

Before Queenstown Lakes District Council

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In the matter of            The Resource Management Act 1991

And                            The Queenstown Lakes District Proposed District Plan  
Stream 14 Wakatipu Basin rezoning

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**STATEMENT OF EVIDENCE OF DEBORAH MacCOLL FOR**

Barnhill Corporate Trustee Limited and DE, ME Bunn & LA Green (#2509)

Morven Ferry Limited (#2449)

Dated 13 June 2018

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## Introduction

- 1 Morven Ferry Limited (**Morven Ferry**) and Barnhill Corporation Trustee Limited, DE & ME Bunn and LA Green (**the Bunn Family**) seek a change to the zoning of land adjacent to Morven Ferry Road in the Wakatipu Basin.
- 2 My name is Deborah MacColl (**Debbie**) and I am a member of the Bunn Family.
- 3 Overall the proposed zone change would create areas for rural living (47.7ha as Rural Residential or Wakatipu Basin Lifestyle Precinct) and an area for rural visitor activity (20.2ha).
- 4 Within the Bunn Family land the re-zoning would create an area of 20.7ha for rural living and 20.2 ha for rural visitor activity. **Appendix 1: Map Zone Concept Over View 3015.53A.1D**
- 5 My evidence is written on behalf of myself, Margaret Bunn, Susan Cleaver, Carol Bunn, Phillip Bunn and Steven Bunn.

## Background

- 6 My family has been successfully farming in the Wakatipu basin for four generations (since 1952) on Morven Ferry Road Arrow Junction, diversifying farming methods to allow for the changing economic conditions over the past 70 years.
- 7 My Grandfather Ernest Bunn initially purchased Craigroy (SH6 – toward the Gibbston Valley) and Firgrove Farm (Firgrove) – Morven Ferry Road, as a sheep and beef farm. David and Margaret (my parents) took over Firgrove in 1962 where they continued to run sheep, until the early 1970s when they changed to a mixed sheep and cropping farm.
- 8 In the late 1970s the introduction of live capture deer from Fiordland caught the attention of my father, so he began to reduce sheep numbers and became one of the pioneers of red deer farming in New Zealand. Firgrove was the 8th Notified Deer Farm in New Zealand, registered with the NZ Forest Service on 25 February 1980.
- 9 In the mid-1990s myself and Phillip (my brother) converted Firgrove to 100% red deer. This allowed David to work full time in his newly established company Air Milford (Civil Aviation Licence #33646 on the 22 September 1993). Air Milford is still in operation today.
- 10 Phillip and I still lease the farm today running it part time. Phillip previously worked in both the real estate and hotel industry in Queenstown for several years. Now, he is the owner of two service industry businesses in Queenstown

(Central Dry Cleaning and Five Mile Nails). My business interests include property development at Lake Hayes and I am a Director of the Arrowtown Lifestyle and Retirement Village.

- 11 Our siblings (Steven, Susan and Carol) have careers in aviation, fine and digital art, and the wine industry respectively.
- 12 Carol is a well-respected wine maker (especially for Pinot Noir) in NZ, spanning a career of over 20 years. She has won many awards, perhaps the most notable of her career was the 2003 Air New Zealand Wine Awards, where the Akarua Pinot Noir 2002 won the Champion Wine of the Show Trophy. During her career Carol has worked in several regions of New Zealand as well as in Oregon and France, making her knowledge of the wine industry comprehensive and extensive. Carol has supervised the design and build of a large wine making facility in Cromwell (VinPro). While at VinPro from 2004-2010, she made wine for approximately 25% of Central Otago producers, including start-up vineyards and liaising closely with their owners to create new brands.
- 13 At present, Firgrove comprises of 143 hectares, which operates as a red deer breeding unit for export meat production.
- 14 As the economic viability of farming animals in the Wakatipu Basin continues to diminish, we must future proof the productivity of the land by exploring other opportunities. This can be achieved by diversifying our farming activities and embracing the growing presence of tourism and wine related land-use activities.
- 15 One opportunity to diversify a small area of land use is through viticulture. Research and new-found knowledge, has established that cooler areas (i.e. Gibbston Valley) produce more refined elegant and in general lower alcohol styles of wine (e.g. Burgundian styles). Along with changing consumer tastes, there is now a broader scope and opportunity with different wine varieties like Riesling, Pinot Gris and Pinot Blanc (like those varieties planted at Amisfield, Chard Farm, Gibbston Valley and Peregrine), and styles (natural, organic, new varieties, biodynamic etc.) that can now be successfully planted on the Farm.

### **Queenstown Trail**

- 16 A turning point occurred in 2010 when the Queenstown Trails Trust approached us regarding extending the Trail network through and beside our property. After much negotiating between QLDC, Department of Conservation, Queenstown Trails Trust and landowners, the NZ Cycle Trail opened in October 2012.

### **Appendix 2: Map - riding the trail.**

- 17 The Twin Rivers trail passes through the centre of the western side of our family farm, and the Arrowtown - Gibbston Trail is located beside our Arrow River boundary.
- 18 The location of the trail through and beside our property has affected our farming operations as detailed below, but has also created a significant opportunity to complement our farm income through integration of the land and the cycleway. This can be achieved by diversification into providing accommodation and café facilities for tourists and local residents.
- 19 The junction of the Twin Rivers Trail and Arrowtown - Gibbston Trail at Morven Ferry Road is a natural trail transition point located within our farm boundaries. (Users of the trail may arrive from Lake Hayes Estate, Gibbston Valley or Arrowtown).

### **Proposed Re-zoning**

- 20 We believe the natural waterways and the rolling hummocky topography of Firgrove allow the different land uses of farming, tourism, winery and rural living to successfully locate side-by-side yet also remain quite private and separate.
- 21 The two rural living areas (**RR/WBLP**) and the Rural Visitor Zone (RV A&B) are located directly beside the NZ Cycle Trail.

### *Rural living*

- 22 The rural living areas are close to Morven Ferry Road, which leads to SH6. Drive times from Firgrove are: less than 10 minutes to Arrowtown; 15 minutes to Queenstown Airport; 20 minutes to Queenstown; 35 minutes to Cromwell; and 45 minutes to Wanaka. Coronet Peak, Remarkables, and Cardrona ski fields are all within a 45 minute drive.
- 23 The rural living areas can cater to the increasing demand for housing stock. Our family is well aware that a significant portion of the District's housing stock is currently being used for Visitor Accommodation, creating potential problems such as loss of residential character and cohesion, and a loss of dwellings from the general housing pool for families and workers.

**<https://www.qldc.govt.nz/assets/Uploads/District-Plan-Fact-Sheet-Visitor-Accommodation-Provisions-updated.pdf>**

- 24 Rural living areas are part of the social living framework of the Wakatipu Basin to cater for local families who are able to move from an urban environment to a rural environment to enjoy the benefits of space and privacy. Often, these families have children at primary and/or high school, and through their children

become very involved in sporting and local cultural groups. **Appendix 3: letter of support from Simon Green**

25 We believe the underlying core of a strong community is its local groups. Through volunteering, we have found that the local community (i.e. the local families who wish to live in our RR areas) provides a much stronger neighbour support network. We have had a huge input into various community groups, some examples include:

- (a) The Federation of NZ Women's Institute (Margaret - 55 years, including 4 years on the National Executive with 2 years as Vice President).
- (b) The Lakes Hayes A&P Show (David, myself and Phillip have been members and have each served term as President spanning the last 70 years, (Phillip, current second term president).
- (c) Lakes County Council (David - two terms as a Councillor during the 1970s).
- (d) Queenstown Art Society (Susan, current committee member).
- (e) Wakatipu Aero Club.
- (f) Federated Farmers.
- (g) David was part of the Committee to save the Arrow Irrigation scheme, which still plays a very important role in the District today.
- (h) School committees and various sporting groups.

26 The RR zones provide rural living opportunities in a residential style development which can help to create a more settled character and neighbourhood. These zones allow for a range of dwelling types and locations that will meet the reasonably foreseeable needs of future generations.

#### *Rural Visitor Zone*

27 We can see great benefit in re-zoning part of our land Rural Visitor Zone. What we have proposed is:

**Rural Visitor Zone A** 1.5ha has a 1500m<sup>2</sup> maximum building coverage to allow for, (but not limited to):

- (a) Café.
- (b) Small shop for food and essential items.

- (c) Gift, Art Gallery, Wine cellar door.
- (d) Bike hire and pick up/drop off area.
- (e) Toilet and shelter.
- (f) Office and service point for rural visitor accommodation.

**Rural Visitor Zone B** 18.7ha restricted to 3000m<sup>2</sup> maximum building coverage to allow for the following, (but not limited to):

- (a) Camping.
- (b) Camper Van parking area.
- (c) Toilet, cooking and laundry facilities.
- (d) Standalone 1 – 2 bedroom cottages.
- (e) Glamping.
- (f) Office and service point for camping and Caravan park.
- (g) On-site Manager and worker accommodation.
- (h) Winery.

- 28 The Rural Visitor Zone will provide accommodation areas to cater for New Zealand families and overseas visitors who do not want to stay in the high-density motel or hotel accommodation sector in Queenstown.
- 29 It will also provide alternative camping and accommodation options for visitors, especially through the summer months when occupancy rates in Queenstown are often close to 100%.
- 30 These areas will also provide accommodation for onsite workers and thereby help meet the needs of worker accommodation.
- 31 The café in the Rural Visitor Zone will help create a sense of local community for the rural living area by serving as a meeting point and hub for residents, locals, cyclists/walkers and visitors to this region.
- 32 A purpose built winery is also being contemplated, that can accommodate the correct equipment, a water system including sloping floor and correct drainage, and to have the space to make quality wine. For example: auto pneumatic plungers, (gentle as hand plunging) tanks and catwalks can be designed to ensure ease of winemaking, Health and Safety Standards and quality

winemaking. A provision of a 10m height for the winery building will ensure an infrastructure that can be well managed and maintained and provide a safe working environment.

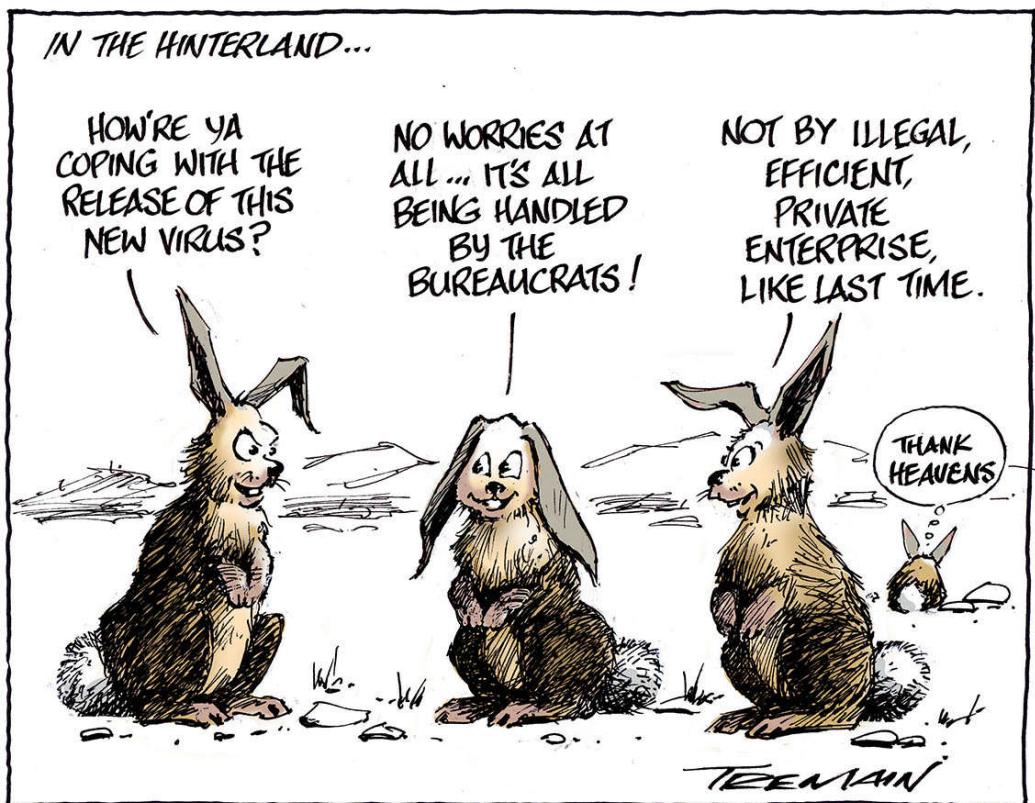
### **Farm economic impact**

- 33 Throughout 2010, the pressure applied to us and our neighbours, was immense. The Trails Trust, QLDC and Government wanted to put the trail through our property as it would provide economic benefit to the National and local economy. This has proved correct for the wider community, however not for us.
- 34 Costs incurred during the construction of the cycle trail that were not reimbursed by the NZ Cycle Trails amounted to \$37,475.81.
- 35 During the 1990s our farm was part of the Southland Deer South Group which had collected various farm statistics to measure farm performance on a national and regional level. Each province in NZ had one of these groups. Our weaning percentage was measured from hinds scanned in calf at an average of 92% over a five year period. This put us in the top 10% of deer farms in New Zealand. We continued this average through to 2012 and stock numbers remained stable. This comprised of 400 breeding hinds, 25 Sire and Velvet stags, and all young stock carried through up to 18 months of age for red meat production and replacements.
- 36 Since the NZ Cycle Trail opened in 2012, our on-farm records have shown an average percentage drop of 8% of live fawns at weaning time, (dropping from an average of 92% weaned down to 84%). This represents a significant decline in production for our farming operation and puts us in the bottom quartile of NZ Deer farmers.
- 37 This significant decrease in live fawns at weaning is due to disturbance from people and dogs moving along the trail. The farm had zero disturbance from people and dogs prior to 2012, Post 2012 over 50,000 people between October 2012 to 31 Dec 2017 are recorded to have travelled the trail past our farm.
- 38 Due to the public nature of the trail, the Otago Regional Council (ORC) has been very reluctant over the past 6 years to poison rabbits near or beside the trail. This has resulted in significant grass and crop production losses due to the exploding rabbit population. Grass production losses lead directly to stock production losses.
- 39 We have reduced our stock numbers each year for the last 5 years from 400 breeding hinds to 300 breeding hinds. With a corresponding reduction in

young stock held up to 18 Months. At these stock numbers, farming deer on our property is unsustainable.

40 We have altered our management of hinds during fawning to lessen the impact of the trail. However, this has limitations due to the trail's location through the centre of the farm on the Western side.

41 Our property was the first property of 100 in Otago to get the release of the Korean K5 virus to help control the exploding rabbit population. To date we have been extremely lucky in that we have had one rabbit test positive, total 12 rabbits tested positive in NZ to 25<sup>th</sup> May 2018, 6 of those being pet (non-European) rabbits. **Refer to cartoon below, ODT 19 May 2018.**



42 We have also absorbed increased costs due to rabbit fencing all boundary fences, including May 2018, having to fully fund and fence the 1100m along one side of the Twin Rivers trail (created by an easement to the benefit of QLDC).



- 43 Rabbit control is always a priority as can be seen in the photo taken at the Arrow River – the effect of rabbit control on one side of the fence compared to the other. **Photo: left hand side, NZ Cycle Trail – no rabbit control - grazed only by rabbits; right hand side – rabbits controlled.**



- 44 Based on what we have experienced directly above we have no doubt that the NZ Cycle Trail has had a significant impact on the economic viability of our farm. We expected a large management impact but never anticipated how big the economic impact the NZ Cycle Trail would have on the farm's economic viability.
- 45 Other indirect economic losses, include time, legal and survey costs which are directly attributable to the NZ Cycle Trail, including:
- (a) The land swap process between the Queenstown Trails Trust, the Department of Conservation (DOC) and QLDC, and the Bunn Family (which is still ongoing).
  - (b) The paper road closing process on the Western Side of Morven Ferry Road (still ongoing).

#### **National Government Economic Stimulus for Regions 2009**

- 46 Following the 2009 Job Summit, the National Government, and the then Prime Minister John Key, set aside \$50 million dollars to build cycle trails throughout New Zealand. One of the key objectives of the NZ Cycle Trail was to 'spread

the economic benefits of cycle tourism to more regions throughout New Zealand' (<http://www.nzcycletrail.com/big-idea/expanding-nzct-network>)

47 There is a significant amount of literature available that demonstrates the benefits of the trail network. Ministry of Business, Innovation and Employment Nga Haerenga NZ Cycle Trail Evaluation Report 2016 Summary states: **Appendix 4: Page 4, 5, 13, 19 Evaluation of NZ Cycle Trail 2015 Estimated data:**

- (a) 1.3 million Trail Users.
- (b) 83% walkers and Cyclists 17% commuter cyclists.
- (c) National Visitors: Domestic 86.5% International 13.5%.
- (d) Queenstown Trail Visitors: Domestic 40% international 60%.
- (e) For every dollar spent on the trails it is estimated that approx. \$3.55 of annual benefit is generated.
- (f) \$49.4 million in Economic benefits made up of \$37.4m economic benefits and \$12m social benefits.
- (g) The trails have revitalised small communities, historic hubs, businesses and job opportunities. In Gibbston, Kinross Cottages and Gibbston Valley Tavern are an excellent example of increased business turn-over related to trail activities.
- (h) February 2014 Government approved additional funding for NZ Trails of \$8m.
- (i) 2016 Budget Government approved funding for NZ Trails of \$25m.

48 **NZCT Inc Insights Summary** states – **Appendix 5: NZCT Inc Insights Summary:**

- (a) The global market for cycles is anticipated to expand by 38% over the period 2016 –2024. In the eight years from 2015 to 2024 revenue growth is to get from US\$45 billion to over US\$62 billion.
- (b) Influences of features in deciding whether to book a particular cycle trail – 59% of international visitors choose spectacular natural landscapes and scenery; and 57% choose cafes and restaurants where they can stop to visit.

## Central Otago Queenstown Trails Steering Trust

49 I have summarised a relevant newspaper Article dated 1 March 2017 below:

Continuing the expansion of the Central Otago Queenstown Trails, the Central Otago Queenstown Trails Steering Trust have secured funding of \$26 million to three new proposed trails (the Kawarau Gorge, Wanaka to Pisa Moorings and Cromwell to Clyde), and complete 2 link sections on the Alexandra to Roxburgh Trail. Landowner easements are being sought before the application to Councils can proceed for the land use consent. **Appendix 6: Newspaper- The Mirror - 1 March 2017.**

50 On the 15 May 2018, it was announced that the land use consent had been lodged with the Central Otago District Council to build the trail from Cromwell to Clyde. **Appendix 7: Article from QLDC website.**

51 **Queenstown Trail Data – October 2013 to December 2017** (compiled by Ronnie Baker) - Overall data since the Trail opening from 18 October 2013 to December 2018 is as follows **Appendix 8: The Queenstown Trail Executive Summary:**

- (a) Total Trail journeys 1,699,569;
- (b) Daily average Trail journeys for 2017 is 1453;
- (c) Total Trail journeys per month 44,200.

52 The Queenstown Cycle Trail Numbers at the Morven Ferry Intersection have been recorded, and more recently, a counter has been placed at Morven Ferry (Edgar Bridge), Oct 2012 to 31 December 2017. The numbers counted by Eco Counters on the Queenstown Trails:

- (a) Total journeys counted at Morven Ferry (Edgar Bridge) for Year 2017 is 11,267.
- (b) This represents a 28% increase from the 2016 year.
- (c) Busiest day of the week is Saturday.
- (d) Peak Time for both weekday and weekends is 11am.
- (e) Total people travelling past Morven Ferry Intersection towards Edgar Bridge since 2012 is 50,225.

53 I have attached a letter of support for our proposed re-zoning from the Queenstown Trails Trust - **Appendix 9**.

### **Summary - Support for our proposal**

54 Projections through to 2025 show a 38% increase in the global market for bicycles.

55 Economic development along the NZ Cycle Trails network is encouraged by Central Government. The Morven Ferry Road Junction of the Trails is a strategic location for economic opportunities.

56 The Central Otago/Queenstown Trails Steering Trust plans to expand its trails by 137 km in the near future. The first 35 km of the Cromwell/Clyde link is at land use consent stage.

57 The number of cyclists starting their journey from Queenstown is expected to increase significantly when the Kawarau Gorge and Cromwell/Clyde links join the Central Otago Rail Trail.

58 User experiences of the trails are enhanced by spectacular scenery, activities and cafés on the trails. The Edgar Suspension Bridge crossing the Arrow River 200m below our property is one of the main highlights of the Arrow River and Queenstown Trail.

59 The cycle trails are creating an environment that is helping businesses to expand and prosper, providing long-term economic stability for the region. Accommodation and food related businesses are expanding around the Queenstown trail network especially in the Gibbston and Arrowtown areas.

60 A projection for the Queenstown trails network includes more commuter trails, and links communities to the Wakatipu Basin's attractions.

61 Visitor accommodation in the Wakatipu Basin is in high demand and is a key part of the Tourism industry. Several of our neighbours have already taken advantage of this by supplementing their income with Air BnB and Book-a-Bach and supplying residential visitor accommodation. Around 14% of current housing stock is listed on websites for short term letting (**Section-32-Visitor-Accommodation.pdf and Distrcit-Plan-Fact-Sheet-Visitor-Accommodation-Provisions-Updated - <https://www.qldc.govt.nz/assets/Uploads/Planning/District-Plan/PDP-Stage-2/Section-32-Stage-2/Section-32-Visitor-Accommodation.pdf><https://www.qldc.govt.nz/assets/Uploads/District-Plan-Fact-Sheet-Visitor-Accommodation-Provisions-updated.pdf>**). We are aware that the impact of this residential visitor accommodation leads to a loss of housing supply for local families and workers.

- 62 Natural waterways and the rolling topography of Firgrove Farm support a mix of the different land uses of Farming, Rural Visitor Zone and rural living areas. This type of topography ensures sensitivity effects on residential lifestyle and non-residential activities are appropriately managed.
- 63 As the ODP Zone areas of Rural Residential are now almost fully sold and those houses built, the focus has turned to larger land areas such as Bendemeer and Threepwood. My understanding is that these areas are now also fully sold down or close to and there is a continuing demand for this type of property.
- 64 The Rural Residential and Rural Lifestyle Zones have become firmly established in the Wakatipu Basin over the last 20 years, adding colour, shape and character through excellent planting in the rural area. In our opinion as long term residents these areas do not detract from the beauty of the area, they enhance it.
- 65 The rural living areas have contributed significantly to the increasing economic diversity of the Wakatipu rural area. The primary production/agriculture sector has been static since 2006, and the dominant character of the area derives from a complex mix of land use activities.
- 66 From our observations, the demand for rural residential type land is continuing to increase. Generally, there appears to be two types of buyer :
- (a) 50yr + buyer close to or at retirement age, land with house that has views, privacy and is not too onerous to maintain the landscaping.
  - (b) The family buyer who has lived in the QLDC area for some time, often with a successful business and wishes to purchase a larger block to graze animals eg. horse/sheep.
- 67 Our proposed rural living areas would cater for this demand and positively contribute to our community.

### **Conclusion**

- 68 Our family has a natural affinity for the land having been 'custodians' here at Firgrove for the last 70 years. As current landowners, we have a long-term economic view and vested interest in the District for current and future generations. We believe that a targeted zoning strategy that achieves the outcome enabled by Wakatipu Basin Lifestyle Precinct/Rural Residential and Rural Visitor Zones will provide a comprehensive development approach that will:

- (a) Provide a complementary mix of established farming activities alongside tourism related activities;
- (b) Increase the economic diversity of the farm by establishing a vineyard with a purpose-built winery that has the ability to accommodate the correct equipment to make premium wine.
- (c) Continue to improve ecological diversity of the land by maintaining the wetland areas through water supplied by the Arrow Irrigation scheme.
- (d) Provide for more recreation and visitor related activities and accommodation directly beside the NZ Cycle Trail and at an important junction point of the Twin Rivers and Arrow River trails;
- (e) Help to mitigate the district's Visitor Accommodation shortages;
- (f) Increase housing availability for long term residential use, by helping to address the District's high population growth rates and limited rural living housing stock.
- (g) Be set at an appropriate scale to maintain the beauty of the area, and it is in a prime location, to meet the demand for tourism accommodation.
- (h) We believe these zones will create a vibrant neighbourhood and hub with a strong community focus that will only develop and grow over time.
- (i) We believe these zones, their scale, mix and locations, are a necessity for the area in the long term to prevent short term ad-hoc development. We want to ensure they become a thoughtfully considered development that is appropriate and enhances both the beautiful landscape and people's experience of the area.
- (j) Within the Bunn Family there is a unique skill set to create our vision for the future, when we combine this with the Directors of Morven Ferry Ltd the combined knowledge will create an area that future generations will enjoy.

69 J.W. Robertson, the first mayor of Queenstown and my great great Grandfather was at the forefront of shaping Queenstown. As a family, throughout the generations we have embraced change and looked to the future. These zoning proposals that we have submitted through the public consultation process of the PDP, here have been carefully and thoroughly thought through by the family both individually and collectively and take into account the future needs of the

wider community. The NZ CycleTrail has provided the catalyst for this change to happen and the need to implement the establishment of greater economic diversity and integrated management of the land.

Dated this 13th day of June 2018

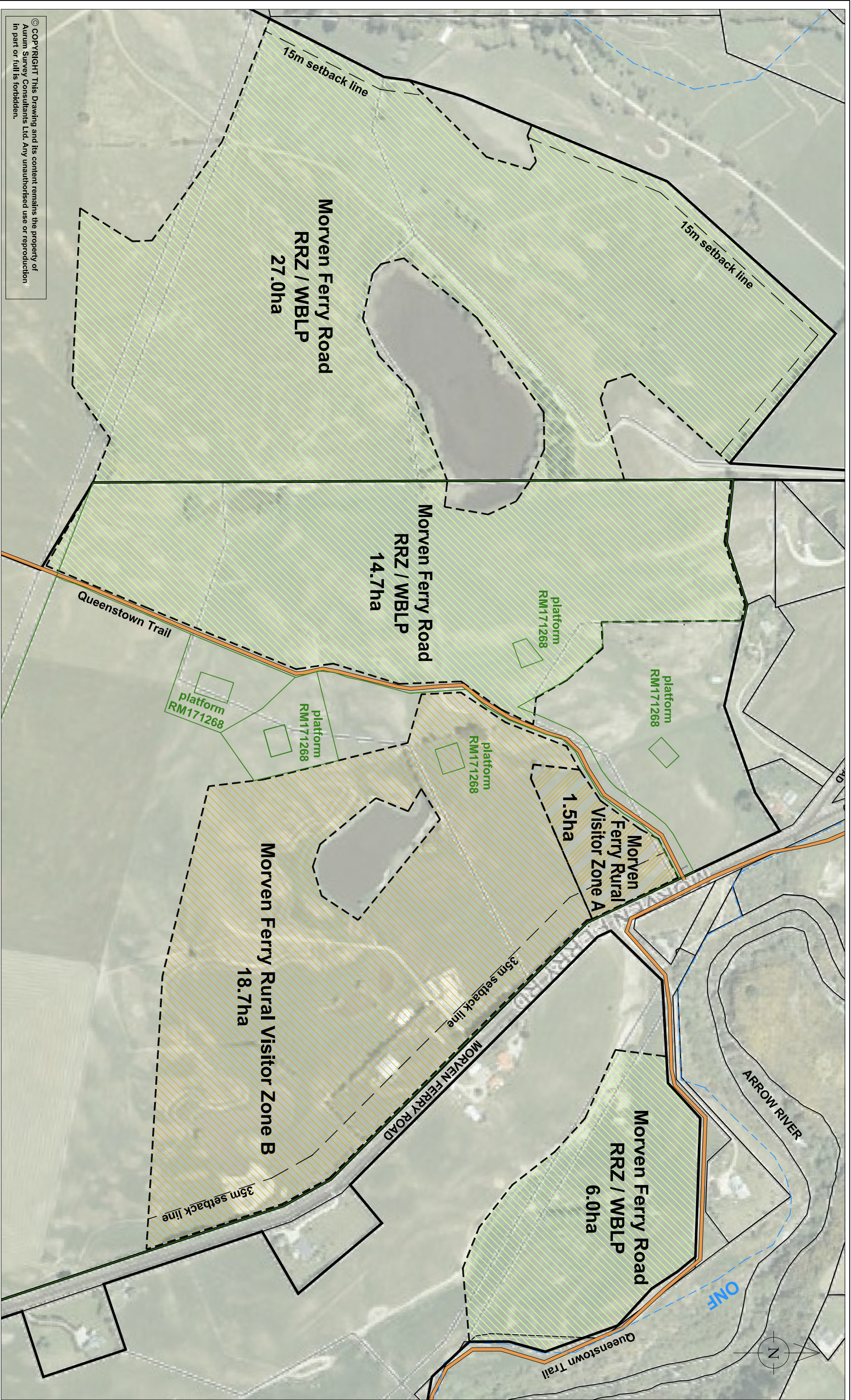
Deborah MacColl

## Appendix 1

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Map Zone Concept Over View 3015.53A.1D





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**Legend**

- Morven Ferry Rural Visitor Zone A
- Morven Ferry Rural Visitor Zone B
- Morven Ferry Road Rural Residential Zone / Wakatipu Basin Lifestyle Precinct
- Queenstown Trail
- Outstanding Natural Feature boundary (from District Plan review)

D	11/6/18	Labels	BM
C	8/6/18	Setback line extension	BM
B	22/5/18	RM171268 Platform Updates	KB
A	22/10/15	Initial release	BM
REV.	DATE:	REVISION DETAILS:	BY:

**PROPOSED ZONE PLAN  
MORVEN FERRY ROAD  
WAKATIPU BASIN**

DATE: 11 June 2018  
BY: BM & KB  
Scale: 1:4000  
Original Plan A3  
DRAWING & ISSUE No. 3015-53A-1D

PO Box 2493  
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## Appendix 2

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Map – Riding the Trail

MFP - riding the trail.



# riding the trail

Intersection of Trails Moven Ferry Road.

Queenstown	Shotover Bridge	Arrowtown	Kawarau Bridge	Shotover Bridge	Queenstown	Kawarau Bridge	Gibbston Valley
13km	12.5km	13.5km	15.5km	15.5km	6.5km		

600m  
400m  
200m  
0m

### Appendix 3

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Letter of Support from Simon Green



**INVEST QUEENSTOWN**  
INVESTMENT PROPERTY SPECIALISTS

# Letter of Support

**Barnhill Corporate Trustee Limited and DE, ME Bunn & LA Green**  
**Submission on Queenstown Lakes District Plan Stage 2**  
**Submission Number 2509**

**Wednesday June 13, 2018**

To Whom it May Concern,

I write this letter in support of Barnhill Corporate Trustee Limited and DE, ME Bunn & LA Green and their submissions and in opposition to the land that is the subject of their submissions (being Landscape Classification Units (LCU) 17 and 18) being identified/classified as having “moderate to low” and “low” absorption capability for further development.

I don't believe the Wakatipu Land Use Study has given proper consideration to the actual character and practical use of the land, its potential for considered development or the contribution such a development (under the proposed Rural Residential / Rural Visitor Zone as outlined by Barnhill Corporate Trustee Limited and associates) could make to the supply of rural residential property, tourism, visitor accommodation and the wider community.

## **Rural Residential Land**

The supply of rural residential land continues to be scarce in the Basin. There are also tiers within this general zoning category depending on location, views and general position where prices for available land can vary significantly and thereby be, in many instances, prohibitively expensive, especially for local residents/families looking to take the next step in their property life-cycle / ladder into a more rural position for their home.

This is something we as a family have been looking to achieve for over a year now, but the options available are extremely scarce and simply uneconomic. The scarcity of supply continues to drive rural residential land prices ever higher (alongside prices in general in the district), not only making it prohibitively expensive for local residents, but also for the district's traditional non-resident holiday home owner from the Otago and Southland regions.

For the past 12 years we have lived in what was until recently zoned as a rural residential property in Walnut Grove / Lake Hayes Estate. As the demand for housing and rental accommodation in the Basin has grown, this area was rezoned for higher density. We have also now seen the development of the Bridesdale subdivision and a marked shift to where a



high proportion of properties in Lake Hayes Estate are now being rented as investment properties, not, as was originally the case, being occupied by their family owners.

As such, the next phase for us as property owners, and the desired next phase for many others in a similar position, is a desire to live more rurally, but in an area with other families, a sense of community and other benefits such as what would come with the style of considered development that could be achieved under the zoning revisions proposed by Barnhill Corporate Trustees and associates. Something that is currently not available in the Basin, nor that is provided for to any significant level by the recommended Unit Mapping as outlined in the Wakatipu Land Use Study due to many of the landholdings in those areas, despite the large average lot size, already housing one established residence where the owners are extremely unlikely to subdivide.

It is with this in mind that it seems illogical to me to exclude the Morven Ferry area from the Wakatipu Basin Lifestyle Precinct when it is so well positioned and readily available to add capacity for responsible development of rural residential property when this style of property is already in such short supply and, as according to the study, for which demand is high and forecast to increase over time.

### **Rural Visitor Zone B**

In addition to the obvious shortage in Rural Residential zoned land as outlined above, the QLD is also experiencing an ongoing shortage of visitor accommodation. While this shortage is essentially across all accommodation types, a major shortage which could be addressed (albeit in part only) via provision for the proposed Morven Ferry Rural Visitor Zone B would be by adding to the supply in the holiday park / caravan / campervan sector and to a lesser extent the motel sector. One which is growing at an exponential rate, but which is severely under catered for in the QLD. A problem highlighted by the volume of freedom camping occurring in the Basin and exacerbated by recent bans due to the volume, lack of care taken of the environment and impact on local community users.

A mixed use area within the proposed Morven Ferry Rural Visitor Zone B catering for caravans, campervans and cabin-styled accommodation in a secluded rural setting again seems like a common sense proposition given the pressures currently facing this sector of the Visitor Accommodation market.

According to the Stats NZ Accommodation Survey, Holiday Park capacity in the Queenstown RTO reached a high in 2003 with a daily capacity of 1563 stay units available. That supply has now dropped by roughly 1/3 to 1098. While over the last 4 years total Holiday Park guest nights have increased 24% from 300,020 for YE March 2015 to 372,375 for YE March 2018 (Total NZ growth for same period was 21%). This saw occupancy levels running over the 2017/2018 summer season as follows:



- December 77%
- January 100%
- February 77%
- March 76%

Similarly, if the Motel sector is examined, supply has remained relatively static at circa 1200 stay units available on a daily basis since 2010, however guest nights have increased significantly from 639,533 for YE March 2015 to 743,155 for YE March 2018. This is a 16% increase over that period compared to a 10% increase overall for New Zealand. Occupancy levels for the 2017/2018 summer were as follows:

- December 93%
- January 100%
- February 105%
- March 94%

As illustrated above, both the Holiday Park and Motel sectors are showing increasing levels of demand (over and above national trends), increasing levels of occupancy with significant capacity issues in peak season and a static supply for the motel sector along with falling supply for Holiday Parks. All this at a time when there has been significant growth in the campervan / caravan market in general, especially out of Australia and more recently, New Zealand.

Stats NZ figures for YE March 2018 compared to YE March 2017 saw 10% growth in guest nights across New Zealand compared to just a 7% increase in guest nights for Queenstown over the same period.

Conversely, guest numbers staying in motels across NZ have fairly static alongside showing an increase in guest nights of 2% over the past 12 months, compared with an 8% increase in motel guest nights in Queenstown for the same period.

There is little doubt the scarcity of supply and accompanying increases in average room rates that have been observed across all commercial accommodation in Queenstown, especially the hotel and apartment sector, are contributing to the demand from visitors to seek lower cost alternatives.

The average annual occupancy for Commercial Accommodation providers in Queenstown for 2017 was 82% at an average daily room rate of \$225 and the general consensus is that the heightened price levels are not only leading some visitors (particularly New Zealanders) to exclude Queenstown from their holiday itineraries.

This has been evidenced by Stats NZ which has shown domestic visitors to Queenstown now make up just 29% of total guest nights compared to 33% 4 years ago and that for the past 2



years domestic visitor numbers have dropped over both of the last 2 years from their historic high of \$1,081,866 for YE March 2016 to 1,047,538 for YE March 2018 (a drop of 3%).

It is with this in mind that the Visitor Accommodation that could be delivered within the proposed Morven Ferry Rural Visitor Zone B by way of a Holiday Park providing for Campervans, Caravans and cabin-styled accommodation would be a valuable addition to the district's pressured accommodation infrastructure, catering for a growing sector of the market and at rates that would be more accessible to the wider visitor group.

Add to this that the proposed site adjoins the Queenstown Cycle Trail, is minutes from Arrowtown, a multitude of wineries, the Arrowtown Golf Course, the Arrow River and at the foot of the Crown Range for those wanting to ski Cardrona over winter and it makes a sensible location for this style of accommodation offering.

#### **Rural Visitor Zone A**

The addition of the Morven Ferry Rural Visitor Zone A is believed to add value to the entire proposition for both the proposed Morven Ferry Rural Residential Zone and the Rural Visitor Zone B. This zone would allow for a commercial operation such as a winery / café / restaurant / deli-style convenience store, potentially with office space. It could also provide for the core facilities required to service the Visitor Accommodation established within the proposed Morven Ferry Rural Visitor Zone B.

This would add significant value to the user experience on the Queenstown Cycle Trail for riders stopping off for refreshments. It would also provide for a greater sense of community and opportunity for residents to come together, just as The Hayes has provided for the residents of Lake Hayes Estate.

#### **Summary**

In brief summary, I believe it would be a shame and significant opportunity lost for Morven Ferry to be precluded from future development as currently recommended in the Wakatipu Land Use Study.

In my opinion a considered development under the proposed Rural Residential / Rural Visitor Zone as outlined by Barnhill Corporate Trustee Limited would make a positive and much needed contribution to the supply of rural residential property, tourism, visitor accommodation and the wider community.

Not only can the area absorb this style of development with negligible negative impact, it is an area where the landowners are ready, willing and able to provide for this development. This is in contrast to much of the land contained in the recommended Unit Mapping as outlined in the Wakatipu Land Use Study where much of the land, albeit deemed suitable





**INVEST QUEENSTOWN**  
INVESTMENT PROPERTY SPECIALISTS

for development, is unlikely to be developed, especially in the short to medium term and when developed would likely be prohibitively expensive for local residents.

Thank you for your consideration.

Best Regards,

Simon Green  
(Director)  
Invest Queenstown Limited

Simon Green

I am a local resident of the Wakatipu for over 20 years and an active member of the local community. I am a founding trustee of the Wakatipu Community Foundation, have served as a committee member for Showbiz Queenstown and have produced and directed an array of local events, concerts and fundraisers including QLDC's annual Christmas Concert, the Thriller in the Chiller charity boxing event, multiple theatrical productions and the Queenstown Winter Festival.

I have an extensive background in tourism, marketing, events and real estate including roles as Marketing Projects Manager for Real Journeys, General Manager Sales and Marketing for Alpine Gold Limited and international co-ordinator for Leading Mountain Resorts of the World. As a consultant and contractor I have completed strategic marketing audits for Destination Queenstown, compiled the Queenstown Lakes District Council Events Strategy and provided business development, branding and sales advice for a host of major local businesses and tourism operators. I also served as a board member and Deputy Chair of the New Zealand Event Association.

Currently I own and operate local real estate company Invest Queenstown Limited, working alongside clients to provide expert advice and representation in the lifestyle investment sector of the Queenstown property market including residential, managed apartment and land development projects.

## Appendix 4

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Page 4, 5, 13, 19 Evaluation of NZ Cycle Trail 2015 Estimated Data

# Evaluation of the New Zealand Cycle Trail

## 2015 Estimated Data

Executive Summary

### TRAIL USERS

Approximately  
**1.3 million**  
TRAIL USERS

**83%**   
WALKERS + CYCLISTS

**17%**   
COMMUTER CYCLISTS

Majority were  
**Domestic Visitors**

 **13.5%**  
est. 114,351  
**International Visitors**

### OVERALL BENEFITS AND COSTS

Overall benefits = Economic benefits + Social benefits

**\$49.4 million** = **\$37.4 million** + **\$12 million**

COST **1:3.55** BENEFIT



### ECONOMIC CONTRIBUTION

**\$37.4 million**  +   
International Visitors + Producer & Consumer Surplus

Revitalised small communities, historic hubs, businesses, and job opportunities

**\$12 million**  ↓ +  +   
Reduced mortality risks + Commuting benefits + Cost savings from diseases associated with physical inactivity


### SOCIAL CONTRIBUTION


community cohesion + Road safety for commuters


### NZCT INC. GOVERNANCE AND MANAGEMENT


- National body is necessary
- Needs to provide leadership, direction, guidance and support to the great rides but currently inadequately supported to do this





2. Board members with relevant skills and experience 

3. Clarity around roles and responsibilities of the governance body 

4. Dedicated resource to maintain the cycle trails 

5. Involvement of the local or central government in the governance and management of the great rides 

6. Dedicated specialist team for marketing and promotion of the cycle trails 

7. Clear roles and responsibilities of trail partners 

### GREAT RIDE GOVERNANCE AND MANAGEMENT

Key lessons learnt from governance and management of the great rides



1. A governance body that has a clear strategy, leadership and direction

## Summary of Key Findings

### Trail users

- An estimated 1.3 million users visited the 22 Great Rides including cyclists and walkers (estimated at 83 per cent) and commuter cyclists (estimated at 17 per cent) during 2015.
- The majority of the users were domestic visitors, with international visitors estimated at 13.5 per cent (114,351).

### Overall cost to benefit ratio

- For every dollar spent on the trails, it was estimated that there was approximately \$3.55 of annual benefits generated (*see separate CBA full report*).
- The estimated overall economic and social benefits for one year were valued at \$49.4 million while the estimated total cost was \$13.9 million. The result was an estimated total net benefit of \$35.5 million in 2015 (*see separate CBA full report*).

### Economic benefits

- The economic contribution of the cycle trails in 2015 was estimated at \$37.4 million. These benefits were derived from projections of annual revenues from international visitors, and producer and consumer surpluses from annual domestic visitor spending.
- The evaluation further showed that the cycle trails helped revitalise small communities including historic hubs, increased and expanded the number of local businesses, and created jobs close to the locality of the trails.

### Social benefits

- The social contribution of the NZ Cycle Trails was estimated to be \$12.0 million. These benefits were derived from reduced mortality benefits, commuting benefits and cost savings from diseases associated with physical inactivity.
- Qualitative evidence further identified that the cycle trails increased community identity and road safety for commuters.

### NZCT governance and management

- The New Zealand Cycle Trail Incorporated (NZCT Inc.), the national body that provides overall leadership, direction, guidance and support to the 22 Great Rides, was important to stakeholders.
- Stakeholders further considered NZCT Inc. to be under-resourced to perform its mandated leadership and support role.

# Evaluation of NZ Cycle Trail

In February 2014, additional funding of \$8 million was approved by Cabinet to help maintain and enhance the quality of the Great Rides over four years.

Originally meant to be constructed over three years, a number of the trails were not completed as originally envisaged, due mainly to land access issues.

Additional funding of \$25 million over four years was announced in 2016 Budget to support extending and connecting some Great Rides. The additional support aimed to benefit communities by enabling visitors to spend more time on trails, and link visitors to regional tourist destinations. This new funding, however, was outside the scope of the evaluation.

# Evaluation of NZ Cycle Trail

## 3.2.2. Cycle trails were used mostly by locals and domestic visitors of all ages, and international visitor numbers were increasing

The cycle trails were being used by locals, domestic and international visitors of all ages who used them in a variety of ways – as cyclists, commuters, dog walkers, runners and walkers. In the absence of a system and technology that could distinguish the type of users of the cycle trails, trail experts believed that the ratio of cyclists to walkers/runners is 70:30 per cent in favour of cyclists.

Case study participants believed that a wide spectrum of users was evident, from half-day and one-day visitors who brought their own gear to multi-day users who required food, bike hire, accommodation and guides. Experienced cyclists tended to be self-sufficient and required less support from local businesses, while overnight visitors preferred fully-serviced accommodation or help with transporting equipment between campsites so they could travel light while on the trails.

Cruise ship passengers are a new and emerging market for half-day or full-day tours. Guided cycling tours are being provided in the Hawke's Bay for cruise ship passengers. Stakeholders expect this trend to increase.

The majority of trail users were reported to be domestic visitors but stakeholders saw international numbers increasing. Stakeholders from the *Otago Central Rail Trail* (OCRT) have observed an increase in international tourists (mostly Australians) from about 20 to 40 per cent in 2015. Stakeholders from the *Motu Trails* also identified Australian visitors as the largest group of international visitors. This could be the result of the Tourism New Zealand's cycling tourism campaign, delivered in Australia.

In contrast, stakeholders in Queenstown believed that international user numbers were higher than domestic visitors, made up of around 60 per cent international visitors and 40 per cent domestic visitors. This is an expected finding, given that Queenstown is an established international tourism destination. One business owner mentioned that more than 90 per cent of their current clientele were international visitors.

Summer time and the Easter break was usually the peak season for visitors. Stakeholders from the *Otago Central Rail Trail* (OCRT) observed that autumn was their high season although this time of the year is generally considered the shoulder season for tourism more broadly.

Below were some insights from case study participants about users of the different cycle trails.

### *OCRT users were mostly from Auckland*

Over the last five years, users of the OCRT have been mostly from Auckland. Prior to the Canterbury earthquakes, a large proportion of visitors were from Christchurch. Most users were multi-day users, staying four to five days on pre-arranged trips. Some stakeholders observed that there was growth in visitors who were prepared to spend over \$250 per night. Such visitors were more likely to be aged 50-60 years and have disposable incomes. The trails were also used frequently by local residents.

## Appendix 5

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NZCT Inc Insights Summary

## PART A: GLOBAL TRENDS<sup>1</sup>

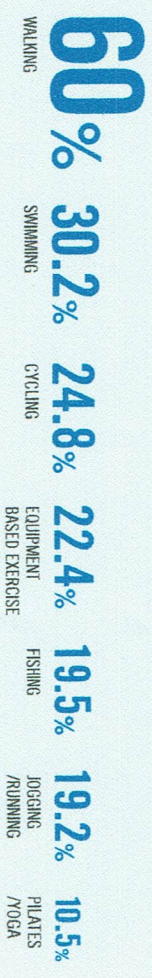
# 38%

The global market for bicycles is anticipated to expand by 37.5% over the period 2016-2024. In the eight years from 2015 to 2024 revenue growth is to get from US\$ 45.08 billion to over US\$ 62 billion by 2024. Asia Pacific is anticipated to be the most lucrative market for bicycles over the forecast period while e-bikes will be the leading segment of the market.

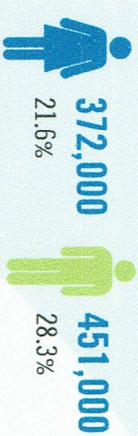
<sup>1</sup>Source: Persistence Market Research December 2016

## PART B: PARTICIPATION IN CYCLING<sup>2</sup>

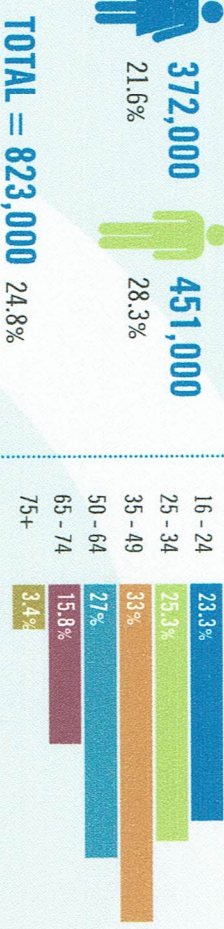
The most popular sport and recreation activities in over 12 months



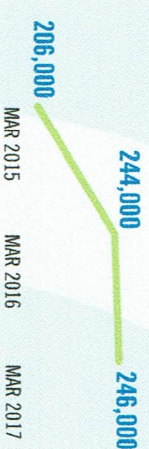
### Participation by Gender in Cycling



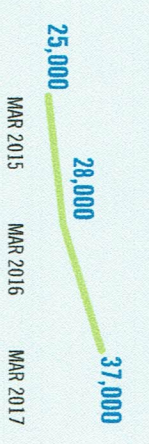
### Participation Rates in Cycling by Age



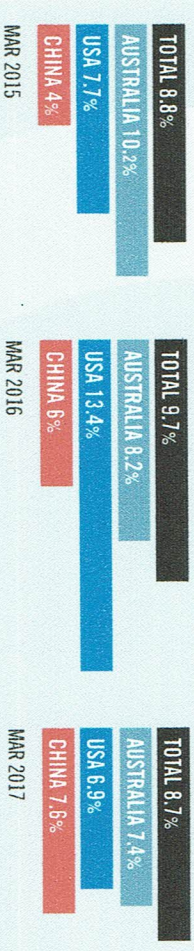
### All International Visitors Participating in Cycling\*



### Holiday Visitor NZCT Trail Participation\*



### Holiday Visitor Cycling Participation Rates\*

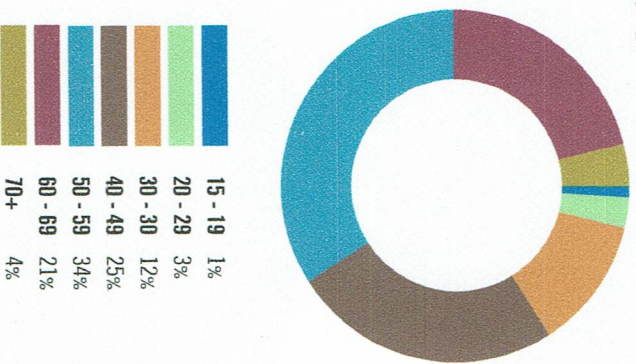


\*Source: International Visitor Survey (IVS)



## PART C: COMPARISON - PARTICIPATION IN CYCLING ON NZCT GREAT RIDES<sup>3</sup>

Participation Rates on all Great Rides by Age



NZCT Trail Participation Rates By Age

Age Group	EASY	INTERMEDIATE	ADVANCED
15 - 19	1%	0%	1%
20 - 29	2%	4%	4%
30 - 39	9%	8%	17%
40 - 49	20%	26%	29%
50 - 59	35%	40%	28%
60 - 69	27%	19%	18%
70 +	5%	2%	3%

NZCT Trail Participation Rates By Gender

Gender	EASY	INTERMEDIATE	ADVANCED
FEMALE	56%	49%	38%
MALE	44%	51%	62%
YEAR	2015	2016	2017
FEMALE	42%	46%	50%
MALE	58%	54%	50%

NZCT Trail Participation Rates By Location

Location	EASY	INTERMEDIATE	ADVANCED
LIVE IN THE AREA	29%	23%	18%
VISITING THE AREA	71%	77%	82%

Source: Source: Ngā Haerenga, the New Zealand Cycle Trail Survey 2015-2017 (n=1510)

## TRAIL USERS<sup>4</sup>

Approximately **1.3 million** TRAIL USERS

**83%** WALKERS + CYCLISTS

**17%** COMMUTER CYCLISTS

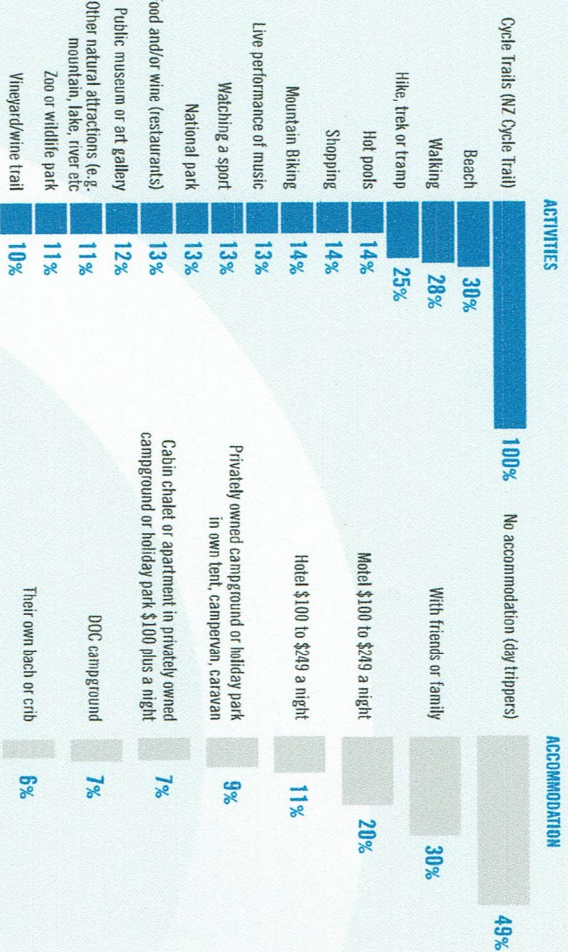
Majority were **Domestic Visitors** **13.5%** *est. 114,351*

**International Visitors**

Source: Ngā Haerenga NZ Cycle Trail Evaluation Report 2016, Ministry of Business, Innovation and Employment, 2016.

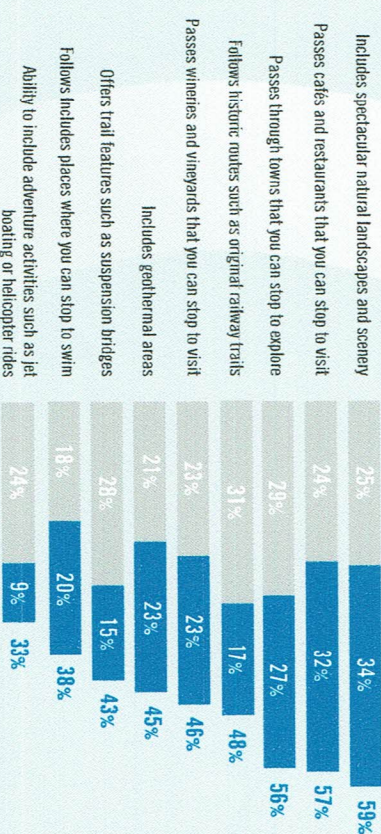
## PART D: WHAT CYCLE TRAIL VISITORS WANT

Domestic Visitors are interested in a broad set of activities<sup>5</sup>



Source: Domestic Segmentation Research via www.dgtrnz

## International Visitors - Influence of features in deciding whether to book a particular cycle trail<sup>6</sup>



Source: Tourism New Zealand Research of Australian Visitors, TNS 2014

## PART E: MESSAGES AND CHANNELS TO ATTRACT VISITORS<sup>5</sup>

### How do we reach them

#### KEY MESSAGES

Visit friends, family	21%
Explore the outdoors	24%
Relax or escape from daily stress	23%
Discover new things or places	22%

#### TRIGGERS

Specific friends and family event e.g.. wedding, birthday, Christmas	21%
Seeing or hearing about an activity they'd like to do	24%
General friends and family get together	23%
Attending a specific event to watch e.g.. sport, festival or show	22%
Specials or cheap deals on accommodation	23%

#### Barriers

Weather	27%
Have commitments at home which make it difficult to get away	24%
Have commitments at work which make it difficult to get away	23%
Cost of accommodation	22%
Traffic congestion	23%

Source: Domestic Segmentation Research via www.dgrincz

### Channels generating first awareness<sup>5</sup>

	2015	2016	2017
From friends, family or work colleagues	58%	48%	56%
From an information centre (including i-SITES, Department of Conservation Visitor Centres, or other)	10%	16%	9%
Newspaper or magazine	25%	17%	18%
Travel guide/book	7%	18%	14%
Trail brochure	10%	17%	14%
Trail website	29%	34%	33%
Social media (e.g. Facebook, Twitter, blog)	11%	4%	9%
Other (please specify)	18%	16%	16%

## PART F: VISITOR BEHAVIOUR ON GREAT RIDES<sup>5</sup>

- In 2017, 82% of riders were visiting the area only/mainly because of the trail
- Nights stayed in the area during 2016/2017 averaged 3.57, up from 3.32 in 2015/2016
- 61% of riders spent 2 days or longer on the trail in 2016/2017

### Time spent on the trail

	2015	2016	2017
Less than 1 hour	2%	2%	1%
1-4 hours (half a day)	30%	21%	17%
1 day (more than 4 hours)	19%	22%	20%
2 days	25%	24%	27%
More than 2 days	23%	31%	34%

### Travel Party Numbers

	ALL TRAILS	2015-2016	2016-2017
Adults, aged 15 years or more	3.73	3.67	3.78
Children, aged 14 years or less	0.36	0.35	0.4

## PART G: VISITOR SATISFACTION<sup>5</sup>

Overall satisfaction with Great Rides is high with 96% of riders either satisfied or very satisfied. Scenery is leading the way in satisfaction and other aspects are improving but there's still plenty of work to do in delivering across the board i.e. toilets, food and beverage.

### Ratings - The Trail (1=very poor and 5=very good)

	ALL TRAILS	2015-2016	2016-2017
Scenery/setting	4.8	4.8	4.8
Trail difficulty (was as expected)	4.5	4.4	4.5
Trail gradient/slope	4.5	4.4	4.5
Condition of the surface	4.3	4.2	4.3
Directional and other signage on the trail	4.2	4.2	4.3
Overall trail conditions	4.4	4.4	4.4
Bike hire facilities/services available in the area of the trail	4.3	4.1	4.4
Quality of hire bikes	4.3	4.1	4.5
Guiding on the trail	4.1	4.2	4.1
Toilet facilities along the trail	3.8	3.9	3.9
Accommodation available in the area of the trail	4.3	4.3	4.2
Bike shuttle/other transport available to the trail	4.4	4.4	4.4
Food and beverage services available along the trail	3.7	3.6	3.7
Other activities available on/or near the trail	4.1		4.1

Source: Source: Nga Haerenga, the New Zealand Cycle Trail Survey 2015-2017 (n=1510).

## Appendix 6

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Newspaper – The Mirror – 1 March 2017

# Agreement signed, trail alignment next

DEBBIE JAMIESON

An agreement has been signed by the three major funders of the \$26 million Central Otago Queenstown cycle trail and land holder negotiations should begin soon.

Central Otago Queenstown Trails Steering Trust steering group chairman Stephen Jeffery said that since the announcement of the project in May last year, work had focused on the agreement.

The project will link existing trails in Queenstown, Wanaka and Central Otago to each other.

The funders are the Government (\$11.15m), Central Lakes Trust (\$31.15m) and Otago Community Trust (\$2m).

Jeffery said the steering committee was now looking at alignment issues and were expecting the trails through the Kawarau and Cromwell Gorges to be the most technical.

"We've got to get a Lidar survey [a system used to create high-resolution maps] done with some really detailed information about the gradients and paths through certain areas."

Negotiations over land owner easement agreements were expected to start soon and would involve about 20 landowners - the largest numbers around areas such as Bannockburn.

There were two to three options being considered for

**"Until you start the process you don't actually know where there's extra hurdles."**  
Stephen Jeffery

crossing the Kawarau River, including one water crossing.

"It's not just a matter of access. It's actually how we get gravel and things across there," he said.

Feasibility studies for the Wanaka to Cromwell and Queenstown to Cromwell routes had been prepared.

A feasibility study for the section connecting Cromwell and Clyde was completed in 2014.

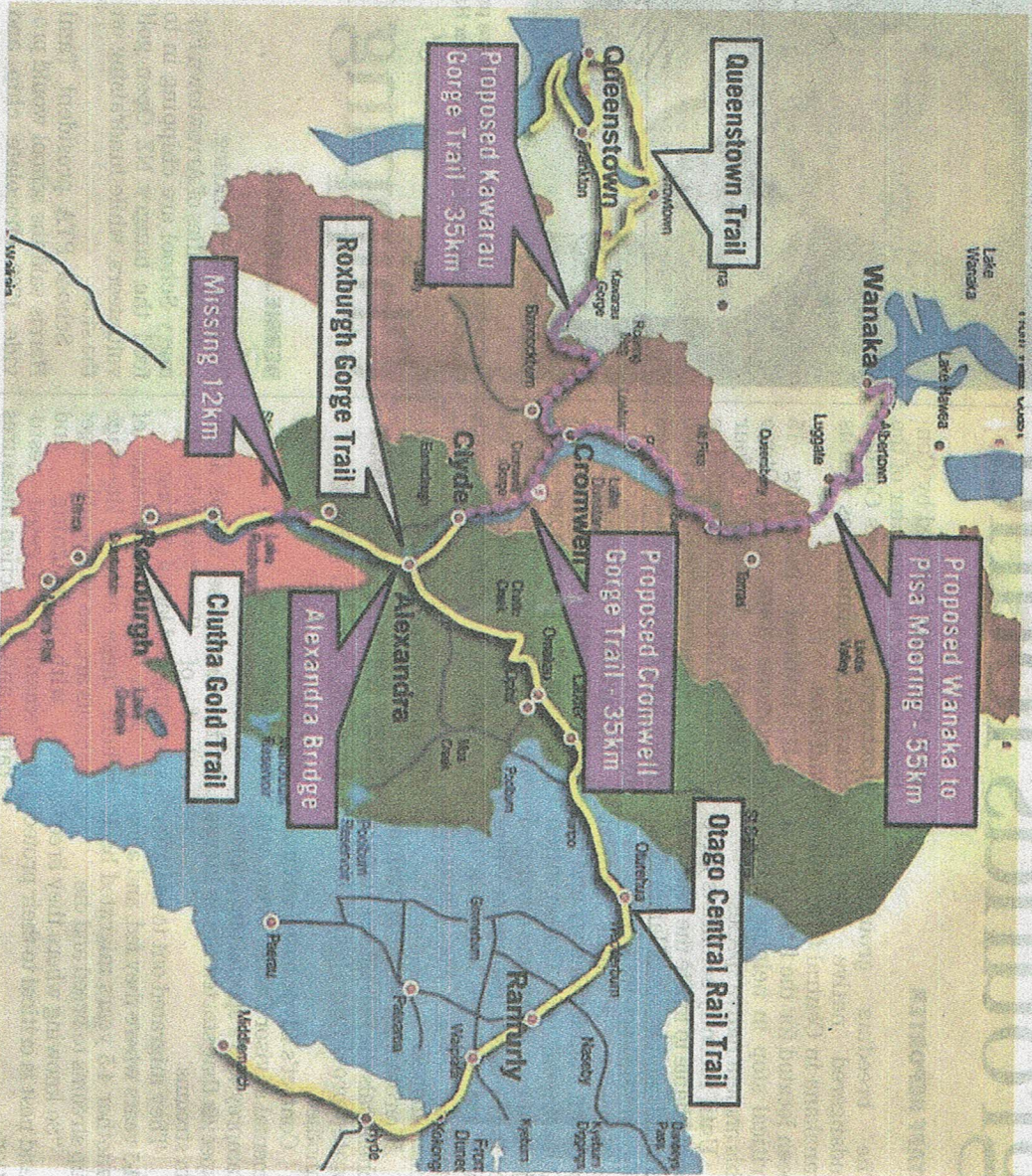
There was still a long process to go through before construction could begin, including getting easements, consents and archaeological assessments, Jeffery said.

"All that has to be done before we can get in there physically and create a trail.

"We have got an idea of where the first section will be but the reality is you don't know what hurdles there are.

"Until you start the process you don't actually know where there's extra hurdles."

Ultimately it would be a "real asset" for the community with commercial opportunities.



The 500km continuous trail network through Central Otago is estimated to cost \$26.3 million.

SUPPLIED

## Appendix 7

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Article from QLDC Website

15 May 18

QLDC website

### *Otago Central Rail Trail*

Do you ever want to get on your bike and just ride for days? Well plans for the first of three major new Central Otago cycle trails have reached the consent stage, as more details for the trail are revealed.

The proposed Lake Dunstan Trail will pass through the Cromwell Gorge from Cromwell to Clyde on the opposite side of the lake from State Highway 8. Its construction will involve major earthworks and the construction of retaining walls and bridges.

The trail will be part of the \$26 million New Zealand Cycle Trail Project to build 536km of trails connecting Cromwell to Clyde and the Otago Central Rail Trail and connecting Queenstown via the Kawarau Gorge Trail, in addition to connecting Wanaka.

The Central Otago Queenstown Trail Network Trust has lodged an application with the Central Otago District Council asking for land-use consent to build the trail between Cromwell and Clyde. The application was notified this week, and public submissions close on June 8.

The application says development of the trail is widely supported by the wider community and is projected to deliver significantly increased levels of economic activity to local communities, together with increased health and wellbeing resulting from a more active community.

The trail would be a dedicated cycling and walking trail and there would be no vehicle access other than for maintenance.

## Appendix 8

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### The Queenstown Trail Executive Summary



QUEENSTOWN  
TRAILS TRUST

# Trail Count Report

For period: Oct 18 2012 – Dec 31 2017



By: Ronnie Baker for the Board of Trustees

Date: 31 January 2018



## Executive Summary

A total 1,699,569 trail journeys and 7,563,081 total trail movements (clicks) since opening in October 2012, this includes 530,397 journeys so far in 2017, compared to 479,390 in the same period in 2016, a promising 9.6% increase year on year so far. In 2017 we have seen an average of 44,200 monthly trail journeys.

**-2017-**  
**TOTAL TRAIL**  
**JOURNEYS**  
(Jan – Dec)

**530,397**

*(Compared to 479,390 for same period in 2016 equating to a 9.6% increase year to date)*

## Summary of Trail Counts from October 2012 – Dec 31 2017

Summary of counts	Jack's Point (DoC)	Lake Hayes Circuit (DoC)	Billies Bridge	Frankton Track	Kawarau Falls Bridge	Kelvin Peninsula	Morven Ferry (Edgar Bridge)	Old Lower Shotover Bridge	Old School Road	Riverside Road	Speargrass Flat Road	Swain Bridge	Millennium Track (PTC3)	Gibbston River Trail (PTC3)	TOTALS
Total Journeys (2012-2017)	71,515	182,601	42,732	295,646	112,663	93,684	50,225	117,976	62,008	55,324	34,031	57,214	290,690	233,260	1,699,569
Total Movements (clicks) (2012-2017)	318,241	812,574	190,157	1,315,625	501,350	416,893	223,501	524,993	275,935	246,191	151,438	254,602	1,293,571	1,038,007	7,563,081
Total Journeys (2016)	14,070	35,143	12,930	57,464	22,183	21,038	8,087	23,926	11,897	10,302	7,663	11,872	135,240	97,585	479,390
Total Journeys Year to date (Jan-Dec 16)	14,070	35,143	12,930	57,464	22,183	21,038	8,087	23,926	11,897	10,302	7,663	11,872	135,240	97,585	479,390
Total Journeys Year to date (Jan-Dec 17)	14,547	40,874	5,555	52,866	22,738	23,637	11,267	25,679	10,895	11,297	6,773	13,144	155,450	135,675	530,397
YOY Trail Journey Growth % (Jan-Nov)	3.3%	14%	-132%	-8.6%	2.4%	10.9%	28%	6.8%	-9%	8.8%	-13%	9.6%	13%	28%	9.1%
Peak Day (Journeys) 2017	No data	No data	Sun 8 Oct (29)	Sat 30 Dec (332)	No data	Wed 1 Nov (366)	Thurs 28 Dec (118)	Sat 18 Nov (641)	No data	Sat 18 Nov(1007)	Sat 18 Nov (118)	Sat 18 Nov (436)	No data	No data	
Busiest Day of the Week (Journeys)	No data	No data	Sun	Sat	No data	Sun	Sat	Sat	No data	Sat	Sat	Sun	No data	No data	Sat
Daily Average (Journeys)	40	111	15	145	62	65	31	70	30	31	19	36	425	371	
Peak Time Weekdays (Journeys)	No data	No data	11am	4pm	No data	2pm	11am	11am	No data	5.30pm	11am	11am	No data	No data	
Peak Time Weekends (Journeys)	No data	No data	11am	3pm	No data	2.30pm	11am	11am	No data	2.30pm	12.30pm	11.30am	No data	No data	

## **Moderation factor for Trail Journeys**

**From November 1<sup>st</sup> 2017, a new moderation factor of 3.85, applied to the raw counter data, will give a higher number of journeys than applying the current moderation factor of 4.45, indicating that Trail use may have been under estimated prior to this change.**

Background: As the initial moderation factor was calculated on a small sample size (under 50 surveys) it is recommended that the new moderation factor of 3.85 be applied from this point forward, with recognition that there is a break in time and the different moderation factors must be considered when comparing the two sets of results.

**We have had some issues with a few of our counters – as is obvious from some of the figures in the table above. (In particular, Billies Bridge, Old School Rd and Speargrass Flat Road are showing significant minus figures.) Phil from Be Counted who has supplied these counters and occasionally helps us with our data will be visiting Queenstown in February (on the 7<sup>th</sup>) and will be able to assist with our counter issues then.**

**I also speculate that the incredibly hot weather has contributed to slightly lower numbers out on our trails during December 2017.**

## Appendix 9

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Letter of Support from Queenstown Trails Trust



## QUEENSTOWN TRAILS TRUST

Tuesday, 5 June 2018

Bunn Family  
c/- Firgrove Farm  
297 Morven Ferry Road  
RD1 Queenstown.

Dear Bunn Family

Re: Letter of Support

On behalf of the Queenstown Trails Trust, I am delighted to provide a letter of support for the development of Fir Grove Farm in support of your submission to the District Plan.

The original purpose of Nga Haerenga (The New Zealand Cycle Trail) as outlined by the NZ Government back in 2009 when funding was announced, was to build cycle trails that would provide a healthy and enjoyable way for Kiwis and international visitors to see the country and generate economic, social and environmental benefits for our communities

We are supportive of developments which enhance the experience of users on the Queenstown Trail. The area of your proposed development at the junction of the Twin Rivers Trail and Arrow River Bridges Trail would be a welcome addition to that experience. Services such as café and associated operations enabling trail users to stop, refuel, relax and to take in the spectacular scenery, notwithstanding facilities such as toilets and car parking would support the original plans the Government had in mind with the nationwide cycle trail development.

Since Opening in October 2012, The Queenstown Trail has seen over 1.7m trail journeys, with 530,397 in 2017. These numbers are set to increase significantly as the Queenstown-Central Otago link trail becomes a reality, encouraging more trail journeys from Queenstown, through the Kawarau Gorge to Bannockburn and beyond.

We wish you all of the best with your future plans.

Kindest regards

Mark Williams  
CEO

**QUEENSTOWN TRAILS TRUST**