are likely to report a much lower spend relative to visitors to the region.

2. Users reported a per person expenditure within the region of \$280. Users travelling south, from Roxburgh Dam to Lawrence, tended to report a higher per person expenditure (\$309) than those travelling from Lawrence (\$166). However caution should be taken when reviewing these figures as a number of users return the same direction they came.
3. Visitors rated their overall experience on the Clutha Gold Trail very positively, providing an average rating of 9.2 out of a possible 10. The Trail's 'match with expectation' also scored very positively, at 9.3 out of a possible 10. Interpretation panels received the highest user rating (at 9.4 out of 10), closely followed by the riding surface, trail signage, visitor information centres, and package operators. The only categories that scored lower than 8 out of 10 were the maintenance contribution (7.5), donations system (6.5) and access to drinking water (5.0) – this trend was also observed in the Roxburgh Gorge Trail user survey ratings.
4. People using the Clutha Gold Trail tend to be biking and are using the trail for the first time; they are in their 50's or older, and have a slightly higher ratio of females over males (i.e., 55% versus 45%). They also tend to be travelling south, heading from Roxburgh Dam towards Lawrence.
5. The trail is popular with domestic users – particularly from the upper North Island, Canterbury and local residents. 19% of survey participants were international visitors – Australia was the most represented international visitor (comprising 38% of international respondents), followed by Europe (29% of international respondents).

¹ 'Direct Impact' measures the immediate impact of people using the trail, while 'Total Impact' considers the upstream and downstream benefits. Direct output is based on the per person expenditure measured in the survey multiplied by a *proportion* of the total track users counted (which is based on the number of survey respondents who contributed to the expenditure section of the survey).

6. Domestic users were slightly more inclined to use the trail in summer, whereas there was no real preference between seasons for international users. Common reasons for why people chose to do the trail at a particular time of year included fitting in with personal circumstances, the weather at that time of year, and being on holiday. There were also a number of predominantly local people using it for fitness and wellbeing.
7. A similar number of respondents reported using a section of the trail, as opposed to the whole trail.
8. Overall, visitors to the region are staying an average of 5.2 nights in the area. Further, visitors in summer tend to stay longer in the region than those in autumn (i.e., an average of 5.7 nights in summer versus 3.8 nights in autumn). Motels were a commonly used accommodation option for domestic visitors, and camping options (such as campgrounds, holiday parks, freedom camping and motorhomes) were a popular choice for both domestic and international visitors – particularly in the summer months. Most domestic visitors travelling to the region are using private motor vehicles. Air flights into South Island airports (particularly Queenstown) are the primary transport mode for international visitors.
9. Other activities pursued while in the area included cycling the other trails (Roxburgh Gorge and Otago Central Rail Trail), visiting friends and family, going walking, and visiting heritage sites (including Old Cromwell Town).
10. People are first learning about the trail through a variety of sources but most predominantly through travel guide books and word of mouth. Websites are a popular option for both domestic and international visitors to find out more information about the trail; domestic visitors also rely on i-SITES/visitor centres and word of mouth.
11. Lawrence was considered by users to be a relatively bike-friendly town (scoring 8.5 out of a possible 10), as did Roxburgh (at 7.7 out of 10). Recommended improvements to Roxburgh township included the installation of bike stands, longer opening hours for eating establishments, having shops that sell cycling gear, and more information about the trail within the town. Suggested improvements for Lawrence included reliable opening times for food and shelter, particularly during weekends. Interestingly, both townships received higher ratings in the summer survey than in the autumn one.



Overview

This survey largely replicates the design methodology used in the *Otago Central Rail Trail User Surveys*.

Two blocks of surveys were undertaken:

- The summer survey (Survey 1) was conducted from February 16th through February 21st 2015;
- The autumn survey (Survey 2) was conducted from April 13th through April 18th 2015.

The surveys were conducted by face-to-face interviews at Pinders Pond, which is located approximately 5km south of Roxburgh and 15km south of the start of the trail. Two interviewers (comprising Council employees) conducted the surveys. Both survey periods ran over six-day consecutive days.

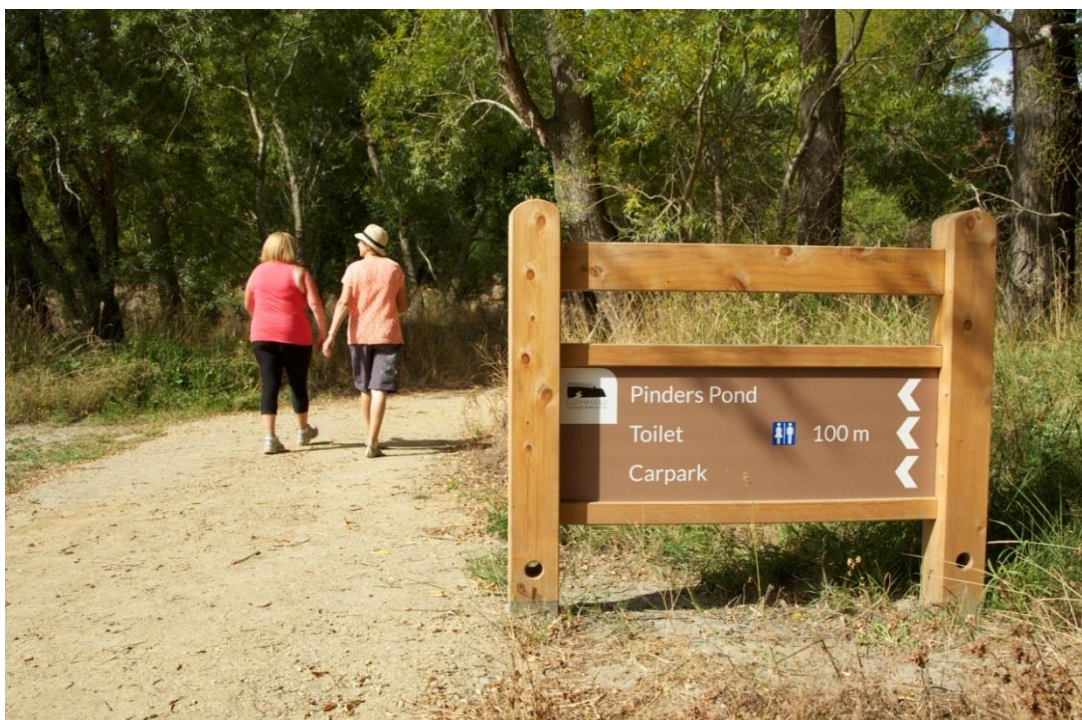
Data from track counters, installed at either end of the trail in October 2014, was used to provide information on the total number of users (or population size) in this analysis. The survey interviewers also counted and recorded observational data on the people utilising the trail during the survey period.

Unlike the Otago Central Rail Trail surveys, data was collected over two periods rather than three – i.e. summer and autumn, but not in spring. Also, track counter data was collected from two locations on the trail, rather than at a single site (Wedderburn) for the Otago Central Rail Trail.

Survey interviewers recorded demographic information about the interviewees and asked a series of questions about where they had come from, what they were doing while in the district, and what their experience on the Clutha Golda Trail had been like. They also asked for information on their anticipated expenditure while in the area.

A copy of the survey is attached in Appendix 6.

The gross results from these surveys are presented in the following report.



Data confidence

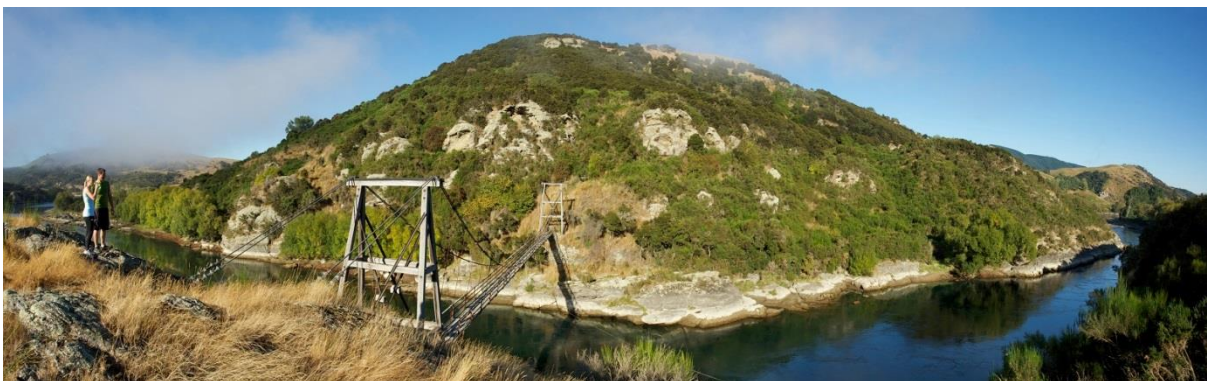
A total of 66 surveys were conducted over the two survey periods – 48 in summer (February) and 18 in autumn (April). These surveys represented a total sample size of

The following table shows the sampling percentage as an associated confidence interval (95%) that can be applied to outcomes.

Survey	Summer (Jan-Feb 2015)	Autumn (Mar-Apr 2015)	Total for 6 months (Nov 2014-Apr 2015)
Total Counter ²	1,681	1,315	4,575
Number of surveys completed	48	18	66
Sample survey (total number of people represented by the surveys)	105	73	178
Period sample %	6.2%	5.6%	3.9%
Confidence interval (95% confidence level)	9.26%	11.15%	7.2%

As an example of what this indicates, when looking at the total sample of both blocks of surveys, there is a $\pm 7.2\%$ margin of error around the outcome. When considering the gender split, the data indicates that 45% were males versus 55% females. Using the confidence intervals above, we can be 95% confident that males comprised between $45\% \pm 7.2\%$ (i.e., between 37.8% and 52.2%) of all trail users, and females comprised between $55\% \pm 7.2\%$ (i.e., 47.8% to 62.2%). As there is an overlap between the two sets of data we cannot say (although it appears the case) that there are significantly more females than males using the trail.

As the data gets broken down into smaller parts and as we start considering multiple factors (such as age and where people are from) the margin of error increases, meaning that it is increasingly difficult to say with certainty that a result is statistically significant.



² There are 2 counters located on the trail; the counts used here are an average of those 2 count totals for the months over the peak period November 2014 to end April 2015 (refer to *External Data – a. Trail usage* for more information).

External Data

a.) Trail usage

Track counters, installed at either end of the trail, provided indicative data on total number of trail users. The track counter at the Roxburgh Dam end of the trail is located 1km up-trail from Teviot River Bridge (or 9km from Commissioner Flat trail start) and the counter at the Lawrence end is located 1km north of the trail start.

Figure 1 below illustrates the track counter data recorded at both counters. Track usage recorded at the Lawrence end of the trail was consistently higher than at the Roxburgh end of the trail. Usage trends over time however were consistent at both sites.

It is difficult to know from the data gathered here what proportion of users recorded at these counters returned the way they came (and were effectively counted twice by the track counters). Equally, because this trail is easily accessible from State Highway 8, there will be users who have ridden a centre section of the trail but have not been recorded on either track counter.

For the purpose of this analysis, the total number of users has been calculated by taking the average of the monthly track counter data from both sites, as shown by the green line in Figure 1 below. Total track counts recorded between November 2014 and April 2015 were 3,793 at the Roxburgh end and 5,357 at the Lawrence end of the trail. Thus, the overall total number of users is estimated to be $(3,793 + 5,357)/2 = 4,575$ users.

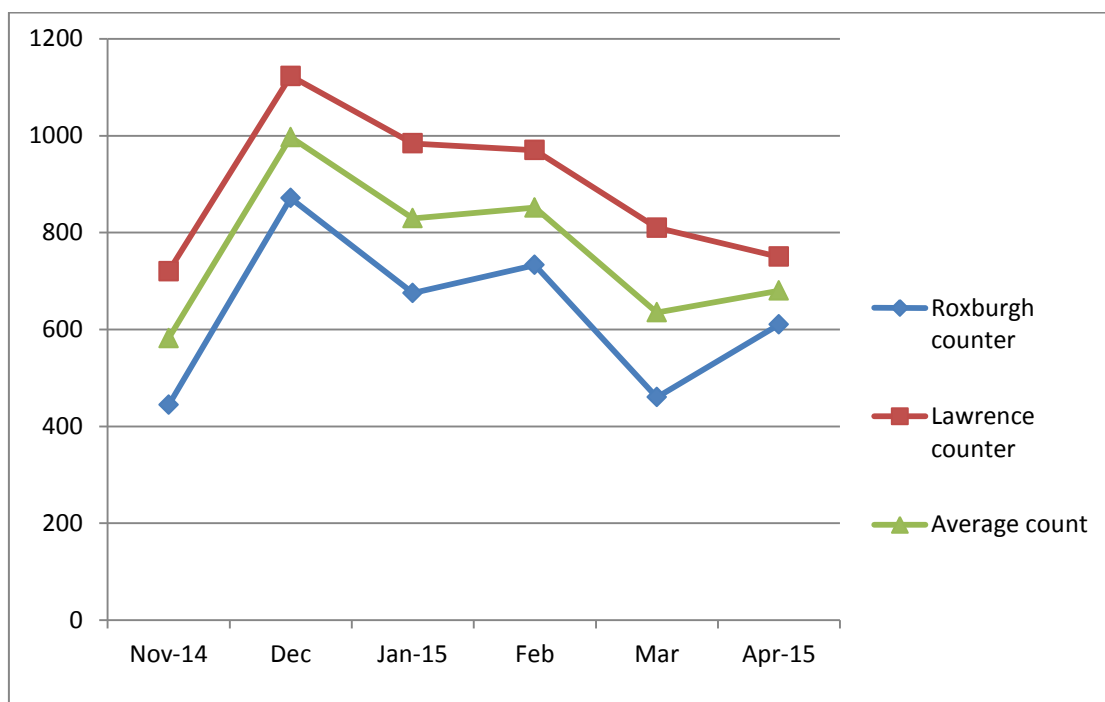


Figure 1. Clutha Gold Cycle Trail use, as recorded by track counters

Observed Data

a) Daily trail counts

The surveyors maintained a count sheet and recorded all trail users, their means of and direction of travel, and the time of day.

	Date	Bike (Roxburgh)	Walk (Roxburgh)	Bike (Lawrence)	Walk (Lawrence)	TOTAL
Survey 1 (Summer)	16/02/15	7	0	6	2	15
	17/02/15	18	0	4	0	22
	18/02/15	13	0	2	0	15
	19/02/15	32	0	0	0	32
	20/02/15	5	4	3	0	12
	21/02/15	43	2	7	0	52
Total		118	6	22	2	148
Survey 2 (Autumn)	13/04/15	0	0	0	0	0
	14/04/15	8	3	3	0	14
	15/04/15	15	2	0	0	17
	16/04/15	14	0	0	0	14
	17/04/15	9	0	0	0	9
	18/04/15	18	0	0	0	18
Total		64	5	3	0	72
Total		182	11	25	2	220

Greater overall usage of the trail was observed during the first (summer) survey period. There was also some variability in usage between survey days. This may have been influenced by local events and occurrences at that time – for example, the highest number of users observed on any one day (52 people recorded on 21 February) coincided with Roxburgh A&P Show day, and the lowest recorded number (0 users on 13 April) coincided with a snow storm on that day.

Only 13 of the 220 users observed by surveyors were walking or running the trail (6%); nearly all of these (11) were observed at the Roxburgh end of the trail.



*Photo
supplied:
Courtesy of
Barrie Wills*

b) Time of day

Figure 2 illustrates the time of day that users were observed on the trail. Trail usage generally occurred between 9am and 4pm in February (summer), and 11am and 5pm in April (autumn). Usage peaked at midday (12-1pm) in both survey periods.

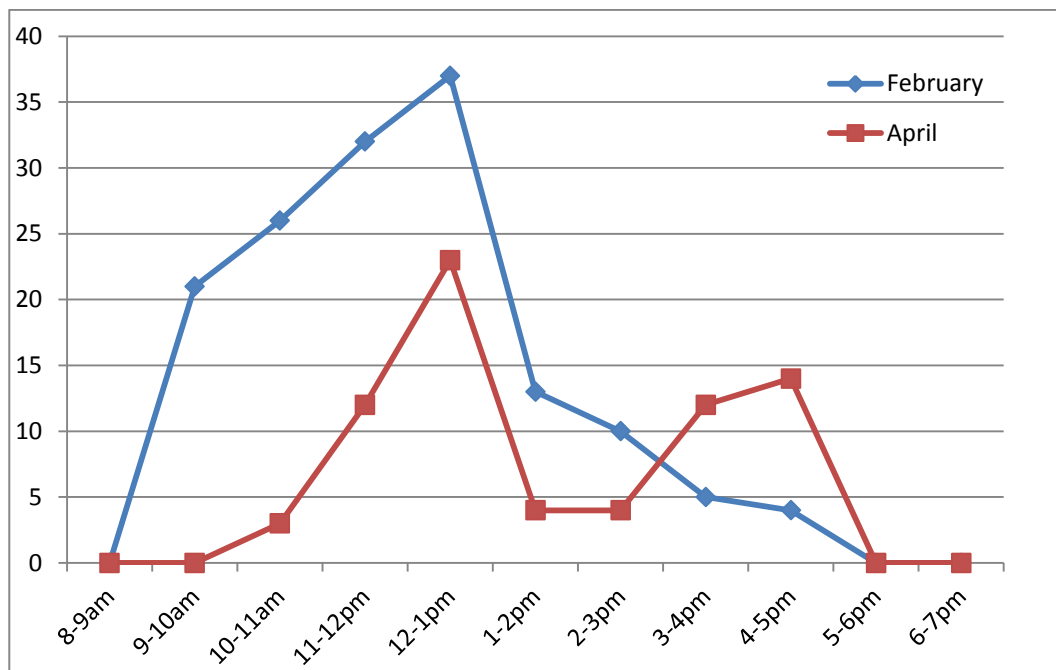


Figure 2. The number of users on the trail at different times of the day

Survey interviewers made some observations on the people or groups of people they interviewed. This included the age and gender of the users, and the trail end from which they were surveyed.

c) Direction of travel

Direction from	Summer	Autumn	Total
Lawrence	21%	15%	19%
Roxburgh Dam	79%	85%	81%
Total number of surveys	105	73	178

Overall, 81% of users represented in the surveys were travelling south, from Roxburgh Dam towards Lawrence. This trend was particularly pronounced in the autumn survey, where 85% of surveyed users were travelling south towards Lawrence.

d) Age and gender

The following tables provide data from the total number of people represented by the surveys. Of the 178 respondents who gave information about their age, 75% were over 50 years of age. In contrast, people under the age of 30 years of age made up 10% of the users surveyed.

Age group	Summer	Autumn	Total
<16 years	2	11	13
16-30 years	5	0	5
30-50 years	14	12	26
50+ years	84	50	134
Total	105	73	178

The gender mix of the users surveyed showed slightly higher numbers of females than males (i.e. 55% versus 45%). Though not statistically significant, the data does such a slightly higher use of the trail by females than by males.

Gender	Summer	Autumn	Total
Males	46	34	80
Females	59	39	98
Total	105	73	178

Surveyed Data

a) Where do people come from?

Question 1: Where are you from?

Where from	<16 Years	16-30 Years	30-50 Years	50+ Years	Total
Domestic	13	2	24	105	144
Upper NI			3	29	32
Lower NI			2	5	7
Upper SI			2	14	16
Canterbury	4		4	25	33
Otago			2	12	14
Southland	7		5	5	17
Local	2	2	6	15	25
International	0	2	3	29	34
Australia		1		12	13
Europe ³		1	3	6	10
Thailand ⁴				8	8
North America				3	3
Total	13	4	27	134	178

The table above shows the total number of people represented in the surveys, broken down into age groups and place of origin.

- 81% of respondents lived in New Zealand. Of the domestic users, 23% were from the upper North Island, 22% were from Canterbury, and 17% lived within Central Otago.

³ The countries categorised under 'Europe' included Germany (4 respondents), Norway (3 respondents) and the United Kingdom (3 respondents)

⁴ The 8 respondents from Thailand were travelling in a single group.

- Australians were the most represented international nationality, comprising 38% of international respondents (and 7.3% of the total population).
- Younger trail users (i.e. >30 years of age) tended to be domestic users; all <16 year-old users were from the South Island (i.e., from Southland, Canterbury and Roxburgh).

The table below shows the total number of people represented in the survey, broken down into the survey season and place of origin.

- Domestic users were slightly more likely to use the trail in summer (85%) than in autumn (75%), whereas international users were more likely to use the trail in autumn (25%) than in summer (15%).
- Overall, 59% of respondents surveyed were using the trail in summer (February), indicating a slight preference of use for summer over autumn. These results correspond with the track counter data displayed in Figure 2 (External Data – a. Trail Usage).

Where from	Summer	Autumn	Total
Domestic	89	55	144
Upper NI	29	3	32
Lower NI	7		7
Upper SI	7	9	16
Canterbury	11	22	33
Otago	14		14
Southland		17	17
Local	21	4	24
International	16	18	34
Australia	3	10	13
Europe	10		10
Thailand		8	8
North America	3		3
Total	105	73	178



Question 2: If you are a visitor, how did you get to Central Otago?

Where from	Aircraft via Dunedin	Aircraft via Q/town	Aircraft via Chch	Private motor vehicle	Bus	Hire car or motor home	Coach tour	Bicycle or motorbike	Other ⁵	N/A - live here	Total
Domestic	4	11	2	92	0	10	0	0	0	25	144
Upper NI	4	11	2	9		6					32
Lower NI				7							7
Upper SI				16							16
Canterbury				29		4					33
Otago				14							14
Southland				17							17
Local										25	25
International	2	11	0	6	0	0	8	3	4	0	34
Australia	2	11									13
Europe				5				1	4		10
Thailand							8				8
North America				1				2			3
Total	6	22	2	98	0	10	8	3	4	25	178

The table above displays the primary means of travel participants used to get to the region.

- Overall, private motor vehicles were the most commonly used mode of transport to the Clutha Gold Cycle Trail (55% of responses) – domestic users in particular, tended to use this form of transport (i.e. 52% of domestic responses).
- 41% of international users travelled to the region via South Island airports.
- 71% of responses citing transport via South Island airports cited Queenstown airport as their entry point.
- 22 respondents also commented on the transport they used to transfer from the airport to the beginning of the trail: 16 used a shuttle/bus; 6 hired a car; and two travelled on the Taieri Gorge Train and then transferred to a shuttle bus.

Question 3. If you are a visitor to Central Otago what sort of accommodation will you stay in while you are here?

Type of accommodation	Domestic	International	Total
Motel	13	2	15
Holiday park / camping ground	9	5	14
Hotel	6	2	8
Boutique Lodge	6	1	7
Freedom camping	5	2	7
Motorhome	7	0	7
Friends or family	2	3	5
Homestay or B&B	4	1	5
Rented holiday home	3	0	3
Own holiday home	1	1	2
Total	56	17	73

⁵ 'Other' includes 3 respondents from Germany who reported flying into Auckland, and 1 respondent from England who reported flying into Nelson.

The table above shows the total number of times accommodation types were cited in survey responses, broken down by domestic and international visitors. Thirty-two respondents answered this question; multiple accommodation types were cited by 10 of these respondents.

- Motels were the most commonly cited form of accommodation by domestic users (23% of domestic responses).
- Camping options (including holiday parks, freedom camping and motorhomes) comprised 38% of domestic responses; followed by hotels (11%), boutique lodges (11%), and bed & breakfast accommodation (7%).
- Holiday parks and/or campgrounds were most commonly cited by international respondents (29% of international responses); and camping options in general (i.e., campgrounds and freedom camping) comprised 41% of international responses.
- Not surprisingly, camping options were popular in the summer survey, comprising 47% of all responses, compared to the autumn survey (18% of autumn survey responses). Motels and hotels were consistently reported across both surveys.
- It is interesting to note that motorhome accommodation was cited by domestic users only.

b) Learning about the Clutha Gold Trail

Question 4: How did you first learn about this trail?

How first learned about trail	Domestic	International	Total
Travel guide books	14		14
Word of mouth	11	3	14
Media	7	1	8
Internet	3	4	7
Always known	6		6
Happened upon it	4	1	5
Local information	3		3
Observed during construction	3		3
Through the Otago Central Rail Trail	3		3
Brochure	2		2
TV programme	1	1	2
Magazine	1		1
I-SITE	1		1
Total	59	10	69

The table above presents the number of times information sources were cited in survey responses.

- Travel guide books (20% of all responses) and word of mouth (20%) were the most commonly reported means of first learning about the trail, followed by media (12%) and the internet (10%).
- There were a number of users, particularly local residents, who had always been aware of the trail (9%) or had observed its construction (4%).
- Of the 10 responses received from international users, word of mouth (3 responses) and the internet (4 responses) were more commonly reported.
- Word of mouth is most reported by respondents using the trail during the summer (February) survey (23% of summer responses), whereas travel guide books were referred to most by autumn (April) respondents (29% of autumn responses).
- Travel guide books referenced by respondents included Classic NZ Cycle Trails, by the Kennet Brothers; 23 New Zealand Cycle trails; and AA publications.

- Specific media types referenced by respondents included newspapers.

Question 5: Where have you gone to find out information about the Clutha Gold trail?

Information Source	Domestic	International	Total
Website(s)	21	7	28
Word of mouth	18	1	19
I-SITE/Visitor Centres	13	1	14
Package operator	5	2	7
Travel publications	2	2	4
Brochure	3		3
Other ⁶	4		4
Grand Total	66	13	79

- Websites were the most commonly cited source for gaining more information about the Trail (35% of all responses) – this was particularly so for international users (54% of international responses).
- Word of mouth (24%) and i-SITES/Visitor Centres (18%) were the next most commonly mentioned sources. Specific i-SITES/Visitor Centres listed included Roxburgh (6 responses), Alexandra (2 responses) and Lawrence (1 response).
- Package operators listed were Bike It Now (4 responses) plus one response each for Trail Journeys, Altitude Adventure and Pure Trails.

c) Extent of Use

Question 6: How many times have you ridden or walked this trail?

Number of times	Summer	Autumn	Total
Section of trail	25	10	35
1st	11	7	18
2	6		6
3	1		1
5	1		1
10	5	3	8
10+	1		1
Whole trail	22	8	30
1st	21	8	29
10	1		1
Total	47	18	65

The table above shows the number of times the person completing the survey reported having used the Clutha Gold Trail.⁷

- Most respondents surveyed (72%) were using the Clutha Gold Trail for the first time – this included all of the 11 international responses to this question.
- Repeat and multiple users of the trail were slightly more prevalent in the summer survey.
- Most of the users who reported using the trail 5 or more times were local residents (73%) – the ‘visiting’ users were from Canterbury, Southland and Otago.

⁶ ‘Other’ included media, mountain bike magazine, local information, and found it while exploring the area.

⁷ One local resident did not answer this question.

Question 7 and 8: This time are you completing the whole trail or just a section? If not the whole trail which section(s)?

- The previous table, in Question 6, illustrates that just of over half of the respondents surveyed (54%) were riding/walking a section of the trail. This trend was consistent in both the summer (53%) and autumn (56%) surveys.
- Interestingly, when comparing 'whole trail' versus 'section of trail' use across all survey participants (n=178), preference for riding sections of the trail increases to 63% - this suggests that people riding section(s) of the trail are doing so in larger groups.
- All bar one of the 30 respondents riding the whole trail were experiencing the Clutha Gold Trail for the first time.
- 25 of the 30 respondents (83%) riding the whole trail were travelling south, towards Lawrence.

The table below lists the sections of trail reported to have been ridden by the respondents. Of the 36 trail section descriptions provided, 9 of these (25%) were return trips.

Section	Summer	Autumn	Total
Short sections (4km or less)	3		3
Roxburgh to Millers Flat & return	1		1
Roxburgh to Millers Flat	8	5	13
Roxburgh to Beaumont	1	2	3
Roxburgh to Ruby Creek & return	1		1
Roxburgh to Pinders Pond	1	1	2
Roxburgh to Lawrence		1	1
Millers Flat to Beaumont	1		1
Return Trips			
Pinders Pond to Dam and return	4	1	5
Pinders Pond to Millers Flat and Pinders Pond to Roxburgh	1		1
Pinders Pond to Roxburgh	1		1
Millers Flat to Pinders Pond & return	2		2
Millers Flat to Roxburgh	2		2
Total	26	10	36

d) Time of Year

Question 9: Why are you doing the trail at this time of year?

The table below shows the reasons survey respondents cited for using the trail at that particular time of the year.⁸

- Fitting in with personal circumstances (24% of all responses), the weather/climate (24%) and being on holiday (15%) were all popular reasons for why respondents had chosen to use the trail at that time of year.

⁸ Two respondents provided two reasons, and one respondent did not answer this question.

- The timing of New Zealand's school holidays is evident in survey responses, as the summer survey was recorded outside of school holidays whereas the autumn survey was conducted during the Term 1 school holiday period.

Reasons for choosing this time of year	Summer	Autumn	Total
Fitted personal circumstances	12	4	16
Weather at this time of year	12	4	16
On holiday	9	1	10
Do it regularly for fitness	6	2	8
After school holidays/kids at school/ avoid peak time	6	1	7
School holidays	1	3	4
Autumn colours		2	2
In area for seasonal work	2		2
Coincides with a sport event in the Area		1	1
Looking at track maintenance results	1		1
Total	49	18	67

e) Time in the District and on the Trail

Question 10: If you are a visitor to Central Otago how many nights will you stay in the district?

Nights in Central Otago	Summer	Autumn	Total
Section of trail	13	8	21
1	1	1	2
2	3		3
3	1	1	2
4	2	1	3
5		1	1
6	1	2	3
7		1	1
8	1		1
10	1		1
14	1	1	2
2 - 3 months	1		1
5 weeks	1		1
Whole trail	21	7	28
1	2	1	3
2	2	1	3
3	5	1	6
4	2	3	5
5	2	1	3
6	3		3
7	2		2
8	1		1
10	1		1
12	1		1
Total	34	15	49

	<i>Summer</i>	<i>Autumn</i>	<i>Total</i>
<i>Average for section of trail</i>	12.8	5.8	10.1
<i>Average for whole trail</i>	4.8	3.3	4.4
<i>Average across all users</i>	5.7	3.8	5.2

The table above shows the number of nights that visitors to the region predicted they would be spending within Central Otago district. Of the 17 people who chose not to answer this question, 14 lived locally, and the balance was from the upper North Island (2) and Scotland (1). All but 3 of these 'non respondents' were surveyed in the first (summer) survey.

- Most visitors using the trail were staying 7 nights or less within Central Otago district (86%).
- People's length of stay in the region varied – on average, visitors stayed approximately 5.2 nights.
- Although the averages above suggest users riding a section of the trail stayed longer in the region than those riding the whole trail, the 'section of trail' sample included 4 respondents who were staying for extended periods (i.e., from 14 days through to 2-3 months) and this data has skewed results.
- Results however do suggest that visitors using the trail in summer tended to spend more nights in the region than autumn visitors (i.e., an average of 5.7 nights in summer versus 3.8 nights in autumn).

Nights in Central Otago	Age <16	Age 16-30	Age 30-50	Age 50+
1	5		5	9
2		3	3	8
3			1	25
4	4		4	21
5				21
6			1	9
7			2	3
8			1	2
10				4
12				2
14+	2		3	7
Total	11	3	20	111
Average	4.5	2.0	5.0	4.9

The table above shows the number of nights that visitors predicted they would stay in the district, separated by age.⁹ Unlike the table showing number of nights versus survey periods, this data is based on the number of participants represented by the survey responses.

The data suggests that, with the exception of the 16-30 year age-group (which incidentally has too small a population size to draw an assumption from), length of stay was not influenced by age.

⁹ 67 participants were not represented in this data because one or more variables had not been recorded for that user – this includes the 33 participants that are represented by the 17 respondents who chose not to answer this question.

f) Other Activities undertaken

Question 11: If you are a visitor to Central Otago what other activities have you done or will you do during your stay?

The table below shows the number of times activities were cited by respondents. The most popular activities mentioned were the other Central Otago cycle trails (29% of all responses), were visiting friends and family, heritage sites, Old Cromwell Town and going walking (e.g. on the Millennium Trail).

Activities	Count
Roxburgh Gorge Cycle Trail	22
Otago Central Rail Trail	16
Visiting friends and relatives	15
Heritage sites ¹⁰	13
Old Cromwell Town	13
Walking	13
Fishing	6
Visit Wineries	6
Golf	4
Sightseeing tours	4
Food & beverage	4
Highlands Motorsport Park	2
Central Otago Arts Trail	2
Buy fresh fruit	2
Taieri Gorge Train	2
Jetboating	2
Swimming	2
Curling	1
Central Stories Museum	1
Total	130

g) Matching expectations

Question 12: How well has the Clutha Gold experience matched your expectations? (1 = not at all, 10 = totally exceeded)

Expectation rating (out of 10)	Summer	Autumn	Total
7	2	0	2
8	8	6	14
9	11	2	13
10	26	10	36
Total	47	18	65
Average	9.3	9.2	9.3

The table above shows the rating that respondents gave, out of 10, for how their experience matched with their expectation of what the trail would be like.

¹⁰ Heritage sites and activities listed included St Bathans, Naseby, Cromwell, Macetown, Lawrence and gold mining.

Respondents rated their match with expectation very positively, at 9.3 out of a possible 10 – 55% of respondents rated the trail as a 10/10 (i.e. totally exceeding expectations). This positive overall rating was consistent across both survey periods.

Comments associated with the table above are attached as Appendix 1. Users commented on the beautiful scenery, particularly the trees and the river. Some people also enjoyed the gentler gradient of this trail in comparison to the Roxburgh Gorge Trail.

h) Rating the Trail experience

Question 13: On a scale of 1 to 10 how would you rate Roxburgh as a bike friendly town? (1 = Poor, 10 = Excellent)

The table below shows how respondents rated Roxburgh as a ‘bike friendly’ town. Overall, respondents rated Roxburgh 7.7 out of a possible 10. Satisfaction ratings were slightly higher from summer respondents (8.0) than autumn survey respondents (7.3).

Comments associated with this question are listed in Appendix 2. Recommended improvements to the town included: bike stands; opening hours of eating establishments; shops that service bikes and sell cycling gear; and more information about the trails within the township.

Roxburgh’s rating (out of 10)	Summer	Autumn	Total
3	1		1
4		4	4
5	2	2	4
6	3		3
7	1	2	3
8	8	3	11
9		2	2
10	9	5	14
Total	24	18	42
Average	8.0	7.3	7.7

Question 14: On a scale of 1 to 10 how would you rate Lawrence as a bike friendly town? (1 = Poor, 10 = Excellent)

The table below shows how respondents rated Lawrence as a ‘bike friendly’ town. Overall, respondents rated Lawrence 8.5 out of a possible 10. Consistent with Roxburgh’s ratings above, Lawrence ratings were slightly higher from summer respondents (8.7) than autumn survey respondents (7.5).

Comments associated with this question are listed in Appendix 3. The smaller sample size for this question has generated fewer comments. However the majority of these comments were very positive. Again, suggested improvements included reliable opening times for food and shelter, particularly during weekends.

Lawrence's rating (out of 10)	Summer	Autumn	Total
5		1	1
7	1		1
8	3		3
9	3		3
10	2	1	3
Total	9	2	11
Average	8.7	7.5	8.5

Question 15: On a scale of 1 to 10 how would you rate the following (1 = poor, 10 = excellent)

Consistent with expectation ratings above, users rated their overall 'Clutha Gold Cycle Trail experience' very positively, scoring an overall average response of 9.2 out of a possible 10 – 61% of respondents rated the trail as a 10/10 (i.e. a mark described on the survey form as "totally exceeding expectations").

Experience rating	Count	Rate
Overall Clutha Gold Trail experience	64	9.2
Interpretation panels	55	9.4
The riding surface	65	9.3
Trail signage	65	9.1
Visitor Information centre	35	9.1
Package operator	13	9.0
Accommodation	33	8.3
Maintenance contribution	40	8.3
Toilets	50	8.1
Donation arrangement	35	7.5
Eating establishments	44	6.5
Access to drinking water	23	5.0

- The trail's interpretation panels (9.4) and signage (9.1) both received very high user ratings; some users did recommend more signage at Millers Flat and from Roxburgh to the start of the trail.
- The trail's riding surface also rated positively with users (9.3), as did visitor information centres (9.1) and package tour operators (9.0).
- Access to water along the trail received the lowest satisfaction rating overall, scoring 5.0 out of a possible 10. While most users commented that they were carrying water with them, some recommended supplying water stops along the trail.
- Eating establishments also scored significantly lower than other category ratings (6.5 out of 10); suggested improvements related to the extension of opening hours.
- User feedback on maintenance contributions and the donation arrangement was generally supportive, with many respondents viewing the systems as "fair". Some users did comment that they had found the process confusing and others recommended more advertising.

Appendix 4 provides a comprehensive list of comments made in the surveys on what respondents thought was required to make each category a 10 out of 10.

i) Opportunities to improve the experience

Question 16: Are there any facilities or activities that you think are missing that you think would improve your Clutha Gold experience if they were available?

Respondents provided a range of suggestions for improving their Clutha Gold experience. A full list of comments is provided in Appendix 5. A summary of these suggestions is presented in the table below.

Categorised suggestions	Number of responses
Picnic areas / Viewing points - seats & facilities	7
More food and beverage options	6
More signage	5
Toilet (e.g. no paper or soap)	3
Water access	3
Activities & events (e.g. an evening spa)	2
Donations / maintenance contributions	2
Gold panning	2
Promotion of trail (e.g. motorhome magazine)	2
More camp site options	2
More accommodation options	1
Child's play area	1
Dogs should need to be on leash	1
Facilities closer to track	1
Information on where supermarket is	1
More business ventures	1
More detail in brochure	1
Native bushes	1

- Comments relating to picnic areas and viewing points included installing benches and seats at spots where users can view the river.
- Suggestions for additional signage included directional signage from town to the trail, notification that water must be carried, and installing creek name signs.

j) Expenditure

Question 17/18: How many people are in your group? What is your best estimate of what your expenditure will be for your total Clutha Gold trail ride (including accommodation and food at both ends)?

Respondents were asked a series of questions relating to their expenditure around the Clutha Gold Trail. It should be noted that 15 of the 66 people surveyed (23%) reported a zero spend for their group. This 'zero spend' reflected across 31 people represented in the expenditure sample.¹¹ These responses were included in the expenditure calculations.

¹¹ The 'zero spend' sample comprised 21 local residents, 2 from Canterbury, and a group of 8 from Southland. A group of 8 from Singapore also did not provide information on expenditure.

Category	Summer	Autumn	Total
<i>Number of respondents?</i>	48	17	65
Representing expenditure of how many people?	106	59	165
Sum of package expenses	\$12,943	\$10,300	\$23,243
Sum of accommodation	\$2,368	\$4,705	\$7,073
Sum of food and beverages	\$8,210	\$4,500	\$12,710
Sum of retail shopping	\$835	\$435	\$1,270
Sum of entertainment	\$350	\$143	\$493
Sum of drop offs / transfers	\$581	\$50	\$631
Sum of baggage transfers	\$0	\$0	\$0
Sum of bike hire	\$0	\$10	\$10
Sum of other	\$700	\$100	\$800
Total	\$25,987	\$20,243	\$46,230
Per person expenditure	\$245.16	\$343.10	\$280.18

Respondents were asked to identify the number of people in their immediate group and report on total expenditure for these people. The table above shows expenditure categories and per person spends, based on the information provided by respondents.¹²

- Individuals spent around \$280 per person during their visit to the district and/or their use of the Clutha Gold Trail.
- Recorded expenditure was higher in the autumn surveys than in summer.

Direction of travel	Number of people	Average \$ per person
Travelling from Lawrence direction	33	\$166.06
Travelling from Roxburgh Dam direction	132	\$308.71

The table above indicates that per person spends was higher for parties travelling south from Roxburgh Dam to Lawrence. However, caution is needed in interpreting these results due to both the sample size of north-bound travelers and the possibility that some respondents are not just going in one direction but are doubling back on themselves.

¹² Respondents were asked for their expenditure to and from Central Otago. This is not reported here.

k) Economic Impact

The economic impact of the Clutha Gold Trail has been analysed over the six months that track counter data has been recorded – from November 2014 to April 2015 inclusive. These figures represent peak season usage and should not be extrapolated over a full 12-month period.

Due to the relatively small sample sizes, 95% confidence intervals are \pm 9-12% for monthly data and 7.5% for the 6 months (refer to Data Confidence section at the beginning of this report for information on this). It should also be noted that this economic analysis includes the 'zero spend' responses (discussed in the Expenditure section above).

The table below is the derived economic impact of the Clutha Gold Trail on the Central Otago and South Otago economy. The direct impacts are measured by the survey sample responses and multiplied across total trail user counts for the six months (from November through April). Total impacts include derived (upstream and downstream) benefits, calculated by using the same default multipliers from regional input output tables used in the 2011 Otago Central Rail Trail User Survey.

Impact Summary	Direct	Total
Output	\$1,281,832	\$1,930,032
GDP	\$648,669	\$959,184
Employment (FTE's)	16.1	20.0

The sector breakdown is displayed in the table below.

- The accommodation sector generates between 40-44% of the economic benefit.
- Food, beverages and other consumables generates around 23-27% economic benefit.
- Vehicle, cycle and other equipment hire generates between 9-11% economic benefit.
- Passenger transport (which includes both vehicle and boat hire) contributes between 6-7% economic benefit.
- Again, consistent with Otago Central Rail Trail data, entertainment spend within the region is relatively minor.

	Output	Total Output	GDP	Total GDP	Direct FTE	Total FTE
Accommodation	\$518,348	\$772,338	\$285,091	\$413,382	7.5	8.9
Food & consumables	\$352,414	\$528,620	\$155,062	\$224,840	5.1	6.1
Vehicle & Equipment Hire	\$129,170	\$178,255	\$73,627	\$100,133	0.5	0.8
Business Admin & Management Services	\$128,893	\$206,229	\$64,447	\$106,981	1.0	1.5
Passenger Transport	\$81,942	\$136,024	\$31,958	\$54,967	1.0	1.4
Retail	\$57,395	\$87,241	\$30,420	\$46,542	0.8	1.0
Entertainment	\$13,670	\$21,324	\$8,065	\$12,339	0.2	0.2
Total	\$1,281,832	\$1,930,032	\$648,669	\$959,184	16.1	20.0

I) Final Thoughts

Question 19: Do you have any other comments or thoughts?

- Support the introduction of the trails and bringing business opportunity to the area
- Great asset for the area. Will be back and bring friends
- Just beautiful, great to have tracks
- Thanks for the fruit
- Great work by the Clutha Gold Trust. Good to see such a vibrant atmosphere in the Teviot Valley
- Far exceeded expectation. Much better than the other trails
- Trails great, reason we're here. Maintenance is a big question, can't see them getting enough money from donations. Dump stations at both Alex & Cromwell closed on 17/2/15
- Been great. Could do with a sign in the toilets to close the lids to keep the flies out.
- Train transport in NZ needs improving
- Very happy
- How will they maintain these trails? It appears only 1 company doing bike hire is charging for the maintenance tags. This is very important and should be taken up with the trail trusts.
- Lucky to be living here
- Would like to see it continue to exist. Wouldn't do Lawrence to Milton, not scenic. Use money to maintain Beaumont to Roxburgh. Hassle to book jet boat, don't like to plan too much. Offensive sign: Gun cross hairs saying " You are Here"
- Nice to see "Real People" doing a survey.
- Tea and treats great. Scenery indescribable, amazing
- Completely breath-taking. Exceeds all of other trails so far. Should have their own Facebook page because this is an unknown gem and people could post photos. Maybe an incentive for "Best Photo" with a prize e.g., 1 night free accommodation
- Was difficult to find accessible accommodation. Found in Roxburgh & Lawrence
- Great, nice re contouring at pond
- Freedom camping area at Pinders Pond needs to be checked regularly during the season for overflowing rubbish and dirty toilet
- Beautiful
- Trail great, friendly, community spirit
- Alex I-Site didn't give good info about shuttles but returned call. Interesting and historical and stunning
- Roxburgh Gorge not easy under-rated on the brochure, should be intermediate not beginner. Need to promote biking around lake Dunstan, stayed 2 nights in Cromwell
- Some corners need to be weeded. Lupins, etc. need to be cut back
- Beautiful scenery
- Millers Flat Pub Fantastic.
- Fantastic. Roxburgh Gorge steeper than advertised. Intermediate
- Love the track
- Think about people who are camping with tents. Best trail, really enjoyed it.
- After biking around the world, we consider this trail world renowned. More shelter and interest than OCRT.
- Impressed with roads. Everything in good order. Weather wonderful
- Refused survey but said Clutha Gold best trail of all. Took Trail brochure, said difficult to find a good trail map on internet

- Like it - it's good
- Lovely
- Very undersold. The Trail and jet boat transfers need more promotion, as a historic tour
- Awesome, really enjoying it
- Nice to have a cup of tea and talk. Donations box by Roxburgh Bridge as lots of people stop there. More scenic stops for Millers Flat. Wi-fi available at stops along the trail.
- Absolute credit to the trust
- Pretty good so far. In comparison to OCRT make Roxburgh a more attractive place to stay. At the moment there is nothing to make people stay in Roxburgh. Spray the weeds e.g., hemlock
- 103 The Store fantastic coffee & cheese rolls. Towns and gardens are well maintained
- Brilliant
- Good
- Keep up the good work
- Bit rushed due to the incoming snowy weather but loved it
- More rubbish bins at more locations but generally good
- Wonderful thing for the area
- Squall came through and the group wanted to keep going
- Need to complete Gorge Trail, Boat too expensive. Great trail construction - good materials compared to Queenstown Lakes Trails
- Millers Flat Campground has most helpful information about the trail. Surface is very safe and can be handled by all skill levels and bike types. Would be good to connect to the Rail Trail without a boat. Would do ride again with better weather. Great
- Wonderful. Great views - colours
- Friendly locals in Roxburgh, welcoming
- Great trail - good to see more of them
- 10/10 Friendly Roxburgh people (whole town) Sign "Beware of Cyclists" at Pinders Pond entrance as the cars travel very fast
- Great early days
- Enjoy, everyone is friendly
- Great spot! Friendly people
- Beautiful - sun
- Lovely
- Enjoying outlook
- Bike licensing nationwide a good idea. Business contribution to maintenance because of increased business

Appendix 1: How well has the Clutha Gold Trail experience matched your expectations? (Question 12)

Rate / Why?

10

10+ surface so much better and follows river, better than the Alps

Good after Roxburgh Gorge

Great weather more trees than Roxburgh Gorge

Total experience, exercise and environment

Challenging parts not advertised

Fantastic, untouched Gem

10+ different river perspective

Beautiful coffee and cake in Roxburgh. Scenery excellent

Beautiful but unfriendly people sometimes. Out of the wind

Scenery, the track, little towns, people welcoming and friendly

10+

Very different to Vanuatu. Like scenery

Beside the water

In comparison to other trails

Lovely trails, spectacular

Enables her to get where she wants to go

Love river beside the trail

10+

Completely different experience. Snow for the first time

Better than Rail Trail

9

Well maintained track, lovely views and freedom camping

Beautiful

Impressed

Green, not too steep, nice river

Contrasting vistas and experiences

Getting a bit worn

Layout perfect

8

Pretty good

Better surface, width right. Maintenance important

Some areas the vegetation is growing very close to the track. Small rock fall in one section

Not much road, boring. Nice river track

Needs some work still

Easy ride wheelchair friendly

Rubbings not enough to keep kids occupied. Not enough seats to sit on along the trail for a rest

Heard from others

Picturesque, trees changing colour. Condition of track

What I was expecting, good grades, great scenery

Gorge Trail was harder than expected

7

More maintenance

Easier going to Roxburgh, most beautiful part of the track

Appendix 2: How would you rate Roxburgh as a bike friendly town? (Question 13)

Rate / Why?

10

No Criticism

Info Centre great

Need bike stands

Loved Jimmy's Pies

Friendly, nice restrooms

Loved Jimmy's Pies – Friendly

9

Stopped for tea, no bike stands

Friendly

Good coffee & toilets

Friendly

Keep up the maintenance. More places to eat at night

8

Yet to get there, seems OK

Chemist hires bikes, and fixes bikes but doesn't advertise. Bike shop would be great

No traffic

Cheaper boat transfer through the gorge

Getting better

More cheaper accommodation

Need Bike Stands

Lack of places open at the weekend eg Jimmys Pies

7

No pub open @ 4pm Roxburgh sad

Place to buy winter gloves and rain jackets

6

Not a lot of food available, good accommodation

Friendly

In development. Need more infrastructure to support trail. Early days

Need more bike stands

5

Not much open

Need more info about Lawrence back to Millers Flat transport. Had to go to get info at the pharmacy. Info Centre needs transport info.

Observed from a distance

4

No mention of trail until ask. No signs of hire, transport. No signs

3

More access to bike spares. Not enough accommodation. More nightlife/meals etc.

Appendix 3: How would you rate Lawrence as a bike friendly town? (Question 14)

Rate / Why?

10

Fantastic

9

Lovely but still waking up. More of same

Coffee at Walnut friendly

8

More promotion

Reliable café openings, accommodation good, age shuttle could be better

5

Holiday weekends are a problem. No shelter when things are closed. Covered Bus Shelter? More signage

Appendix 4: Aspects of the experience (Question 15)

What would it take to make it a 10?

1. Overall rail trail experience

Very helpful	10
Easy track	9
Limited views of the water	8
Shade	
Needs maintenance after storms	
More benches, better camp site info	
More toilets	
Signage	
Good experience	
Good	
Need a torch in the tunnel, better to walk through it. Book said trail was easy, don't agree	7

2. Accommodation

More options available Sky TV	8
Standard of accommodation. More top-end needed	
Dunstan House 10	
Needs updating /investment	7
Basic	
Better campsite info	6
Not enough pub style accommodation	4

3. Eating

	10
Lawrence coffee	
Clyde Old P.O. Bike racks?	
Alex not friendly	
Good food	
Lake Roxburgh Lodge, good food	
Bought meals in Alexandra	
	9
Good	
	8
Closed in Roxburgh last night	
More evening dining	
Pole Dancers!	
	7
Needs establishment at Millers Flat	
Loved Jimmy's	
	6
Not many only 1 café	
Little place, no expectations	
Mixed	
Reliable opening	
	5
See above, more signage re opening hours and alternatives	
Not enough	
4. Package Operator	
	10
Bike it Now; Friendly	
Bike It Now	
Bike It Now	
Mark from Roxburgh	
	9
Shuttle with Bike it Now	

8

Rushed

Bike it Now!

7

Altitude

5

Not a good briefing, hard to find beginning of trail from Alex

5. Trail signage

10

Excellent

Excellent

Found easily

9

How to get to the trail from Roxburgh. Not signposted that you have to cross river

Informative

8

Distance to next town

Confusing coming out of Roxburgh

7

More info from Millers Flat

More

More signage needed at Millers Flat, got a bit lost

More signs, had to ask directions

6

Lost the track just before Beaumont

Larger signs and advance notice of sharp turns

1

Poor finding trail from Roxburgh

6. Interpretation panels

10

Good

Very Good

Liked a lot

10+

9

Need more

8

Good idea

Maybe more historic signs

7. Riding surface

10

Smooth

20 out of 10

10++

10+

9

Hard to get better

1 or 2 places need some maintenance

Some slumps

Didn't like surface on the Millennium

Take out some of the steeper climbs

8

Good, occasional erosion

Good, a few wash outs

Narrow

OK but sharing the Millennium Track was bumpy

Keep up the maintenance

Bit soft when wet

Needs some maintenance

7

Concerned the trail isn't wide enough if there is a slip

Not so good for road bikes

6

Slumps in places

8. Maintenance contribution

10

Good idea

It is fair

Good thing, bike it now collected it

Included in bike hire

Not a stipulated amount

Yes paid

Money well spent

Paid as part of the package

Better advertising needed

Tag good idea

Operator collected

9

User pays

Know about it and will do it

User pays

Paid

8

Not the set cost. Happy with passport or donating

Good idea

Knew about it but not how much

Good idea if doing whole trail not effective for section riders

7

Fair enough especially for the whole trail

But need different ?

More donation boxes

Asked. Good idea

6

Good idea, riders need a better incentive to pay, maybe a small waterproof map/passport with proceeds going to maintenance

4

A bit steep, passport idea would be better

2

Tier system for those only using once or twice, not an annual charge

Need better communication of the arrangement, clarify on the website

9. Donation arrangement

10

Agree fully

Happy to donate

Should make compulsory

Good idea

9

Read sign at Roxburgh

8

Fine

More visible

Happy to donate

7

Vandals, Idea good

Poor signage

Ditto

6

Need to make more public

5

Not sure, other places are free

Confusing – Passport

4

Voluntary fee of \$10 smaller

3

Bicycle license for all trails

2

Seen donation boxes

Need more info about it

10. Access to drinking water

General comments no rating

Not necessary

BYO

None, could be better

None in the towns

Carry water

None available but easy to fill up in towns

Well stocked themselves

Brought own

Took plenty

Carry water

Limited

Had our own

Where is it?

Carry own

Didn't see any

Need more info on whether can drink Clutha water

Where

Brought own

OK

Carried own

Carried own

Brought own

8

Take bottles

No problem

7

Could be improved

5

Most people have their own

Not very good

3

Nothing along the trail

Bring your own, have to go out of your way

Brought own but it is needed

2

Plumb in drinking water every 5 kms ?

11. Toilets

10

Good

Definitely

9

OK

8

Fine if only doing sections

OK if prepared to go into Roxburgh

Km distance apart

Need more attention e.g., no toilet paper

Not enough

Another one 1/2 way

7

Toilet at the dam end of the picnic stop

6

Better & marked on maps

5

Tape - thought tape was to prevent access

4

Horrible no paper at XXXX

12. Visitor Information Centers

10

Roxburgh Info Centre

Fantastic

Great

Great info, should be more info in Millers Flat

Alex excellent

Haven't been to Roxburgh but happy with the others

Pleasant

10 ++ Booked 4 day trip at Alex I-Site

10+ Cromwell & Alex

Amazing

Excellent staff at Roxburgh

Roxburgh

10+

9

Nothing at the start of the trail for email contact with I-Site

8

Good

More knowledge on camping info

7

More info about donation & where gear available

6

More postcards, more info would be great. Friendly staff, clean and bright

5

More info from Mountain Bike Books

3

Wanaka had minimal info

Appendix 5: Suggested improvements for the trail (Question 16)

- More views of the river from the trail. Overall, great
- More food and coffee options
- More places along the water's edge to stop and have picnic
- More detail on the Brochure map. Should be a reduced contribution for 1 day riders, use the donation box. Access to water on longer stretches
- Benches overlooking the river to rest and admire the view
- Bike racks needed in Clyde. Names of the creeks. More fish!! Trees great
- More camp sites
- Better food choices in Roxburgh and closer to the trail. Needs something at Commissioners Flat
- Advertise the trail. Make people more aware of donation to bank account
- Signs advising people to carry water. Carry a ticket. Early rail trail bad experiences won't happen on this trip advisor
- Signage to say no water available
- More water
- GORGE TRAIL - toilet needed at the top of the switchbacks. Shade & seating at Doctors Point
- Toilet a possible hazard, found a person who locked themselves in then tripped on the way out. Trails should be checked after storms for safety hazards
- Lack of café at Millers Flat
- Good idea to advertise Clutha Gold Trail in Motorhome magazine. No toilet paper or soap in toilet.
- More interesting than the Rail Trail. Grade 2? Lawrence, M/F, Beaumont
- Nothing missing
- Evening activities in the towns, hot spa
- Great
- Trail info geared to non-campers. No info on where food can be purchased from Supermarket
- More cafes, business ventures
- Nice and quiet which give it charm. Hold events
- Great as it is - natural, under-rated
- More native bushes
- Excellent as is
- Picnic areas with seats and tables and toilets
- More cafes
- More seats and water made available
- Dog signs ie only at Commissioners Flat. Would want dogs allowed on a leash
- More accommodation and eating choices and more info about them. Local café's had no trail brochures or info
- Signs from Roxburgh Township to the trail
- Gold panning
- Gold panning closer to the trail. Childs play area
- Why is the camping area blocked off. Was crowded at Easter but only half utilised. Newsletter with info re maintenance contribution

- Sell the scenery and quality of the trails
- Picnic seats on trail
- Facilities closer to the track
- Like it simple
- Nothing needed
- Better signage to trail from town. Like distance markers. Rubbing passport need to know where to rub. Up to \$25 to equal donation
- Look out seat at Interpretation Panels

Appendix 6: Survey questionnaire

Clutha Gold Trail User Survey Questionnaire

Interviewer Notes:

Date	Time	Direction	Mode	Age Group	Gender
		From Roxburgh Dam	Cycling	<16	M:
		From Lawrence	Walking	<16-30 30-50 50+	F:

Hello,

Can you take a few minutes to fill out a survey on your Clutha Gold Trail experience?

The survey is being undertaken by the Central Otago District Council. Your views will assist us to enhance future user's experiences.

- 1 Where are you from? _____
2. If you are a visitor to Central Otago how did you get here?

<input type="checkbox"/>	Private car or motor home	<input type="checkbox"/>	Hire car or motor home
<input type="checkbox"/>	Bus	<input type="checkbox"/>	Coach tour
<input type="checkbox"/>	Aircraft via Dunedin	<input type="checkbox"/>	Motor bike
<input type="checkbox"/>	Aircraft via Queenstown	<input type="checkbox"/>	Other (specify)
<input type="checkbox"/>	Bicycle		

- 3 If you are a visitor to Central Otago what sort of accommodation will you stay in while you are here?

<input type="checkbox"/>	Hotel	<input type="checkbox"/>	Motel
<input type="checkbox"/>	Boutique lodge	<input type="checkbox"/>	Homestay or B&B
<input type="checkbox"/>	Holiday park or camping ground	<input type="checkbox"/>	Motor home
<input type="checkbox"/>	Own holiday home	<input type="checkbox"/>	Freedom camping
<input type="checkbox"/>	Rented holiday home	<input type="checkbox"/>	Stay with friends and family

4. How did you first learn about this trail? _____
5. Where have you gone to find out information about the Clutha Gold trail?

<input type="checkbox"/>	Website(s) (specify)	
<input type="checkbox"/>	Package operator (specify)	
<input type="checkbox"/>	i-Site (specify)	
<input type="checkbox"/>	Word of Mouth	
<input type="checkbox"/>	Other (specify)	

6. How many times have you ridden or walked this trail? _____
7. This time are you completing the whole trail or just a section(s)? _____
8. If not the whole trail which section(s)? _____
9. Why are you doing the trail at this time of the year? _____
10. If you are a visitor to Central Otago how many nights will you stay in the district? _____
11. If you are a visitor to Central Otago what other activities have you done or will you do during your stay?

Curling	Old Cromwell Town
Highlands Motorsport Park	Visit wineries
Central Otago Arts Trail	Otago Central Rail Trail
Roxburgh Gorge Trail	Sailing or other water sports
Golf	Walking
Fishing	Visiting friends and family
Sightseeing tours (specify)	
An event (specify)	
Heritage: visit historic gold mining towns and reserves i.e. St Bathans, museums etc. (specify)	
Other (specify)	

12. How well has the Clutha Gold experience matched your expectations? (1 = not at all, 10 = totally exceeded)

1	2	3	4	5	6	7	8	9	10
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Why?

13. On a scale of 1 to 10 how would you rate Roxburgh as a bike friendly town? (1 = Poor, 10 = Excellent)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

If not already, what would make it a 10?

14. On a scale of 1 to 10 how would you rate Lawrence as a bike friendly town?
(1 = Poor, 10 = Excellent)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

If not already, what would make it a 10?

15. On a scale of 1 to 10 how would you rate the following (1 = Poor, 10 = Excellent)
(Put a line through it if not applicable or no opinion)

#	Item	Rate	To make it a 10?
i	Overall Clutha Gold Trail experience		
iii	Accommodation		
iv	Eating establishments		
v	Package operator		
vi	Trail signage		
vii	Interpretation panels		
viii	The riding surface		
ix	Maintenance contribution		
x	Donation arrangement		
xi	Access to drinking water		
xii	Toilets		
xiii	Visitor Information Centres		

16. Are there any facilities or activities that you think are missing that would improve your Clutha Gold Trail experience if they were available?

We have a few questions about your expenditure around your Clutha Gold Trail ride

17. How many people are there in your immediate group? _____
18. What is your best estimate of what your (your groups) expenditure will be for your total Clutha Gold trail ride (including accommodation and food at both ends and transport, if relevant)?

#	Category	Expected total
1	All up costs (if with package)	\$
3	Accommodation	\$
4	Food and beverages	\$
5	Retail shopping, including souvenirs	\$
6	Entertainment / activities / attractions	\$
7	Drop off and/or pick up transfers	\$
8	Baggage transfers	\$
9	Bike and/or gear hire	\$
10	Getting to and from home to Central Otago	\$
11	Any other spending (specify)	\$

19. Do you have any other comments or thoughts?

Thank you for your input. The survey is for statistical purposes only and your information will not be used in any other way.

