



# THE NEXT TEN YEARS OF QUEENSTOWN TRAILS

Strategic Plan 2023-2033

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**INSPIRING  
ADVENTURES  
CREATING  
EXPERIENCES  
CONNECTING  
PEOPLE**



## OUR FOCUS

At Queenstown Trails, we're on a mission to keep enhancing our world-class trail network for the benefit of those that choose to live here, and those that choose to visit.

With kaitiakitanga (guardianship and protection of the environment) at our core, we're focussed on developing sustainable trails that offer access to our stunning natural landscapes. Driving behavioural change, providing health and wellbeing benefits, and initiating positive social, conservation and economic outcomes are the reasons why we do what we do.

Whether a runner, biker or hiker, our trails are your trails. We hope you enjoy them.

Left Location: Southern Discoveries Bridge, Credit: Geoff Marks  
Below Location: Macetown Road, Credit: Motatapu



## OUR STORY

We've been connecting our community since 2002, when a group of innovative locals came up with the idea of a network of walking and cycle trails to boost environmental, social and economic benefits; establishing the Queenstown Trails Trust (then known as the Whakatipu Trails Trust) to deliver it.

The initiative got real momentum in 2009 when then Prime Minister John Key announced a multi-million-dollar cycle way fund and Ngā Haerenga, the NZ Cycle Trail, was born.

In 2012, the first Queenstown Trails Great Ride was officially opened, with 120km of off-road trails connecting Queenstown to Gibbston via Frankton, Arrowtown and Jack's Point.

Since then our plans have evolved, our aspirations have grown and our work has transformed what it's like to live, work and play in the Whakatipu Basin.

From commuter trails, to single track, flow trails and backcountry loops, our 200km plus network is inspiring adventures on a daily basis.

More than

# 275,000

trail users annually

# 200km+

of trails

# 50/50

walkers and runners compared with bikers

**+ MORE TRAILS IN THE PLANNING WITH A MIX OF GRAVEL, FLOW, SINGLE TRACK AND BACKCOUNTRY TRAILS**

Location: Jacks Point Trail, Credit: Destination Queenstown





Location: Bush Creek, Credit: Jake Hood

# OUR FUTURE

As the world moves on from a pandemic, more people than ever before are heading for the outdoors to get their wellbeing fix.

This means the work we do has never been more important. And we're not standing still.

We're working hard to further enhance our network. Continuing to broaden the scope of trails we offer, developing links to the Great Ride family of trails and fulfilling the vision, where possible, of a trail close to home for everyone.

As the population grows, and interest in green transport increases, behaviours are changing. Locals and visitors are looking to active modes of transport, that fit with the region's carbon-zero goals. The global increase in cycle tourism, along with an increased awareness and demand for environmentally conscious travel presents an exciting opportunity to support a new kind of regenerative tourism throughout this decade.

And as the go-to organisation for trail advocacy and leadership, we're working hard to prioritise trails that deliver conservation outcomes. We're determined that the trails we build will have a positive impact on the environment and communities they lie in, leaving them better than before.

## Forecast for Cycling in Queenstown – By 2030

Ref; The contribution of biking to the Queenstown Lakes economy – Benje Patterson, 2022

**BIKING'S ECONOMIC IMPACT TO BE 50% THE SIZE OF THE SKI MARKET**

**\$210m+ BIKE VISITOR SPEND**

**MORE THAN 1,000 BIKE SECTOR JOBS**



Location: Twin Rivers Trail, Credit: Destination Queenstown

# OUR BEARINGS

## TRAILS

Alliances • Access • Expansion

## ENVIRONMENT

Kaitiakitanga • Conservation Partnerships • Education

## PEOPLE

Partnerships • Economic Benefits • Health & Wellbeing

## TECHNOLOGY

Navigation • Experience • Connection



# TRAILS

## ALLIANCES ACCESS EXPANSION

Our status as New Zealand's most popular Ngā Haerenga Great Ride remains central to our future and Queenstown Trails is committed to facilitating the shared vision of linking together the 23 Great Rides throughout New Zealand. We believe a continuous 3,000km of off-road trails nationally would be a huge asset for our country and our region, for both locals, and visitors alike. The development and growth of regional trail connections within the wider New Zealand trail context will be a priority for this ten-year period.

Locally, we've adopted the philosophy 'better together', working closely with our trail alliance partners including the Queenstown Mountain Bike Club (QMTBC), Glenorchy Trails Trust (GTT) and Central Otago Queenstown Trails Network Trust (COQTNT) among others. Increasing accessibility and filling gaps in the network is a key focus of our 10-year strategy, for example connecting grade two recreational trails with grade three and four mountain bike tracks.

With a forward focus on a more diverse range of trails, relationships with landowners are key and we'll continue to develop mutually beneficial partnerships. New opportunities such as more multi-day back country tracks, like Mahu Whenua's Coronet Loop, are high on the priority radar, meaning bikers and hikers will enjoy more choice of trails, across all skill levels.

Alongside our partner, the Lightfoot Initiative, we'll continue to advocate for new routes that allow our community to shift to active modes of transport. We hope that by 2033 we will have helped facilitate a greatly improved active transport network, allowing people to get off the roads and onto trails as they make their daily commute to school, work or play.

We'll continue to work closely with the Queenstown Lakes District Council (QLDC) and the Department of Conservation (DOC), building on our existing long-term partnerships to facilitate and manage trail maintenance. Together, we'll ensure the quality and upkeep of the trails is of the highest standard, offering trail users a truly world-class experience.



Location: Coronet Loop, Credit: C. Trahan

# ENVIRONMENT

## KAITIAKITANGA CONSERVATION PARTNERSHIPS EDUCATION

As Kaitiaki, or guardian for the land, protecting and looking after our spectacular natural landscapes is key to our ten-year strategy, and you can expect to see trails at the centre of large-scale conservation projects throughout this decade.

Supporting the Southern Lakes Sanctuary as they work towards the ambitious target of predator free by 2050, will be a cornerstone project, as we identify opportunities to knit together a trail network enabling access for large-scale pest eradication in conjunction with recreational benefits.

As a member of the Whakatipu Conservation Alliance, we're working alongside Mahu Whenua and QEII, supporting Trees that Count, Te Tapu o Tanē and the Whakatipu Reforestation Trust on the restoration of Coronet Peak – another decade long project requiring trail support.

Providing pathways into the back country for restoration, such as trapping, research and planting, as well as educating trail users will

help ensure future generations have access to enjoy and experience our environment. Along with the trails comes community engagement, as trail users are inspired to learn about, connect with and participate in conservation initiatives as a consequence of their passion for the outdoors.

We'll be seeking out education initiatives that inspire youth and communities to embrace the eco-systems and environments the trails deliver them into. Through native planting, riparian restoration and predator trapping, our trails enable education and drive behavioural change.

Closer to our urban areas, we'll continue our contribution to climate change by encouraging people out of their cars and onto the trails for their daily commute. Partnering with Waka Kotahi, we'll help facilitate an active transport network of safe, integrated trails, that reduce vehicle emissions, ease congestion and enhance health and wellbeing.



Location: Coronet Face, Credit: Whakatipu Reforestation Trust

# PEOPLE

## PARTNERSHIPS ECONOMIC BENEFITS HEALTH & WELLBEING

As the Māori proverb says, what is the most important thing in the world?

*He tangata, he tangata, he tangata.  
It is people, it is people, it is people.*

And this continues to be the principle at the heart of everything we do. Trail users, volunteers, donors and funders, stakeholders and partners, all play a key role in ensuring the ongoing success of the Queenstown Trails work.

A strategic shift towards a more collaborative approach will define this ten-year period. We will further build on relationships with Iwi, conservation groups, other trail entities, Local Government, landowners and others to achieve bigger and better outcomes for communities, the local economy and the environment.

Opportunities to support further development of the trail commerce environment, from small local companies to large scale events, will be explored and added to the offering. From coffee carts, food trucks and bike hire, to cycle tours and supporting infrastructure, we see the businesses surrounding and supporting our trails as an important part of the user experience.

Already well known as a cycle friendly destination we're committed to supporting Destination Queenstown's Biking Market Development Plan to put the Whakatipu Basin on the world's best places to ride map.





# TECHNOLOGY

## NAVIGATION EXPERIENCE CONNECTION

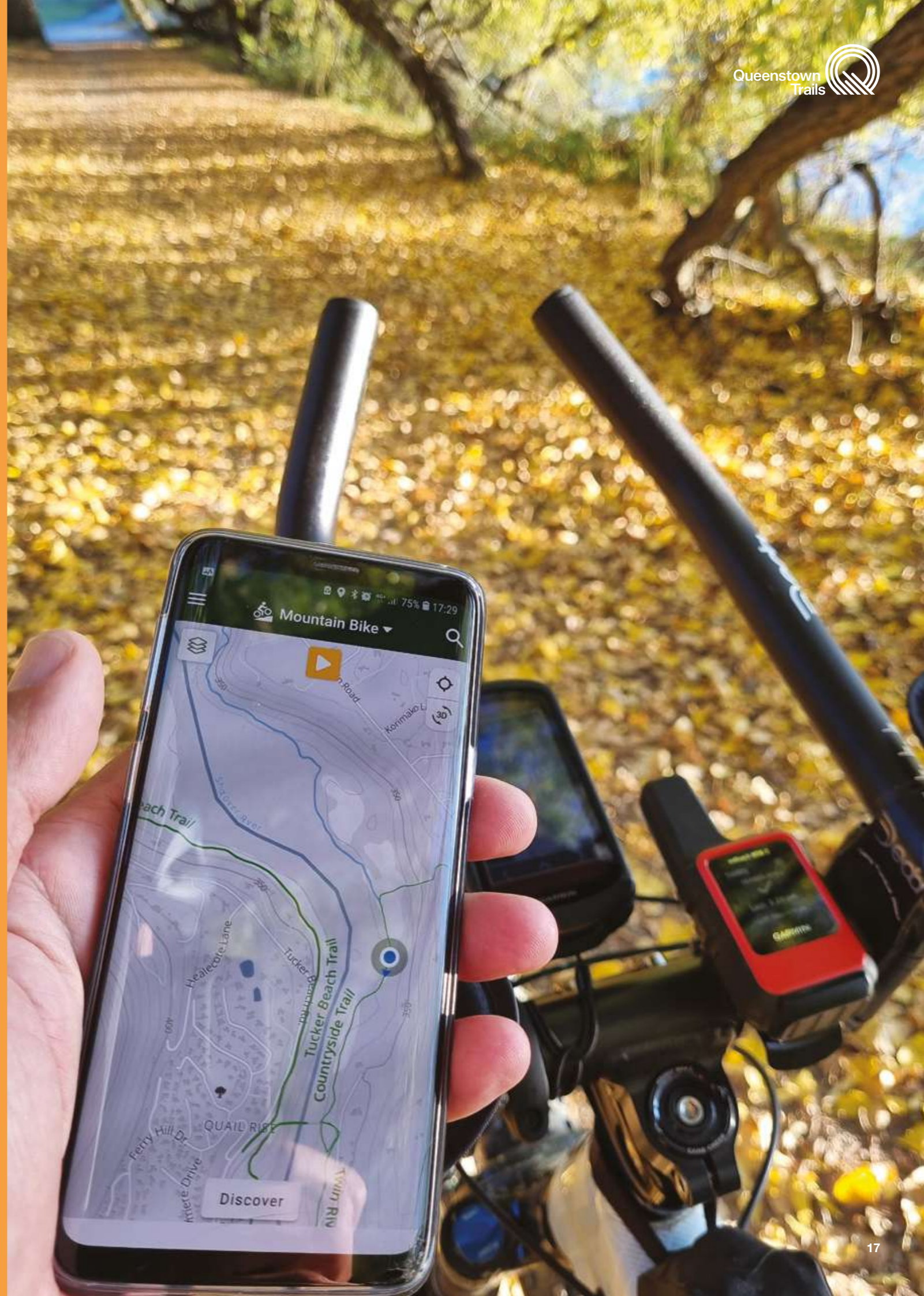
Technology plays an important role in trail development and enabling a seamless experience for trail users. It's also an important tool for connecting with our audiences.

From way finding and route planning, to information sharing and feedback, we'll be continuously working to integrate up to date technology into our trail user experience throughout this decade.

Keeping up with progress in bike innovation will be key to our ongoing success. The global growth in e-bikes particularly, highlights opportunity for us to use technology in the development of trail infrastructure, such as charging stations in remote locations, water reticulation and rest stops.

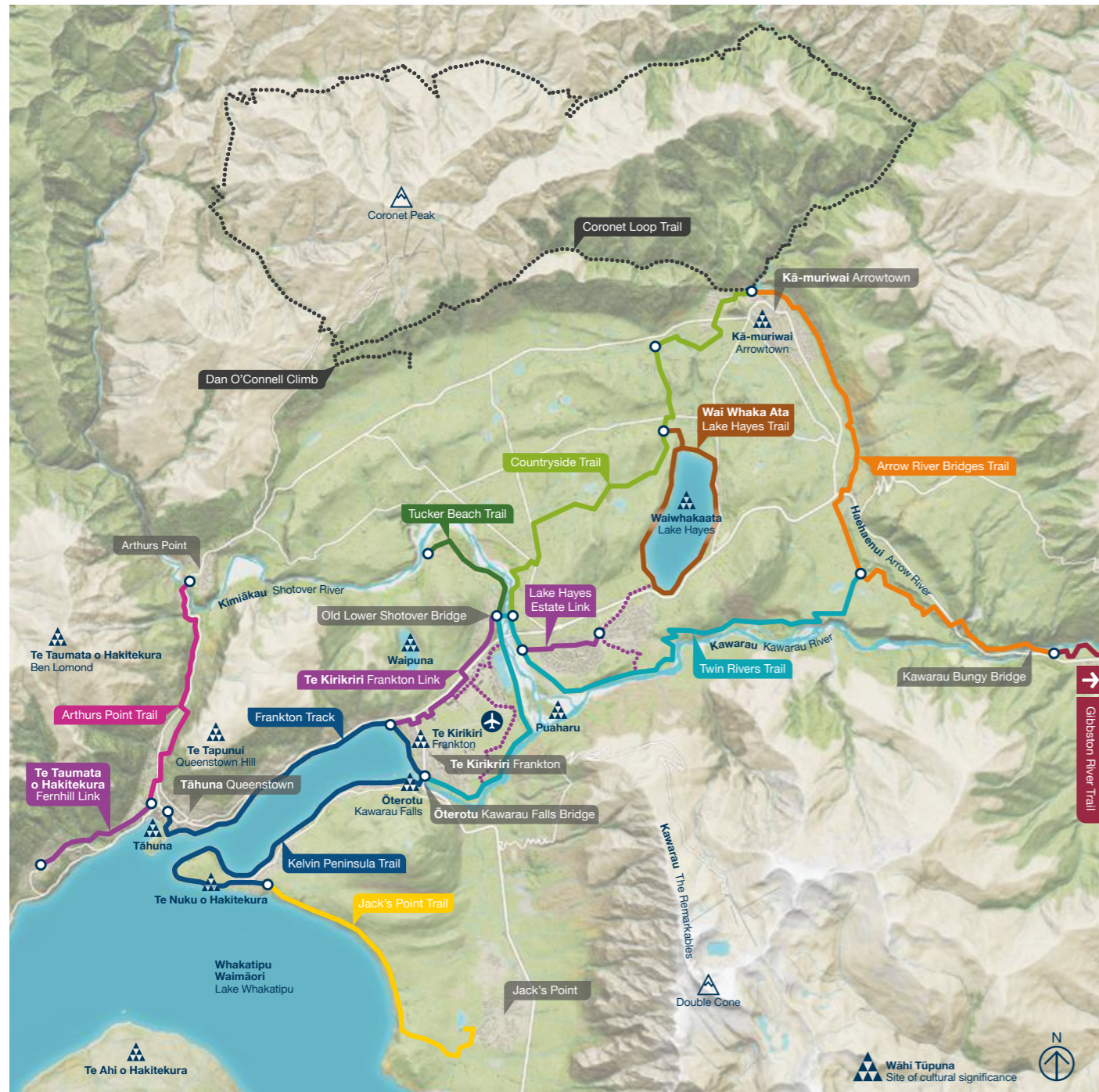
By better harnessing and analysing data about trail use, we will tailor our actions to suit demand as it evolves.

As a not-for-profit, our need for funds is ongoing, and we'll be exploring how technology can support our fundraising efforts. From trailhead tech, to digital donations, you'll see us hustling, so we can keep delivering world-class trails for all to enjoy.

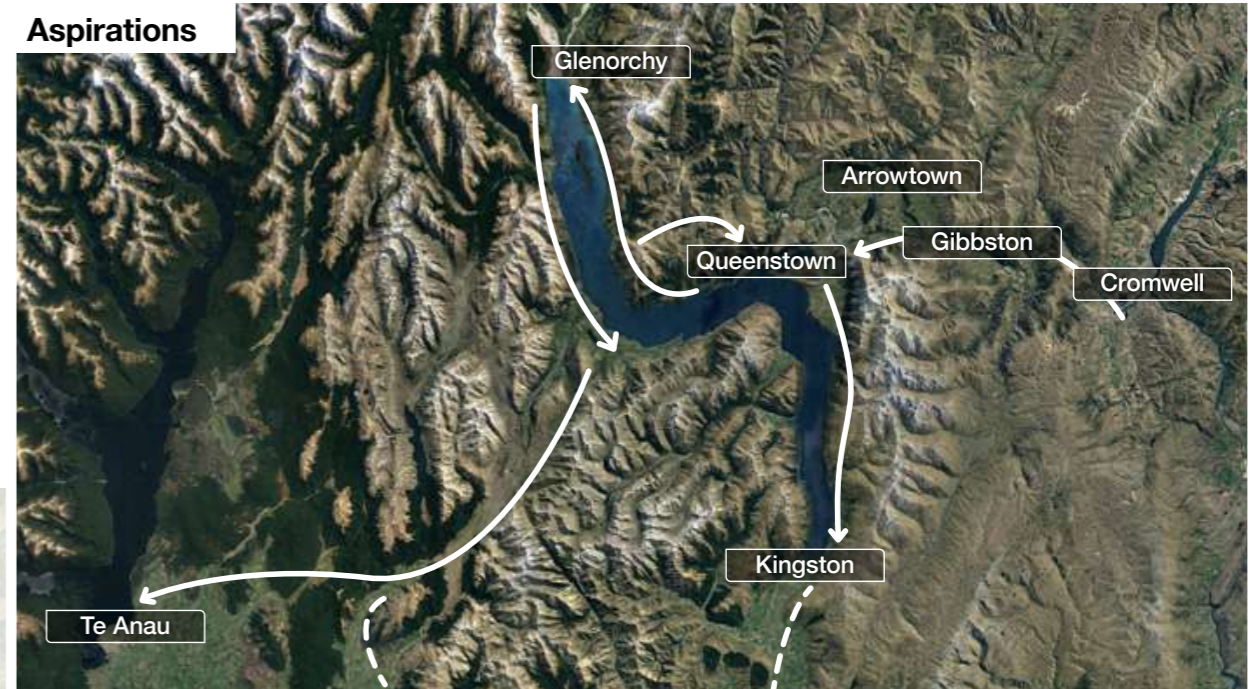


# OUR NETWORK

Our trail network is a constantly evolving asset. For detailed navigation maps please visit [queenstowntrails.org.nz/maps-and-trails/](https://queenstowntrails.org.nz/maps-and-trails/). For an overview of our current trail network, see below. For a sneak peek of what's to come, see the opposite page.



## Aspirations

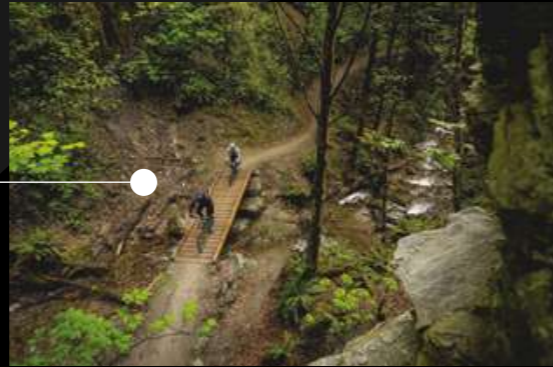


# OUR PROJECTS

Current/Recent Projects

**Bush Creek Trail**  
5.5km Singletrack

Upgraded climbing trail and construction of eight bridges (forms part of Coronet Loop Trail)



**Hot Rod Trail**  
2km Flow Trail

Linking Coronet Face Water Race to valley floor



**Upper Hot Rod**  
2km Flow Trail

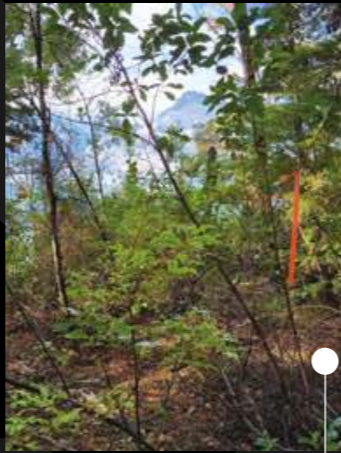
Linking Rude Rock to Hot Rod

**Lower Shotover Trail**  
1km Singletrack

Re-instate single track on the eastern side of the Lower Shotover below sand cliff slip

**Lake Hayes Estate To Gibbston**  
7km Dual Use Trail

Tying into the Active Transport Network bridge at Widgeon Place, a dual use trail that follows the southern bank of the Kawarau River to a new underpass at Gibbston Valley Winery



**Sunshine Bay to 12 Mile**  
5km Dual Use Trail

Application to DOC for off-road link between Queenstown, 7 Mile and 12 Mile Delta (linking in to Moke Lake & Moonlight Trails)

**Arthurs Point to Arrowtown**  
14km Dual Use Trail

Queenstown Trail Expansion Project (Stage 1). Links to Coronet Peak MTB Trails and Coronet Loop en route to Arrowtown via Mill Creek and Millbrook



**Arthurs Point to Tucker Beach**  
7km Dual Use Trail

Queenstown Trail Expansion Project (Stage 2). Links Tucker Beach Trail to Arthurs Point through the Shotover Gorge with a new bridge at Tucker Beach and historic tunnel



**Queenstown to Glenorchy**  
35km Dual Use Trail

Continuation of off-road route linking all the way to Glenorchy. World Trails to deliver feasibility report 2023. Project in conjunction with QT-GY Trails Alliance



**Jacks Point to Frankton**  
15km Active Travel Route

Advocating on behalf of the community for A7 route



**Big Hill Descent**  
15km Singletrack

Alternative finish to the Coronet Loop with new purpose built climb and downhill track

**Jims Way Crossing**  
3km Active Transport Route

A2 Route – Old Lower Shotover Bridge to Glenda Drive – joint project with the Lightfoot Initiative and Waka Kotahi

**Coronet Loop Trail**  
50km Backcountry Singletrack

Developed in conjunction with Mahu Whenua Open Space Covenants and QEII National Trust



# OUR PEOPLE

Introducing our small, passionate team of trail blazers.

## Our Board of Trustees



**Mike Walker**  
Chairman



**Andy Brinsley**  
Deputy Chairman



**Wendy Pannett**  
Trustee



**John Edmonds**  
Trustee



**Mark Townsley**  
Trustee



**Gavin Bartlett**  
QLDC Representative



**Steve Hall**  
Trustee



**Sarena Glass**  
Trustee



**Rosie Hill**  
Trustee



**Warwick Goldsmith**  
Trustee

## Our Patrons



**Tony McQuilkin**  
Patron



**Jonty Edgar and Family**  
Patron



**Mark (Willy) Williams**  
CEO



**Kat Bulk**  
Projects



**Emily O'Leary**  
Partnerships

## Our Executive Team

# OUR APPRECIATION

We'd like to take this opportunity to say thank you for showing an interest in the next ten years of Queenstown Trails. We simply couldn't do what we do without the support of you, our community, and we really appreciate it.

Thank you to all those that donate to us. From large sums to small change, every donation counts.

If you're interested in supporting us, visit [queenstowntrails.org.nz/get-involved/become-a-friend/](https://queenstowntrails.org.nz/get-involved/become-a-friend/) or contact [info@queenstowntrail.org.nz](mailto:info@queenstowntrail.org.nz)

If you'd like to learn more about who we are and what we do visit [queenstowntrails.org.nz](https://queenstowntrails.org.nz).

Here's to another ten years of building world-class trails in a world-class destination!



**SUPPORT THE NETWORK**



