



# ROXBURGH GORGE TRAIL



## USER SURVEY 2015

Central Otago District Council  
September 2015

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## **Background**

The Roxburgh Gorge Cycle Trail is 37km grade 2-3 cycle trail that meanders its way along the true right of the Clutha *Mata-au* River gorge between Alexandra and Roxburgh. Officially opened in October 2013, the cycle trail links with the Clutha Gold and Otago Central Rail Trail, and is an integral part of *Nga Haerenga – The New Zealand Cycle Trail*.

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

A series of two user surveys were conducted along the Roxburgh Gorge Cycle Trail during the summer and autumn of 2015. The questions asked and analysis methodologies used for these surveys are consistent with the Otago Central Rail Trail User Surveys to enable anecdotal comparison to be drawn between the two facilities.

Data from track counters, installed at both ends of the trail by the Roxburgh Gorge Trail Trust in December 2014, provided 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.

The purpose for 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 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 Roxburgh Gorge Trail to the Central Otago economy during the 2015 summer/autumn peak visitation period is estimated as follows:

Impact Summary <sup>1</sup>	Direct	Total
Output	\$739,380	\$1,115,428
GDP	\$376,950	\$558,070
Employment (FTE's)	9.5	11.7

Expenditure on accommodation contributed between 48 – 52% of this total economic benefit, followed by food, beverages and consumables at between 17 – 20%.

It should be noted that only 54% of survey respondents completed the survey questions relating to expenditure – this could have been for a number of reasons, but presumably these respondents did not relate spending money in the region with using this trail. For the purpose of calculating economic impact, the track counter data has been multiplied by 0.54 to reflect the *proportion* (54%) of trail users who were represented in the expenditure questions. In addition, 14% of respondents who did provide expenditure data lived locally and subsequently are more likely to have lower expenditure.

2. The users who did complete the expenditure section of the survey indicated a 'per person' of expenditure of \$208. Further, users surveyed at the Roxburgh end of the trail reported a higher per person expenditure (\$305) than at the Alexandra end (\$176).
3. Visitors rated their overall trail experience on the Roxburgh Gorge 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. The trail surface rated highest with users, at 9.6 out of 10, followed by Visitor Information Centres (9.3 out of 10). The only items that scored lower than 8 out of 10 were the maintenance contribution (7.5), donations system (6.9) and access to drinking water (5.8) – this trend was also observed in Clutha Gold Trail User Survey ratings.
4. People using the Roxburgh Gorge Trail tend to be 50 years or older, with roughly a 50:50 split between males and females. While the majority of users were experiencing the trail for the first time (57%), there were also a number of predominantly locally based people who use the trail regularly (23%). Also, nearly one-third of users were walking/running as opposed to cycling – this observation differs from both the Otago Central Rail Trail and Clutha Gold Trail, in which users are showed a strong preference for riding bikes.
5. Nearly 80% of Roxburgh Gorge Trail users are from New Zealand. Local residents make up the majority, comprising 38% of domestic users (and 30% of all users surveyed). Australians were the most represented international visitor, comprising

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<sup>1</sup> '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 'proportion' of survey respondents who contributed to the expenditure section of the survey).

39% of the international respondents, closely followed by the United Kingdom and North America (23% each).

6. International visitors are more likely to use the trail in summer than autumn; domestic users show a slight preference to summer use also. There are a range of reasons for why people chose to use the trail at a particular time of year – the weather and being on holiday were common reasons from summer survey respondents; ‘autumn colours’ was the most commonly mentioned reason in the autumn survey (made exclusively by domestic respondents).
7. Most people ride/walk a section of the trail, and return the way they came – usage is higher at the northern (Alexandra) end of the trail. Only 18% of users surveyed were travelling the whole length of the trail; 69% of these users were travelling south, from Alexandra to Roxburgh.
8. Of those visitors who stayed overnight in the region, length of stay ranged anywhere from one night to three months, though most reported staying between 1 and 7 nights within the district.
9. Most domestic visitors are using private motor vehicles to get to and from the Roxburgh Gorge Trail. International visitors are travelling here via south island airports (50%) – Queenstown in particular – but are also using private or hired motor vehicles or by bus. Visitors are choosing a range of accommodation options while staying in Central Otago, though staying with friends and family or at campgrounds (particularly for domestic users) were the most popular options.
10. Other activities pursued while in the district included walking, visiting heritage sites, cycling the other trails (Clutha Gold and Otago Central Rail Trail), visiting friends and relatives, wineries, and fishing.
11. People are learning about the trail through a variety of sources but most predominantly through word of mouth, media (including TV and newspapers) or through having local knowledge. People are then relying on a mix of word of mouth, websites, and i-SITEs to learn more about the trail.
12. Alexandra was considered by users to be a relatively bike-friendly town (scoring 8.8 out of a possible 10), as did Roxburgh (7.8 out of 10). Visitors found both towns to be friendly and they enjoyed the cycle lanes along the main street of Alexandra. Suggested improvements to Alexandra included more directional signage from town to the trail, and additional bike stands (particularly around the cafes). Suggested improvements to Roxburgh included more eating facilities (closer to the trail and open irregular hours), directional signage and information, and additional bike stands. Interestingly, Alexandra received slightly higher ratings in the summer surveys, whereas Roxburgh scored higher during the autumn surveys.

## Overview

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

Two blocks of surveys were undertaken:

- The Summer survey (Survey 1) was conducted from February 9<sup>th</sup> through 14<sup>th</sup> 2015;
- The Autumn survey (Survey 2) was conducted from April 19<sup>th</sup> through 24<sup>th</sup> 2015.

The surveys were conducted by face-to-face interviews at both ends of the Trail – adjacent to the road bridge at Alexandra; and at Elbow Creek, near Roxburgh Village. Unlike the Otago Central Rail Trail surveys, data was collected over two periods rather than three. Also, track counter data was recorded at the two end locations of the trail, rather than in the centre (Wedderburn) for the Otago Central Rail Trail.

Each survey period ran for six consecutive days. The 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 Roxburgh Gorge Cycle 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 127 surveys were completed over the two survey periods. These surveys represented a sample of 274 users.

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 4 months (Jan-Apr 2015)
Total Counter <sup>2</sup>	3,643	2,268	5,911
Sample survey (total number of people represented by the surveys)	170	104	274
Number of surveys completed	81	46	127
Period sample %	4.67%	4.59%	4.64%
<b>Confidence interval (95% confidence level)</b>	<b>7.34%</b>	<b>9.39%</b>	<b>5.78%</b>

This demonstrates that, when looking at the total sample of both blocks of surveys, there is a  $\pm 5.8\%$  margin of error around the outcome. For example, when considering the end that respondents were surveyed at, the data indicates that 69% were surveyed at the Alexandra end – therefore using the confidence interval tables above, we can be 95% confident that respondents surveyed at the Alexandra end of the trail will make up between 63.2% and 74.8% of all users surveyed.

As the data gets broken down into smaller parts and as we start considering multiple factors (such as the time of surveying compared with user's place of origin) the margin of error increases, meaning that it is increasingly difficult to say with certainty that a result is statistically significant.



<sup>2</sup> Refer to 'External Data a) Trail Usage' for an explanation of how these trail counts were calculated.

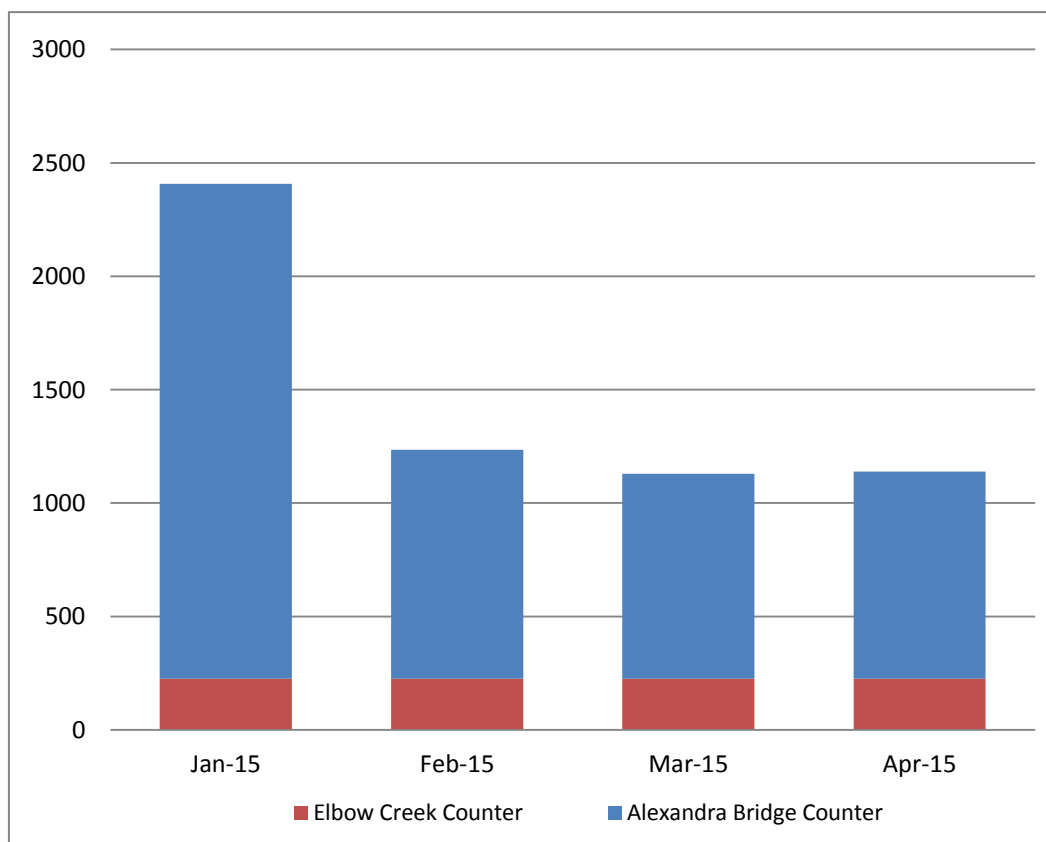
## External Data

### a) Trail usage

Trail usage, recorded by the track counters located at either end of the trail, was used in this analysis (i.e., near the Alexandra road bridge, adjacent to the gravel stockpile; and at the top carpark by Elbow Creek, approximately 4km north of the beginning of the Roxburgh end of the Trail).

The middle section of the Roxburgh Gorge Trail has not yet been constructed and users wishing to travel the entire length of the trail utilize boat transfer services along the Clutha River to essentially connect the two halves of the trail. Many users only use part of the trail and return the way they came, back to their start point. Counters are therefore recording these users twice. Similarly users that continue through the entire trail will be recorded at both the Roxburgh and Alexandra end counters. For this reason, the combined tally of both track counters has been halved to determine the number of users on the trail. Total users recorded on the Alexandra Bridge counter (between January and April 2015) was 10,018, as compared to 1,804 on the Elbow Creek counter. This means the total estimated number of users on the trail over this period is:  $(10,018+1,804)/2 = 5,911$  users.

Because of the remote location of the Elbow Creek counter, monthly readings were not recorded and the total count to the end of April has been averaged over all four months. Figure one below presents the number of trail users, broken down by month.



**Figure 1.** Roxburgh Gorge Trail Use, as recorded by track counters



## Observed Data

### b) Daily trail counts

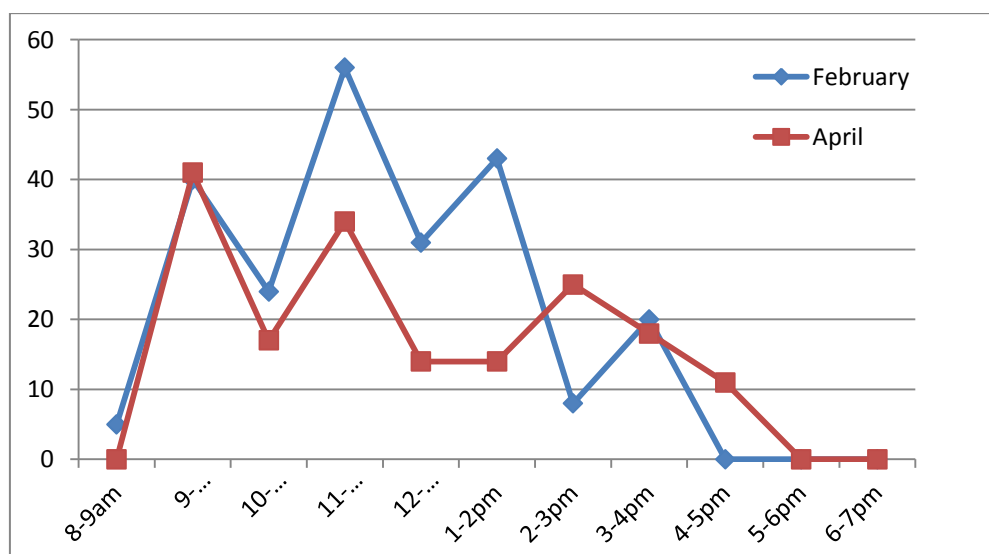
The surveyors maintained a count sheet and recorded all trail users by mode of transport, direction and time.

Date	Bike (Alexandra)	Walk (Alexandra)	Bike (Roxburgh)	Walk (Roxburgh)	TOTAL
9/02/15	9	0	11	1	21
10/02/15	20	8	2	4	34
Survey 1 (Summer)	11/02/15	19	9	5	38
	12/02/15	37	8	2	47
	13/02/15	18	9	1	31
	14/02/15	20	14	4	56
<b>Total</b>	<b>123</b>	<b>48</b>	<b>39</b>	<b>17</b>	<b>227</b>
Survey 2 (Autumn)	19/04/15	15	21	2	38
	20/04/15	27	3	0	31
	21/04/15	6	6	0	12
	22/04/15	24	2	1	27
	23/04/15	9	5	6	20
	24/04/15	18	16	2	46
<b>Total</b>	<b>99</b>	<b>53</b>	<b>13</b>	<b>9</b>	<b>174</b>
<b>Total</b>	<b>222</b>	<b>101</b>	<b>52</b>	<b>26</b>	<b>401</b>

Observed trail usage was relatively consistent across survey days, though greater overall usage was observed during the first (summer) survey. The highest number of users observed on any one day was 56 on February 14<sup>th</sup>, and lowest was 12 on April 21<sup>st</sup>.

Nearly one third of users were walking or running the trail (31%) as compared to biking – 31% of users surveyed at the Alexandra end of the trail were walking and 33% of users at the Roxburgh end were walking.

### c) Time of day



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

Trail usage generally occurred between 9am and 4pm, with peak use being experienced around midday during the February (summer) survey and between 9-10am during the April (autumn) survey.

*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 from.*

#### **d) Direction of travel**

<b>Survey Point</b>	<b>Summer</b>	<b>Autumn</b>	<b>Total</b>
Alexandra	62%	80%	69%
Roxburgh	38%	20%	31%
<b>Total respondents</b>	<b>168</b>	<b>104</b>	<b>272</b>

The table above shows the proportion of users surveyed at either end of the trail.<sup>3</sup> Overall, 69% of survey participants were recorded at the Alexandra end – this trend was particularly pronounced in the autumn survey, with 80% of surveys being recorded at the Alexandra end of the Trail. The table also suggests a greater number of people were using the trail in summer than in autumn, however this trend is not strongly reflected in the track counter data (refer to External Data – a. Trail usage).

<b>Direction From</b>	<b>Summer</b>	<b>Autumn</b>	<b>Total</b>
<b>Alexandra end of trail</b>	<b>101</b>	<b>74</b>	<b>175</b>
Travelling from Alexandra	17	38	55
Travelling from Roxburgh	84	36	120
<b>Roxburgh end of trail</b>	<b>64</b>	<b>21</b>	<b>85</b>
Travelling from Alexandra	37	10	47
Travelling from Roxburgh	27	11	38
<b>Total respondents</b>	<b>165</b>	<b>95</b>	<b>260</b>

The table above shows the direction that respondents were travelling at the time of interview.<sup>4</sup> Where possible, interviewers tried to approach users as they were completing the trail, so that they had had an opportunity to experience the trail before being surveyed.

#### **e) Age and gender**

<b>Age group</b>	<b>Summer</b>	<b>Autumn</b>	<b>Total</b>
<16	0	0	<b>0</b>
16-30	13	7	<b>20</b>
30-50	34	16	<b>50</b>
50+	117	76	<b>193</b>
<b>Total respondents</b>	<b>164</b>	<b>99</b>	<b>263</b>

<sup>3</sup> 2 participants from Singapore were not included in this sample, as they had indicated they were riding in and out from both ends, to have a look.

<sup>4</sup> 8 surveys (including 14 participants) did not have direction of travel noted – all were surveyed at the northern (Alexandra) survey point and were domestic users.

Gender	Summer	Autumn	Total
Male	77	54	131
Female	82	46	128
<b>Total</b>	<b>159</b>	<b>100</b>	<b>259</b>

The two tables above show the age brackets and gender of survey participants.<sup>5</sup> Of the 263 respondents who gave information about their age, 73% were over 50 years of age. No respondents to either survey were less than 16 years of age.

There was a relatively even split between the males and females represented in the survey<sup>6</sup>.



*Roxburgh Gorge Trail Survey Interviewers*

<sup>5</sup> 11 participants did not have their age groups recorded: These included 2 international and 9 domestic respondents.

<sup>6</sup> The 15 participants who did not have their gender recorded comprised one group of 4 from Otago (from the Summer survey) and a tour group of 11 from Canterbury (from the Autumn survey).

## Surveyed Data

### a) Where do people come from?

#### Question 1: Where are you from?

Where from	<16	16-30	30-50	50+	Total
<b>Domestic</b>	<b>0</b>	<b>13</b>	<b>40</b>	<b>152</b>	<b>205</b>
Upper NI	0	0	2	35	37
Lower NI	0	0	1	10	11
Upper SI	0	0	0	14	14
Canterbury	0	0	5	39	44
Otago	0	4	5	11	20
Local	0	9	27	42	78
Southland	0	0	0	1	1
<b>International</b>	<b>0</b>	<b>7</b>	<b>10</b>	<b>39</b>	<b>56</b>
Australia	0	0	6	16	22
UK	0	0	1	12	13
USA	0	2	0	7	9
Canada	0	2	0	2	4
Europe <sup>7</sup>	0	0	1	2	3
Other <sup>8</sup>	0	3	2	0	5
<b>Total</b>	<b>0</b>	<b>20</b>	<b>50</b>	<b>191</b>	<b>261</b>

The table above shows the total number of people represented by the survey, broken down into age groups and place of origin.<sup>9</sup>

- 79% of respondents lived in New Zealand. Of these, 38% lived locally within the Central Otago district, 39% lived in the South Island (but outside Central Otago district) and 23% lived in the North Island.
- Overall, local residents comprised 30% of all users represented in the survey sample.
- The majority of North Island users are from the upper North Island (77%).
- Australians were the most represented international visitor, comprising 39% of the international respondents. The United Kingdom and North America were the next most represented nationalities (at 23% each).

Where from	Summer	Autumn	Total
<b>Domestic</b>	<b>112</b>	<b>100</b>	<b>212</b>
Upper NI	29	8	37
Lower NI	4	7	11
Upper SI	4	10	14
Canterbury	19	25	44
Otago	11	13	24
Southland	1	0	1
Local	44	37	81

<sup>7</sup> European countries included Ireland (2) and Germany (1).

<sup>8</sup> Countries categorised as 'Other' included Singapore (2), Malaysia (2), and Taiwan (1).

<sup>9</sup> 13 participants did not have both their age group and place of origin recorded. Those missing age-group data included 4 from Otago, 3 local residents, and 2 Australians; those missing data on place of origin included 2 people 50+ years of age, and 2 others with no age group recorded either.

<b>International</b>	<b>54</b>	<b>4</b>	<b>58</b>
Australia	22	2	24
UK	11	2	13
USA	9	0	9
Canada	4	0	4
Europe	3	0	3
Other	5	0	5
<b>Total</b>	<b>166</b>	<b>104</b>	<b>270</b>

The table above respondents' place of origin, broken down by the season the survey was taken.<sup>10</sup>

Proportionately, domestic users were slightly more evident on the trail during summer (53%) compared to autumn (47%). However international users were clearly more visible in the summer survey (93%) than in the autumn (7%).

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

<b>Where from</b>	Private Motor vehicle	Aircraft via Queenstown	Coach tour	Hire car or motor home	Bus	Aircraft via Dunedin	Aircraft via ChCh	Bicycle or motor bike	N/A - live here	Other <sup>11</sup>	<b>Total</b>
<b>Domestic</b>	<b>99</b>	<b>8</b>	<b>22</b>	<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>72</b>	<b>1</b>	<b>207</b>
Upper NI	14	6	11	4							35
Lower NI	9	2									11
Upper SI	14										14
Canterbury	33		11								44
Otago	20									1	21
Local	8							1	72		81
Southland	1										1
<b>International</b>	<b>9</b>	<b>20</b>	<b>0</b>	<b>8</b>	<b>8</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>56</b>
Australia	2	7		3	8		2				22
UK	2	7		3				1			13
USA		2		2		5					9
Canada	2	2									4
Europe		2								1	3
Other	3					2					5
<b>Total</b>	<b>108</b>	<b>28</b>	<b>22</b>	<b>12</b>	<b>8</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>72</b>	<b>2</b>	<b>263</b>

The table above displays the primary means of travel that participants used to get to Central Otago district, broken down by place of origin. 72 participants lived locally and did not answer this question; a further 11 participants did not answer this question.<sup>12</sup>

Of the 70% of participants that did list a mode of transport:

- 73% of domestic respondents used a private motor vehicle to get to Central Otago.
- The next most cited mode of transport for domestic users was by coach tour (16%) – this comprised one group of 11 people from Canterbury, plus 11 respondents from

<sup>10</sup> All 4 participants who did not have place of origin recorded were from the summer survey sample.

<sup>11</sup> 'Other' included 1 person staying locally with family (from Otago) and 1 person who hitch-hiked (from Europe).

<sup>12</sup> 7 participants did not state a mean of transport (3 from Otago, 2 from upper North Island and 2 from Australia); and a further 4 participants did not state a place of origin (2 of these travelled by aircraft via Queenstown).

Tauranga and Mount Maunganui, all of which used the Trail on the same day (during the summer/survey 1).

- 50% of international respondents reported using a South Island Airport as a means of travelling to Central Otago - Queenstown Airport was cited by two-thirds of these respondents. In fact, one-third of all international responses cited Queenstown airport as their primary modes of transport.
- Rental car and public buses were the next most reported means of travel for international respondents (15% each).

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
Stay with friends or family	8	7	15
Holiday Park or campground	11	4	15
Motel	4	6	10
Boutique Lodge	5	3	8
Hotel	4	3	7
Homestay or B&B	5	2	7
Motor home	5		5
Own holiday home	5		5
Rented holiday home	3	1	4
Freedom camping	2	1	3
<b>Total</b>	<b>52</b>	<b>27</b>	<b>79</b>

The table above presents the total number of times accommodation types were cited in survey responses, broken down by domestic and international visitors. Sixty-nine respondents answered this question; multiple accommodation types were cited by 11 of these respondents.

- Respondents utilised a range of accommodation options, particularly domestic users.
- Staying with friends and family was a popular option for respondents, comprising 19% of responses overall, and 26% of responses from international users.
- Holiday parks or campgrounds were the most commonly reported accommodation type by domestic respondents (21% of domestic responses). Two-thirds of holiday park/campground, and all freedom camping, responses were recorded in the summer survey.

### ***b) Learning about the Roxburgh Gorge Trail***

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

The table below shows the number of times information sources were cited in survey responses.

- Overall, word of mouth was the main means by which respondents first learned about the Trail (29% of total responses) – this was especially so for international users (40% of international responses);
- Other commonly mentioned ways through which domestic users reported first learning about the trail included local media (28% of domestic responses), word of mouth (26%), or by gaining information from local people and businesses (23%).

How first learned about trail	Domestic	International	Total
Word of mouth	24	10	34
Media (incl. TV news, TV show, ODT)	26	1	27
Local information	21		21
Website	6	5	11
Exploring / finding out	3	3	6
i-Site	4	2	6
From doing OCRT	3	1	4
Books	2	1	3
Magazine article	1	1	2
Accidental		1	1
Advertisement	1		1
Done it before	1		1
Don't know	1		1
<b>Total</b>	<b>93</b>	<b>25</b>	<b>118</b>

Question 5: Where have you gone to find out information about the Roxburgh Gorge Trail?

Again, the table below shows the number of times information sources were cited in survey responses.

Information source	Domestic	International	Total
Word of mouth	28	8	36
Website	24	6	30
i-Site	19	5	24
Package Operator	7	3	10
Brochures & publications	6	1	7
Local media	6		6
Local information	5	1	6
Signage		1	1
<b>Total</b>	<b>93</b>	<b>25</b>	<b>118</b>

- Word of mouth was again the most commonly cited method that respondents used when gaining more information about the Trail (31% of responses).
- Websites comprised approximately of quarter of both domestic and international responses. Websites listed included: CODC, Roxburgh Gorge Trail, Clutha Gold Trail, Otago Rail Trails, NZ Cycle, Facebook and Google.
- I-SITES comprised 20% of responses – i-SITES / Visitor Centres specific mentioned included Alexandra (7 responses), Roxburgh (1 response) and Cromwell (1 response).
- Package operators comprised 7 domestic responses and 3 international responses – operators cited included *Trail Journeys* and *Bike It Now*.

### c) *Extent of Use*

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

Number of times	Summer	Autumn	Total
<b>Section</b>	<b>60</b>	<b>40</b>	<b>100</b>
1st	30	20	50
2	5	1	6
3	1	3	4
4	3	1	4
5	2		2
6		6	6
8	1		1
10	2		2
10+	13	13	26
<b>Whole</b>	<b>16</b>	<b>6</b>	<b>22</b>
1st	15	5	20
2		1	1
4	1		1
<b>Total</b>	<b>76</b>	<b>46</b>	<b>122</b>

The table above shows the number of times respondents completing the survey reported having ridden the Roxburgh Gorge Cycle Trail.<sup>13</sup>

- 57% of people surveyed were experiencing the trail for the first time.
- There were also a significant proportion of people who reported using the trail on numerous occasions: 23% of survey respondents reported having used the trail 10 or more times – all bar one of these respondents lived locally.
- Only 2 of the 22 people surveyed who were using the whole trail were repeating this experience.

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, presents the number of survey respondents who were riding a section, rather than the whole trail.

- Only 18% of people surveyed were riding the entire Roxburgh Gorge Trail – 17% of domestic respondents and 21% international respondents.
- 21% of respondents to the summer survey were biking the whole trail, compared to only 13% of respondents to the autumn survey.
- None of the locally based respondents were riding/walking the whole trail.

The table below demonstrates that the majority of users riding the whole trail were surveyed at the Roxburgh end of the trail (82%).<sup>14</sup> Respondents riding the whole trail were also predominantly travelling from Alexandra to Roxburgh (i.e., 69% of summer respondents and all of the autumn respondents).

Row Labels	Alexandra End	Roxburgh End	Total
Section of trail	84	15	99
Whole trail	4	18	22
<b>Total</b>	<b>88</b>	<b>33</b>	<b>121</b>

<sup>13</sup> 5 respondents did not answer this question: 3 were local residents; 1 from upper North Island; and 1 from wider NZL (actual region was not specified).

<sup>14</sup> In addition to the 5 respondents who didn't mention section or whole of trail, survey location was not mentioned for 1 respondent (i.e. Singapore respondent who travelled in from both ends).



The following table below presents the sections carried out by those who rode a section of the trail. From the descriptions provided, there is a clear indication that most users were returning the way they came.

Section	Summer	Autumn	Total
Just going to access river	2		2
Both sections without boat	2	1	3
Up to 1.5km return	6	1	7
Approx 2.5km and return	4	1	5
Approx 3.5km and return	1	1	2
Approx 4km and return	2	1	3
Approx 5km and return	1	1	2
Approx 6km and return	2	1	3
7km+	2		2
Walked in for about an hour. 40 minutes into opposite McKenzie's beach.	1		1
<b>Alexandra</b>			
Alexandra to Nildesperandum		2	2
Alexandra to stock gate and return		1	1
Clyde to Alexandra then to Doctors Point	1		1
Alexandra into Gorge 30 mins and return		2	2
Alexandra to Butchers Dam return	2		2
Alexandra to Doctors Point return	5	18	23
Alexandra to Flat Top return		1	1
Alexandra to half way and return		2	2
<b>Roxburgh</b>			
Roxburgh to miners hut return	3		3
Roxburgh to Shingle Creek and return	5	2	7
Roxburgh to Doctors Point and return	21		21
Roxburgh to Butchers Creek and return		1	1
<b>Total</b>	<b>60</b>	<b>36</b>	<b>96</b>



#### d) Time of Year

Question 9: Why are you doing the trail at this time of year?<sup>15</sup>

Reasons for choosing this time of year	Summer	Autumn	Total
Live here	18	14	32
On holiday	19	6	25
The weather	12	2	14
Autumn colours		12	12
Fitness	7	5	12
Fitted personal circumstances	5	3	8
Not school holidays / busy time	5	1	6
A good time to do it	3		3
Working holiday <sup>16</sup>	3		3
Happened upon	2	1	3
Checking the track out	1		1
Here at this time		1	1
No dependents	1		1
Undertaking track maintenance	1		1
No reason		1	1
<b>Grand Total</b>	<b>81</b>	<b>46</b>	<b>127</b>

- The most commonly listed reason for why people were using the trail at this time of year was because they lived locally (25% of all responses) – this was particularly evident in the autumn survey (i.e., 30% of autumn survey responses). A number of local respondents indicated that they used the trail on a regular (sometimes weekly) basis. 8 of the 12 respondents using the trail for fitness purposes (67%) were also locally based (the balance was from the Auckland (2), Dunedin (1) and South Canterbury).
- Being on holiday was the next most cited reason for using the trail at that time of year (20% of all responses), and comprised nearly half (48%) of the international responses.
- Weather was a popular reason for respondents choosing to use the trail at that time, particularly in the summer (February) survey.
- All respondents choosing to use the trail to view the autumn colours were domestic users.
- NZ school holidays coincided with the timing of the autumn survey, but not the summer survey – this is reflected in the number of responses in the autumn survey indicating that they had chosen that time of year to avoid busy/school holiday periods.

<sup>15</sup> This question analysed responses from the individuals who completed the surveys.

<sup>16</sup> 1 domestic and 3 international users indicated they were on a working holiday.

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?

The following table shows the number of nights that visitors to the region predicted they would be spending within Central Otago district. Of the 67 people who did not respond or recorded “0” nights, 50 lived locally, 5 were from Otago, 5 were international visitors, and the balance were domestic visitors from further afield.

- Most respondents staying overnight were spending between 1 and 7 nights in the district.
- While average nights stayed suggests people using a section of the trail were staying significantly longer than those using the whole trail, these figures are distorted by a few outlying respondents who were planning to stay 3 or more weeks – these respondents included short-term/holiday workers and people having longer-term summer holidays in the region.
- Just over two thirds (68%) of respondents who reported staying in Central Otago were surveyed in the summer survey period (i.e. between February 9<sup>th</sup> and 14<sup>th</sup>).

<b>Nights in Central Otago</b>	<b>Summer</b>	<b>Autumn</b>	<b>Total across surveys</b>
<b>Whole trail</b>	<b>15</b>	<b>5</b>	<b>20</b>
1	3		3
2	3		3
3	2	2	4
4	1	1	2
5	1	1	2
7	1	1	2
8-13 days	2	1	3
2 weeks	1		1
<b>Section of trail</b>	<b>26</b>	<b>14</b>	<b>40</b>
1		2	2
2	1	3	4
3	4	1	5
4	5	4	9
5	3	2	5
6	2		2
7	4		4
8-13 days	2		2
2-3 weeks	2	1	3
4-7 weeks	3		3
3 months		1	1
<b>Total</b>	<b>41</b>	<b>19</b>	<b>60</b>
	<i>Summer</i>	<i>Autumn</i>	<i>Total</i>
<i>Average for whole trail</i>	4.6	5.0	4.7
<i>Average for section of trail</i>	10.2	9.4	9.9
<i>Average across all users</i>	8.1	8.3	8.2

The table below shows the number of nights that visitors predicted they would stay in the district, separated by age. Unlike the table above, this data is based on the number of participants represented by the survey responses (n=274).<sup>17</sup>

- The data suggests that length of stay was not influenced by age.
- Interestingly, the long-term visitors to the district were in the older two age brackets.
- Visiting family groups do not appear to be represented in this survey sample.

Nights in Central Otago	<16 Years	16-30 Years	30-50 Years	50+ Years	Total:
1				18	18
2			1	13	14
3		3	6	18	27
4			4	33	37
5		1		12	13
6			1	3	4
7			2	10	12
8-13 days				11	11
2-3 weeks			1	6	7
4-7 weeks			1	4	5
3 months				1	1
<b>Total</b>	<b>0</b>	<b>4</b>	<b>16</b>	<b>134</b>	<b>154</b>
<b>Average</b>	<b>0.0</b>	<b>3.5</b>	<b>6.6</b>	<b>6.4</b>	<b>6.3</b>

It is interesting to note that the larger sample used here has pulled the average number of nights stayed in the region down to 6.3 nights. This demonstrates the volatility of results when analyzing small sample sizes. It also suggests that users staying in the region for shorter lengths of time are more likely to be travelling with one or more other people.

#### 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 various activities were cited by respondents. A range of activities were mentioned – the most popular activities included the other two cycle trails (19% of responses); walking (14% of responses); and visiting heritage sites, friends & family, and Old Cromwell Town (each comprising 9% of responses).

Activities	Count	Details
Walking	20	
Heritage sites	15	Sites mentioned included St Bathans, Cambrian, Bannockburn to Clyde, Gold Sites around Cromwell, & Naseby
Clutha Gold Trail	15	
Otago Central Rail Trail	13	
Visiting friends and relatives	13	
Old Cromwell Town	13	
Fishing	11	
Visit Wineries	10	

<sup>17</sup> Age and/or information on nights stayed was not available for 120 participants.

Sightseeing	7	Specific sites/tours mentioned included Clutha River Cruise, DOC sites, and Pinders Pond
Central Otago Arts Trail	6	
Sailing or other watersports	4	
An event	5	Events mentioned included Omakau A&P Show, Cherry Festival in Roxburgh, Cromwell Farmers Market & Wanaka's Festival of Colour
Highlands Motorsport Park	3	
Golf	3	
Curling	2	
Cafes and restaurants	2	
Other	5	Items listed included swimming, shopping, bowls & petanque
<b>Total</b>	<b>147</b>	

### g) Matching expectations

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

The table below shows the rating that users gave, out of 10, for how their experience matched with their expectation of what the trail would be like. Respondents rated their match with expectation very positively, at 9.3 out of a possible 10. This rating was relatively consistent across both survey periods.

Comments associated with ratings given are attached as Appendix 1. Users enjoyed the scenery and peacefulness, and commented positively about the track surface. Some found the hills a little challenging.

Expectation rating	Summer	Autumn	Total
4		1	1
6	1		1
7	4	2	6
8	12	6	18
9	10	11	21
10	48	22	70
<b>Total</b>	<b>75</b>	<b>42</b>	<b>117</b>
<b>Average</b>	<b>9.3</b>	<b>9.2</b>	<b>9.3</b>

### h) Rating the Trail experience

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

Rating for Alexandra	Summer	Autumn	Total
5	1	1	2
6	4	2	6
7	2	4	6
8	10	8	18
9	11	6	17
10	29	8	37
<b>Total</b>	<b>57</b>	<b>29</b>	<b>86</b>
<b>Average</b>	<b>9.0</b>	<b>8.4</b>	<b>8.8</b>

Overall, respondents rated Alexandra 8.8 out of a possible 10 as a bike-friendly town. Satisfaction ratings were slightly higher in the summer survey than in autumn. Comments relating to why respondents rated Alexandra as they did are attached in Appendix 2. In general, users appeared to enjoy the cycle lanes through town and commented on the friendliness and hospitality of the townsfolk. Suggested improvements included more directional signage to the trail, and more bike stands (particularly around cafes).

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

Rating for Roxburgh	Summer	Autumn	Total
3	1		1
6	2	2	4
7	5	1	6
8	4	1	5
9		4	4
10	3	2	5
<b>Total</b>	<b>15</b>	<b>10</b>	<b>25</b>
<b>Average</b>	<b>7.5</b>	<b>8.3</b>	<b>7.8</b>

Overall, respondents rated Roxburgh 7.8 out of a possible 10 as a bike-friendly town. In contrast to Alexandra ratings, satisfaction ratings for Roxburgh township were higher in autumn surveys than in summer. Comments associated with Roxburgh's satisfaction ratings are attached in Appendix 3. Respondents suggested more eating facilities (closer to the trail and open at irregular hours), information and directional signage, and bike stands.

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

Experience Rating	Count	Rate
<b>Overall Roxburgh Trail experience</b>	<b>106</b>	<b>9.2</b>
The riding surface	107	9.6
Visitor Information Centre	55	9.3
Boat transfer	15	8.9
• <i>Beaumont Jet</i>	4	10.0
• <i>Clutha River Cruises</i>	11	8.5
Package operator	17	8.9
Accommodation	36	8.8
Interpretation panels	76	8.7
Eating establishments	49	8.5
Trail signage	94	8.3
Toilets	73	8.2
Maintenance contribution	62	7.5
Donation arrangement	47	6.9
Access to drinking water	32	5.8

As with expectation ratings, users responded very positively regarding their overall 'Roxburgh Trail experience', rating it 9.2 out of a possible 10. 47% of users surveyed scored the trail 10 out of a possible 10.

- The trail surface received the highest user rating (9.6), followed by Visitor Information Centres (9.3).
- Boat transfer service-providers also rated strongly, particularly Beaumont Jet, who scored 10 out of 10! It was interesting to note that no users surveyed used a private boat to coordinate their transfer.
- Access to drinking water and track funding arrangements (i.e. maintenance contribution and donation arrangements) received the lowest level of satisfaction ratings.
- Respondents over both survey periods scored the trail relatively consistently (i.e. 9.1 out of 10 in the summer survey, compared to 9.2 out of 10 in the autumn survey), though more summer survey respondents scored the trail 10 out of a possible 10 (i.e. 51% of summer respondents compared to 41% of autumn survey respondents).

Comments from respondents when asked what it would take to make these trail experiences a 10 out of 10 are listed in Appendix 4. Suggestions for improvement included:

- More quality eating places that are open for longer;
- Better signage leading onto the trail;
- More information about heritage sites and nearby activities (e.g. the local museum);
- Greater promotion of the donation arrangement;
- Provide access to drinking water;
- Installation of another toilet.

#### ***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 Roxburgh Gorge experience if they were available?

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

<b>Categorised Suggestions</b>	<b>Number of responses</b>
Informational signage	15
Seats and picnic tables	10
Drinking water	8
More toilets	6
A great trail as it is	5
Expense	4
Completion of the trail	3
Directional signage to/from the trail	3
Track maintenance	3
Toilet paper	2
Dog poo removal	2
Eating places/food closer to the trail	1
Emergency contact number	1
Great golf course	1
Jet boat ride was a highlight	1
Amend cycle trail internet searches	1
More down hills	1
Not child-friendly (steep drop-offs)	1

- Suggestions for informational signage included safe biking practices and track-related hazards, interpretation about heritage sites (such as Doctors Point), and notification to carry drinking water.
- Comments about track maintenance included mention that the track surface had improved over the past six months.
- A suggestion within comments relating to the expenses associated with the trail was to develop a day pass, similar to a fishing license.
- Suggestions to reduce the presence of dog poo included banning dogs, or installing bio bag dispensers for dog owners to use.

## j) Expenditure

Question 17/18: What is your best estimate of what your expenditure will be for your total Roxburgh Gorge Trail ride (including accommodation and food at both ends)?<sup>18</sup>

Respondents were asked a series of questions about expenditure associated with the Roxburgh Gorge Trail and their stay in Central Otago district. Respondents were asked to identify the number of people in their immediate group and report on total expenditure for these people.

It should be noted that of the 127 people surveyed, only 69 respondents (54%) provided information for the expenditure section of the survey – 36 of these respondents lived locally, 12 were New Zealanders living outside of Central Otago, and 10 were international respondents. It is assumed that these respondents did not incur expenses while in the region or using this trail. This 54:46 ratio of 'spenders' versus 'non spenders' has been extrapolated across economic impact data to reflect this trend.

Category	Summer	Autumn	Total
<i>Number of respondents</i>	45	24	69
<b>Representing expenditure of how many people?</b>	<b>111</b>	<b>66</b>	<b>177</b>
Sum of package operator expenses	\$9,687	\$5,200	\$14,887
Sum of accommodation	\$7,085	\$1,290	\$8,375
Sum of food and beverages	\$7,065	\$1,165	\$8,230
Sum of retail/shopping	\$1,209	\$205	\$1,414
Sum of entertainment	\$100	\$180	\$280
Boat transfer costs	\$2,429	\$0	\$2,429
Sum of drop off/transfers	\$90	\$0	\$90
Sum of baggage transfers	\$0	\$0	\$0
Sum of bike hire?	\$585	\$100	\$685
Sum of other expenses (e.g. maintenance tags)?	\$410	\$0	\$410
<b>Total</b>	<b>\$28,660</b>	<b>\$8,140</b>	<b>\$36,800</b>
<b>Per person expenditure</b>	<b>\$258.20</b>	<b>\$123.33</b>	<b>\$207.91</b>

<sup>18</sup> Respondents were asked for their expenditure to and from Central Otago. This is not reported here.



Of the respondents who did answer the expenditure questions:

- 16 surveys (representing 25 participants) reported a zero spend.<sup>19</sup> These responses are included in the expenditure analysis.
- 78% were domestic users (20% lived locally; 18% were from the upper North Island, and 14% were from Canterbury).
- Australians were the most represented international country, comprising 11% of the expenditure population sample, followed by the United Kingdom (6%).

The table above shows total expenditure, broken down into sector categories and per person spends. Results indicate that:

- Individuals were spending around \$208 per person during their visit to the district and/or their use of the Roxburgh Gorge Trail<sup>20</sup>.
- Recorded expenditure was higher in the summer surveys than in autumn – contributing factors were accommodation, food, tour operator expenses and boat transfers. Also, 10 respondents reported a zero spend in the autumn surveys, compared to 6 in the summer surveys.

Direction of Travel	Number of people	Average \$ per person
Alexandra survey point	101	\$176.41
Roxburgh survey point	76	\$305.04

The table above indicates that respondents surveyed at the southern end of the trail, near Roxburgh, reported a higher per person spend than those surveyed near Alexandra.

### **k) Economic Impact.**

The economic impact of the Roxburgh Gorge Trail has been analysed over the four months that track counter data has been recorded – from January through April. These figures represent peak season usage and should not be extrapolated over a 12-month period. For the purpose of calculating economic impact, the track counter data has been multiplied by 0.54 to reflect the *proportion* (54%) of trail users who were represented in the expenditure questions (discussed in Question 17/18 above).

The table below shows the derived economic impact of this trail on the Central Otago economy. The direct impacts are measured by the survey sample responses and multiplied by a *proportion* of the 4-month trail user population. 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	\$739,380	\$1,115,428
GDP	\$376,950	\$558,070
Employment (FTE's)	9.5	11.7

<sup>19</sup> The 16 respondents reporting a zero spend comprised 9 local residents, 6 domestic visitors from outside Central Otago, and 1 international visitor.

<sup>20</sup> Caution needs to be taken when extrapolating the average per person spend across total track count data nearly half of the people surveyed did not provide expenditure data; the smaller sample sizes will also generate higher margins of error

The sector break down is displayed in the table below.<sup>21</sup>

- Accommodation derives approximately 48 – 49% of economic benefit. This is

	Output	Total Output	GDP	Total GDP	Direct FTE	Total FTE
Accommodation	\$361,005	\$537,897	\$198,553	\$287,901	5.2	6.2
Food & Consumables	\$148,416	\$222,624	\$65,303	\$94,690	2.1	2.6
Retail	\$32,897	\$50,003	\$17,435	\$26,676	0.5	0.6
Road Passenger Transport	\$72,273	\$119,973	\$28,187	\$48,481	0.9	1.2
Vehicle & Equipment Hire	\$66,046	\$91,144	\$37,646	\$51,199	0.3	0.4
Business Admin & Management Services	\$53,693	\$85,909	\$26,847	\$44,565	0.4	0.6
Entertainment	\$5,049	\$7,877	\$2,979	\$4,558	0.1	0.1
<b>Total</b>	<b>\$739,380</b>	<b>\$1,115,428</b>	<b>\$376,950</b>	<b>\$558,070</b>	<b>9.5</b>	<b>11.7</b>

consistent to results observed from the Otago Central Rail Trail user survey analyses.

- Food & consumables, road passenger transport (which includes boat and vehicular transfers), and vehicle & equipment hire receive the next most economic benefit, of 17-20%.
- Consistent with Otago Central Rail Trail data, entertainment spend within the region is relatively minor (of just under 1%).

## 1) *Final Thoughts*

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

- Loving it - wonderful trip
- How could you not enjoy yourselves here
- Amazing scenery - so quiet and spacious. Cold on jet boat. An enclosed area to make it more comfortable would have been great. Commentary by Laurence was excellent.
- No.
- More info about where you are 'now' on the maps would be beneficial.
- Enjoying trails, can't wait until it links to Alexandra.
- Glad weather was nice and not like Monday.
- Millers Flat food and water availability. There was no info on brochure or website for this.
- Congratulations to the Trust.
- More signage promoting area - linking Roxburgh Dam - visit to come up to lookout. Show a picture of what's around the bend ' say 5 minutes' walk and view', 'take a picture' and show what it would look like.
- Very happy with 'our' trails, especially Roxburgh Gorge. More advertising for this trail because it has totally exceeded his expectations. Feels it's been under-sold as possibly being too hard for some clients. People could get off and push. Enjoyed it heaps more than OCRT. Could be cool to do a drop off more info/brochures around

<sup>21</sup> An assumption has been made as to the cost allocation of money spent on packaged products. Splits are accommodation 50%, administration 20%, equipment hire 20%, and transport 10%.

the Catlins area advertising Central's trails. Been biking 4.5 weeks so far around South Otago, Central and Tairoa Head - enjoyed Roxburgh Gorge the most.

- Bike hire too expensive in Roxburgh. Is interested in having a go biking in Central, so have directed him to local i-sites. Firstly, Alexandra.
- Need better phone coverage. Signage along the trail is very good, warning people about sharp corners, narrow areas etc.
- Excellent job and thanks for the fruit. Surprised how few people were on the trail. Why is such a beautiful trail not used more? Fantastic boat trip. Really interesting commentary. Well worth it. Best trail have ridden
- Loved it, it is perfect
- The boat trip is good as it makes the trail manageable for less fit cyclists
- Good asset, beautiful scenery
- Absolutely loved it. Enjoyed the peacefulness & magnificent scenery in the gorge, beautiful river
- Finish the track - no boat transfer
- Ride this trail 1 or 2 times a week. In a hurry.
- Great ride, great scenery. In a hurry to catch the bus from Clyde to Queenstown
- Good experience
- Love the Scenery, well maintained too many wild pines
- Great facility, bike shops offer transport
- Next stop Millers Flat 2 days ride in both directions. Don't want to pay \$200 for boat transport, too expensive. Need to finish the trail.
- Cyclists don't signal when coming up behind walkers. Gold Coin donation at the beginning of the trail but don't mind paying \$25
- Great
- Excellent track. Grades good
- Awesome link up with Clyde-Alexandra side
- Just perfect. Love it being on our doorstep
- Other family activities in Alexandra. More signage for other towns activities eg Highlands Motorsport Park. On internet when select trail, would be good to have more info on what else is available in town. In other words "Sell your Town"
- Like the place, out of the rat race and comfortable. Couldn't contribute too much as only rode 2kms
- Most enjoyable trail ridden in the world! UK, Europe & Australia. Donation box would be better than yearly donation. Would be good to complete the trail all the way to Roxburgh. Alex/Clyde Track and Roxburgh Gorge should be marketed as a day trip. Water would be a bonus at the Alex end
- Not a race Track Large toilet roll dispenser in loo (possibly donated by a plumber? Traps to catch stoats to encourage bird life. A walk organised with a Leader for awareness. Identify relics on the trail and have info boards. Should advertise the rubbing posts worldwide.
- More trees
- Wanaka locals were happy to show off to visitors
- Love Alexandra
- Love the rugged scenery. Signage at Doctors Point. Need to clear the area around the mining site
- Need some shade at Doctors Point
- Finish the trail!
- Maps showing mountain biking tracks.
- Wouldn't do the survey. Thought the trail was boring having been spoilt by the Rail Trail
- Good trail; compares well to Queenstown. Now Riding to Clyde and back.
- Love it
- Terrific for the area, more of them
- Refused to take survey
- Used Council pool and library 10+.
- Need info about day hikes.

- Could be in the same league if Alex was run more professionally. Need bike hire in the I-Site as in Cromwell.
- If someone does the river track from Clyde and carries on, there are no toilets until Doctors Point. Suggest signpost the toilets in Rotary Park.
- A Donation box at the Alex end would be great
- What an amazing idea the concept of the trails is. Anything that gets young people out and about is good. Bikes should have bells
- Good someone has taken interest to develop the facilities particularly as we are all increasingly time poor
- Strong advocate for trails. They add to the appeal of the area. Wonderful harmless recreation.
- Good track. Lucky to have it.
- Hardest trail as more hills around Alexandra but great
- As before, more food places
- Just lovely and beautiful. Peace and tranquility on trail. Access to rocks, water, scenery stunning
- Looking forward to it going right through
- Awesome, great it's been done
- Been good for us Roxburgh has had one of biggest summers for ages
- Real positive for the area. Lot of people using it
- Already surveyed in Alexandra. But wanted to add: XXXXX Jet Boat went too close to the rocks and too fast which made a cold trip. We told them we didn't want that sort of thing. Have used XXXXX in the past and much better
- Boat transfer originally booked was too late in the day. Don't know who decided that time but it wasn't us. They need to think about daylight when doing itinerary planning. (They did get it changed for earlier)
- Need a telescope at the lookout even if had a charge for it. Great looking down on the dam
- More info on the maintenance contribution. Info on the panels isn't clear. No signage on the donation boxes. Should read "A donation of any amount would be appreciated"
- Beautiful part of the country. Drove down from Auckland just to see the colours in the Autumn
- No Drainage on uphill side. XXXXX needs to up their game for these trails.
- Very, very good.
- Complete the trail through. Great asset, family friendly
- Very nice trail, would like to have done all of it
- Great, we will promote
- Thought the maintenance tags were compulsory
- Lovely trail, great surface
- Great asset
- All very beautiful
- Keep it like it is
- Well done! Definitely need the boat part to go and the cycleway to go all the way through.
- Lovely, come back again to hire bikes
- Beautiful, nice, excellent. Safe - had heard about steep drop offs but no problem
- Love it, great for Alexandra
- God Bless Alexandra
- Be great if the trust could get the piece in the middle
- Steep bit at Doctors Point needs some sort of barrier. Couldn't find a good trail map on the website. The little google map is not sufficient to see where the trail is. Larger print for aging population using the trail.

## **Appendix 1: Roxburgh Gorge Trail's match with expectations? (Question 12)**

### **Rate / Why?**

**10**

Really enjoys cycling down to Doctors Point for fitness.

Well maintained, good signage, toilet.

10+

Enjoyed it

Beautiful

Pretty, calming & peaceful

Was born in Roxburgh, just love the area

Scenery exceeded expectation

**9**

Weather could have been better.

Rugged landscape and scenery. Great surface

More signs and info panels

Nice trail, nice views of the river

Pretty good

Good surface, easy walking, not too steep

Signage is good, great track

Well set up, easy, brilliant scenery

Weeds - section maintenance required from Roxburgh Gorge end to Shingle Creek around farm's area.

He likes it a lot.

Pretty close to a 10 really.

Brilliant, easy.

Will be better when trail completed and don't need boat

Scouring on trail

Rock formations & scenic. Bike is an easy way to see scenery

**8**

Well maintained and thought out. NZ Govt. great

Enjoyed whole idea of cycle and boat.

Found trail harder than expected. Thought the scale different top what they thought.

To get a bike and return would make a 10.

Tougher than expected

Always room for improvement

Fast, open, great scenery. Needs more publicity

Signage, couldn't find a toilet on the Alex side

Beautiful view, surface good

Coffee shop?

Track has some very tight bends in places

Good track, colours lovely, no litter, quiet.

Hills

Pretty good  
Need more toilets  
Hilly, steeper than expected

7

Just ahead of the Paradise Trail in Queenstown  
See historical sights if walking  
Don't like hills  
Needs to go to Roxburgh without needing a \$95 boat ride  
Compared to other trails, lovely views. Best time late October/early November with thyme in flower  
More info needed. Seems geared to cyclists

6

See river or shelter on Millennium

4

Probably age is against me and the steepness affects me

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

### **Rate / Why?**

**10**

Bike lanes were great. Only disappointment was not knowing how to get onto trail.  
Poor signage to get onto start of trail at Alexandra.  
Seems happy with Alexandra - flat, easy to ride and get around. Haven't ridden into start of Roxburgh Gorge from that end though.  
Excellent, stayed there 2 years ago and staying there tonight  
Need more signs or larger signs from the Rail Trail  
Good cycle lanes  
Maybe more bike stands  
Use as part of "Sales Gimmick"  
Would give it 15  
More trails  
All NZ is bike friendly  
Nothing  
Lack of traffic  
Great  
Very much  
Hospitality  
All sorts of bike users are catered for in Alex  
10+

**9**

Didn't stay in Alexandra; like Clyde.  
Signage to Roxburgh Gorge Trail could be better.  
Better signage  
Signage from town to trail hard to find  
More signage to Trails and to Shaky Bridge  
Because it's flat and not too busy  
Very friendly  
Sign at bridge confusing. Fix signage in Alexandra.  
Surface is rough

**8**

Good facilities  
No problems  
Travelling across the bridge is not great. Not enough room to push bikes past other pedestrians. Not safe to use the road  
Good trails behind the clock  
Parks for bikes in town  
Have to be a better culture in town. Cafes need to be more welcoming to cyclists etc.  
More bike stands  
More cycle lanes on the roads

driver cut off at Police Station

Fine

7

Better signage, not straight-forward to get to the beginning of the trail

Bike stand needed at Sidewalk Café

Improvement on speed limits.

Signage.

Areas around the outskirts are good, a bit tight around town

Could do better with trip through town

6

Roads to trails hard to bike on and understanding where to get access to them.

Has improved in the last 10 years. Signs poor to Gorge Trail. More bike racks needed outside shops

One thinks 9, the other 1

More cycle lanes and better signposting of existing tracks

On observation - reasonably good, requires more bike stands. Trying to get on track access is poor, signage is poor.

More money to build more technical down-hill tracks

5

Don't like roundabouts for cyclists

More bike racks



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

#### **Rate / Why?**

**10**

Not got a bike but said Roxburgh is a very friendly town.

Tidied up incredibly

**9**

More bike trails needed in Roxburgh

**8**

Good but required more info on local camping grounds. Got into town late and couldn't find info on the I-Site board

Not actually going to Roxburgh, going on to Millers Flat

More signage from Roxburgh East to town

**7**

Getting there - needs more bike racks, signage. Not enough eateries for bikers needing food at odd hours.

Not enough eateries

Bike lane needed

**6**

Better signage. Access to shops. Pinders Pond. More Interpretative boards.

More eating establishments closer to the trail

Better facilities - working on it

More bike stands, wider streets are good, better than Alexandra for getting around.

**3**

Roxburgh is getting there, but needs more accommodation, bike racks outside stores, bike friendly shops, maintenance, food for bikers.

## Appendix 4: Aspects of the experience (Question 15)

### What would it take to make it a 10?

#### 1. Overall Cycle Trail Experience

10

Excellent  
Enjoys walking it.  
Loved it.  
Really enjoyed it.  
It's a 10+ trail. Awesome.  
Great ride  
Excellent  
Great no downside  
Good, loved it  
Lovely views  
Only did to Doctors Point  
10+  
Scenery just wonderful

9

Too hot today  
Make water available  
"Suitable for experienced bikers"  
Unsure  
Completing the track. Getting track over the piers done  
Repairs needed in some areas. There is some gorse and other weeds appearing  
Great

8

No Hills  
Unsure what to make it a 10  
Bit flatter!!  
Some parts quite hard  
Signage  
Would be 10 if didn't need a boat  
More things to see  
Boat is a pain, would like access all the way through  
Great, winery at the end. Needs to be in France  
Cheaper boat.  
Trail to go all the way to Roxburgh  
Seating & Observation points

7

Extend the trail to Roxburgh  
Better in Autumn  
A bit narrow in places for less experienced (often older) cyclists

Missing section

6

Deceiving due to gradient issues.

4

To be easier for older people. Don't like steep drops to the water

## 2. Accommodation

10

Excellent

So far

So far, Alexandra Holiday Park.

But couldn't find a camping ground in Roxburgh

On weekly rate

Awesome

9

Freedom camping

8

More needed towards Millers Flat / Beaumont.

Happy

Good

No view from unit, everything else is great

Pretty good

7

Motor camp

Need more, chicken & egg thing

Holiday Park

6

Tents too far from ablutions

5

XXXXX needs some TLC

## 3. Eating

10

Great

Happy so far

Happy

Carrick Fantastic

20 out of 10

Ophir

Good choice of coffee establishments

Awesome

Courthouse Café

9

Courthouse & Monteiths

RSA Club, good value

8

It varies, the Courthouse is amazing  
Better evening dining  
Need to open more  
More on menu  
Availability - being open.  
2 businesses have outside toilets

7

More evening meal options; more bistro dining  
Need more  
No "Wow" places  
More variety, longer hours  
Pitches not great

6

3 great cafes, XXXXX not so great.  
Clyde needs a good eating place

5

Need more options  
More good quality restaurants  
Both towns need more and to be open longer

#### 4. Package Operator

10

Duncan great.  
Shebikeshebikes  
Pure Trails, great value  
Pure Trails, Christchurch

9

Bike hire  
XXXXX, broken seat  
More info

8

Knowledgeable  
No paperwork given. No 18 incorrect position???  
One bike was too big  
Trail signage

#### 5. Trail Signage

10

Good  
Language barrier but he seemed happy with signage and rated it as a 10.  
Good  
Excellent  
Not lost good markings.

Good  
Great  
All okay  
Distance and safety  
Good warning signs  
Like KM signs  
Good signage - caution signs  
Good - like signs names etc.  
Great, used AA cycle book though

9

Shouldn't need "Use at own risk" signs  
Good  
Good  
Easy  
Very Good  
More  
Better sign south  
Good

8

Bit confusing in Alexandra  
Not enough signage to direct to Gorge Trail from the Dam  
Signage in Alex is poor. You end up behind the Warehouse- confusing  
More info on the area  
Need better Alex to Roxburgh Trail signage  
KM signs are great  
Better entry signage Alex end  
Really good, more interpretation  
From Clyde the sign on the Centennial Trail doesn't show to Alexandra  
Some blind rocks, warning signs could help

7

Alexandra tricky to get to trail start.  
Trouble finding where they are on the internet  
Not enough  
Indicators "Go to the Museum"  
Better instruction for getting onto the trail

6

Better signage to Dam toilets  
Could be more  
More corners need to be signposted

5

Needs markers - where you are now.  
No signs at right bank carpark  
On trail great, but showing access to track is poor.

4

OK on the trail but not for access to trail

Confusing at the Alex end

Poor till now but getting better. No signage this end saying where toilet is.

**3**

Needs a serious rethink; map is misleading

Travellers on the main roads passing through don't see any signage about the trails

**1**

Shocking at the bridge, really confusing

Terrible only tripped over the track

Immensely stupid place for the sign at the back of Bodkins

## **6. Interpretation Panels**

**10**

Good

Alexandra - confused getting onto trail. Sign pointing wrong way.

Excellent with warnings, etc. More signage on old huts.

Excellent

Excellent

One at Doctors Point would be good

Good to take visitors

Great

**9**

Signage bad on wrong side of river

More would be good

Excellent, really liked reading them

Not obvious Clyde/Alex where to go

Yes

Too wordy

More

More along the trail Drs Pt

**8**

More signage for drop offs.

Informative

Good

More needed

Needs one explaining Drs Point

More interpretation signs/caves

**7**

Ok could inform more.

More would be good

Could be more informative – km's to next place would be good

More history boards, not too long

**6**

Could have been more.

More signage - maybe promote with more signage in town centre.

5

Need more on how to get onto Clutha Gold Trail.

Need one at Doctors Point and other places

Fine

Do more to explain history

2

Need one at Doctors Point because it's an interesting place

1

Could do with more

## 7. Riding Surface

10

Excellent

Excellent

Excellent

Excellent

Tight corners

Excellent

Great

Best Surface

Walking

Good and safe

Excellent

Good gravel, better than the Frankton Trail

Ok on this one but not the River Track

Great

Fantastic

Excellent for riding, not running

Very good

Great

Excellent

Running

Lovely and smooth

Perfect for walking

Perfect

Walking

Good for running

Marvellous

9

Great after rain

Couple of muddy bits

8

A bit corrugated above Roxburgh Dam, needs smoothing

Hard for runners  
Rain lately has affected some places  
Nildesperandem, Doctors Point etc.  
Washed out in places

7

Rutted out in places at the moment.

6

Better before, stones a bit loose

## 8. Maintenance Contribution

10

Yes contributed.  
Important  
Happy to do this due to surface being maintained  
Good  
Partners of the CO Trails  
Knew about it and will do it  
Good idea in principle  
Went to pay in Roxburgh but it was closed  
Yes Users need to pay  
More than fair  
Well worth it  
Happy to contribute  
Happy with charges  
Quite happy to pay \$25 a year  
Wasn't aware then remembered; will pay in future  
Don't know where to make contribution  
Fair

9

Quite happy, group booking

8

Suggest a discount for group.  
Read about it in the news. Give a donation not \$25 should be voluntary

7

Good idea but quite expensive.  
Expensive if taking boat  
Try it, if it works keep it, if not correct it

6

Unaware of how to donate until now  
Didn't go to I-SITE so didn't know about the tags

5

A bit dear; would be happy to pay \$10 pp not \$25 for one time on the trail; will make a donation online  
Don't know about it  
Rather give a donation



Bought tickets

Volume concession? Fair for locals

Don't really agree. Cafes, motels benefit but don't contribute

Not clear

Know about - trails free

4

Negative. Donation box would be better. A "Donate Now:" button on the website would be good

3

Didn't know, need signs

1

Hit and miss, very mismatched

Pays taxes

Disagree with it

Don't know

Didn't know, read on brochure

Didn't know about it

## 9. Donation Arrangement

10

Users should pay

Previous knowledge and an obvious place would be good

Good idea

Didn't see any

More accessible as haven't seen any

9

Need more facilities

8

Need to raise awareness

More obvious

Need to see them

7

Ditto

Agree more than maintenance contribution

Donation boxes would be good. Happy to pay a one-off donation instead of annual.

6

Didn't see any boxes

5

Need

Don't know about it

Not well advertised

4

Poor

3

Needs signage on donation. We seem to be missing out on donations.

Annual or per time?

1

Said will donate on line

Yes

I-Site collected a donation

Will make a donation.

## 10. Access to drinking water

10

None available. Should be self-sufficient

Most users carry their own

Take your own

Didn't need any

Took own, would use lake

9

Existing arrangements adequate

Boat area

8

More water points.

6

Some arrangement needed

5

Maybe more access to water would be good. He had 2 bottles and had run out.

Would like water at Shingle Creek and end of trail at Roxburgh

Where? - Poor?

4

Not accessible

3

None available

2

Need this somewhere along the trail

Need more

Not good but Clutha available

1

Poor, people need to know there is none available

Poor

There should be a tap at the jetties

None

None, need signs to warn people

Need sign warning

None

## 11. Toilets

10

Fine

Excellent, only one though

Fine	
The cleaner was there	
Excellent	
Better to spend money on maintenance	
Great it was there	
But there was rubbish in the toilet	
OK	
	<b>9</b>
No Toilet Paper	
Need toilet paper or sign saying to bring your own	
Love the camo paint	
Didn't use	
Excellent	
Not clean	
	<b>8</b>
Need Toilet Paper	
One at the beginning/end would be good	
	<b>7</b>
Camouflaged paint so couldn't find it!!	
Doesn't have enough; could have one between Shingle and Roxburgh	
OK	
Need one at Butchers Creek	
Better signposting to Lake Roxburgh Village Toilets	
OK for the area	
Long way to Drs Point for walkers	
	<b>6</b>
Another one would be great; no paper	
Need a bit of a clean	
In the wrong place, should not be in your face	
	<b>5</b>
Only one before jetboat; could do with one more	
Need cleaning. Insects and cobwebs	
Maybe more; only 1 at Doctors Point	
One in the middle would be good	
But better signage and no loo paper	
Toilets before Doctors Point would be good.	
Need more	
	<b>3</b>
Need more at this end for people biking in and out	
	<b>2</b>
No paper/dirty	
Adequate	
	<b>1</b>
Poor	

## 12. Visitor Information Centres

	10
Wonderful	
Always Helpful	
Roxburgh	
Info needed there	
Do use them and find them useful	
Excellent, very helpful	
Off there again today	
Yes, happy to use them.	
Great	
Excellent	
Very Good	
Got map, nice	
Very attentive	
	9
Great to talk to a person	
Had info but would use if needed info	
	8
Generally very good, been happy with Central Otago ones.	
Very helpful	
	7
XXXXX staff member a bit short	
	6
Couldn't help with info about full day walks	
Doesn't look like one	
	5
"We only know what we've been told" XXXXX I-Site	

## **Appendix 5: Suggested Improvements for the Trail (Question 16)**

- No toilet paper in toilets.
- Very Happy.
- Signage - also on how to get from Roxburgh Gorge Trail to Clutha Gold Trail. Also one to say you have finished.
- A 'Tips' board - try to stay left. More care on trail notices. Biker responsibilities.
- As above.
- Bus timetables on the website - options.
- No
- Walk - more signage.
- Have sent him to Alexandra I-SITE to hire a bike and organise a return shuttle. He is concerned about price.
- Drinking water
- Toilet paper, more information, child height info
- Picnic table in the shade
- Extend trail all the way through
- Signage, narrow spots and blind corners - slow speed
- Promote shelters. Plaque at Doctors Point to describe the area. More descriptive panels
- Make water available
- Need water available or signage to tell people to bring their own
- Toilet in Carpark on the Alex side. Better signage. Not very child friendly with drop offs
- Trail signage, info about water availability
- Just love it
- View from trail across to Doctors Point is interesting. Need an interpretation board to explain. Could do with more
- No, Millennium rough
- Shame you can't ride all the way through
- Tables great - platforms great
- More signage
- Internet search could be: "Cycle Trails" then select town. Donations to go towards all NZ Trails, quarterly newsletters advising new trail etc. Seat excellent, more maybe
- A few more benches with shade at the turn around spots
- Signage not being upgraded. More "volunteer" workers e.g., from local contractors, reduced rates for diggers etc.
- Need more down hills
- Cold water available, more toilets
- Seating at Doctors Point
- More info on the gold miners cottage at Doctors Point. Drinking water at Doctors Point
- Improvement with the benches. Would be good to have a toilet at the Alex end. Suggest turning the old bridge into a walk and riding bridge.
- Family trips of 4.5k need a picnic spot and a table
- Water to be available or a sign saying bring your own
- The surface seems better than 6 months ago
- Couldn't read or understand survey taker's writing
- Could be like a fishing license (daily charge not annual)
- Nice natural environment. Can walk down to the river from the track
- Wouldn't use it if had to pay for it
- Signage need to be better i.e., NO DOGS near the start of the trail. Shaky Bridge needs to be signposted from the main road.
- Fix signage, couldn't find where to start

- Table at 5km mark. But other seats and tables very good
- Eating places or food closer to trails
- Maintenance
- Not at this stage for where trail is. Will develop over time
- Lovely golf course. Highlight was jet boat ride
- KM Signs on Clutha Gold count up they count down on Roxburgh Gorge
- No.
- No, all happy. Water station, another toilet, emergency - is there a number somewhere for overseas tourists. Also mentioned - bio plastic bags for dog poos & bins to encourage people to dispose and use them.
- Kiosk along the track with coffee.
- Toilet on this side of river @ carpark.
- Need signage about rubbish in toilet i.e., sanitary products
- More bench outlooks further along the trail
- Another toilet. Good to ride through to Roxburgh
- Put track right the way through
- Perfect
- Great Trail
- Tap with running water. More information at Doctors Point about where to from here
- Beautiful as it is

## Appendix 6: Survey questionnaire

### Roxburgh Gorge Trail User Survey Questionnaire

Interviewer Notes:



Date	Time	Location of Survey	Direction of Travel	Age Group	Gender
		Alexandra end	From Alexandra	<16	M:
		Roxburgh end	From Roxburgh	<16-30 30-50 50+	F:

Hello,

Can you take a few minutes to fill out a survey on your Roxburgh Gorge 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?

Private car or motor home	Hire car or motor home
Bus	Coach tour
Aircraft via Dunedin	Motor bike
Aircraft via Queenstown	Other (specify)
Bicycle	

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

Hotel	Motel
Boutique lodge	Homestay or B&B
Holiday park or camping ground	Motor home
Own holiday home	Freedom camping
Rented holiday home	Stay with friends or family

4. How did you first learn about this trail? \_\_\_\_\_

5. Where have you gone to find out information about the Roxburgh Gorge trail?

Website(s) (specify)	
Package operator (specify)	
i-Site (specify)	
Word of Mouth	
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? \_\_\_\_\_
8. If just a section which part? \_\_\_\_\_
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
Clutha Gold Cycle 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 Roxburgh Gorge experience matched your expectations? (1 = not at all, 10 = totally exceeded)

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

Why?

13. On a scale of 1 to 10 how would you rate Alexandra 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 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?

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?
<b>i</b>	Overall Roxburgh Gorge Trail experience		
<b>ii</b>	Boat Transfer: - Beaumont Jet - Clutha River Cruises - Private boat		
<b>iii</b>	Accommodation		
<b>iv</b>	Eating establishments		
<b>v</b>	Package operator		
<b>vi</b>	Trail signage		
<b>vii</b>	Interpretation panels		
<b>viii</b>	The riding surface		
<b>ix</b>	Maintenance contribution		
<b>x</b>	Donation arrangement		
<b>xi</b>	Access to drinking water		
<b>xii</b>	Toilets		
<b>xiii</b>	Visitor Information Centres		

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

We have a few questions about your expenditure around your Roxburgh Gorge Trail ride

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

#	Category	Expected total
1	All up costs (if with package)	\$
2	Boat transfer	
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)	\$

18. 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.