



**QUEENSTOWN
TRAILS TRUST**

Trail Count Report

For period: Oct 18 2012 – July 31 2016



By: Mandy Kennedy for the Board of Trustees

Date: 8 August 2016

Executive Summary

A total 934,609* trail journeys and *4,159,010 total trail movements (clicks) since opening in October 2012, this includes 238,179 (135,042 excluding the PTC₃ counters which are located at Arrowtown on the Millennium Track and on the Gibbston River Trail) journeys so far in 2016 (Jan 1 – 31 July), compared to 118,317 in same period in 2015, a whopping 101% increase YOY! OR if we exclude the PTC₃ counter data a nice and healthy 14% increase.

Saturday is the busiest day of the week and Thursday 28 Jan (2016) was the busiest day in 2016 with 1,040 journeys on the Twin Rivers Trail (Billies Bridge).

With the new data from the PTC₃ counters, so far this year, Arrowtown's Millennium Track is still proving to be the most popular trail, seeing an average of 12,783 monthly trail journeys this year, equating to 37.1% of all Queenstown Trail traffic. Followed by Frankton Track (13.7%), Lake Hayes Circuit (13.7%), Kelvin Peninsula (6.1%) and Gibbston River Trail (5.6%) - it is great to see so many in our community and visitors enjoying the trail network.

This month, we included year on year data into the report, for total trail journeys and for each trail individually. You'll see that year to date, 2016 is showing a very healthy 14% increase on trail journeys. This is excluding counts from the new PTC₃ counters.

Queenstown Trail Total Journeys By Year - October 01, 2012 to July 31, 2016

Fig1. Includes data from new PTC₃ counters

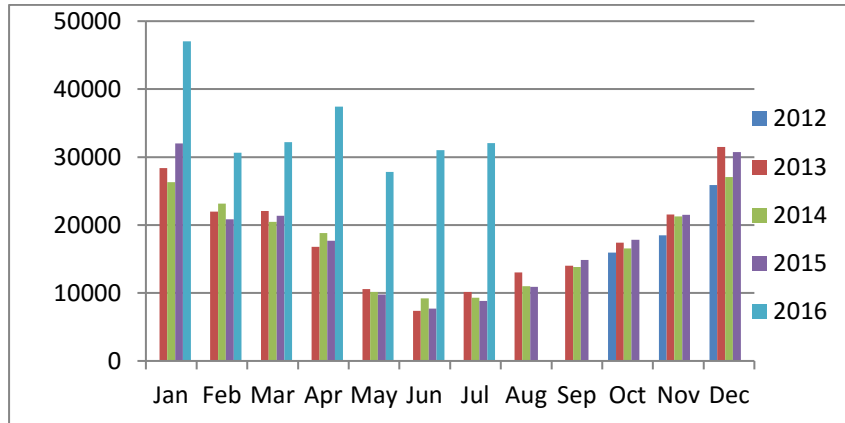
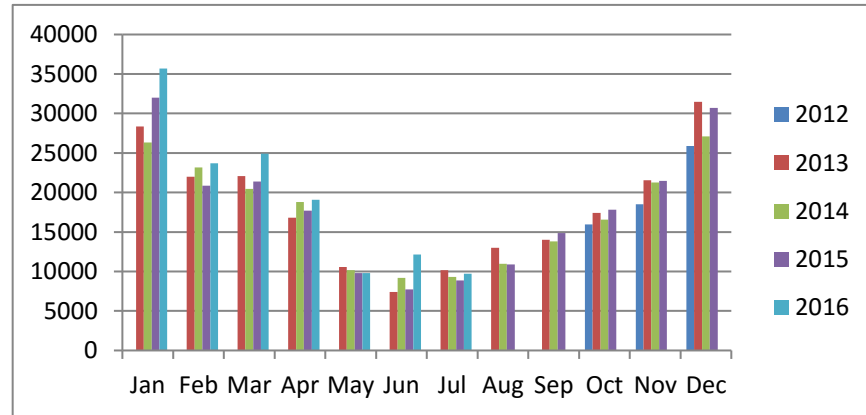


Fig2. Shows data without PTC₃ Counters



Total Trail Journeys Year on Year Increase %

Year on Year Increase

** 2013 compares Oct/Nov/Dec data (months trail was open in 2012)*

*** 2016 data compares same period the year previous (Jan-July) and excludes the PTC3 counters in Arrowtown and Gibbston*



Summary of Trail Counts from October 01 2012 - July 31 2016

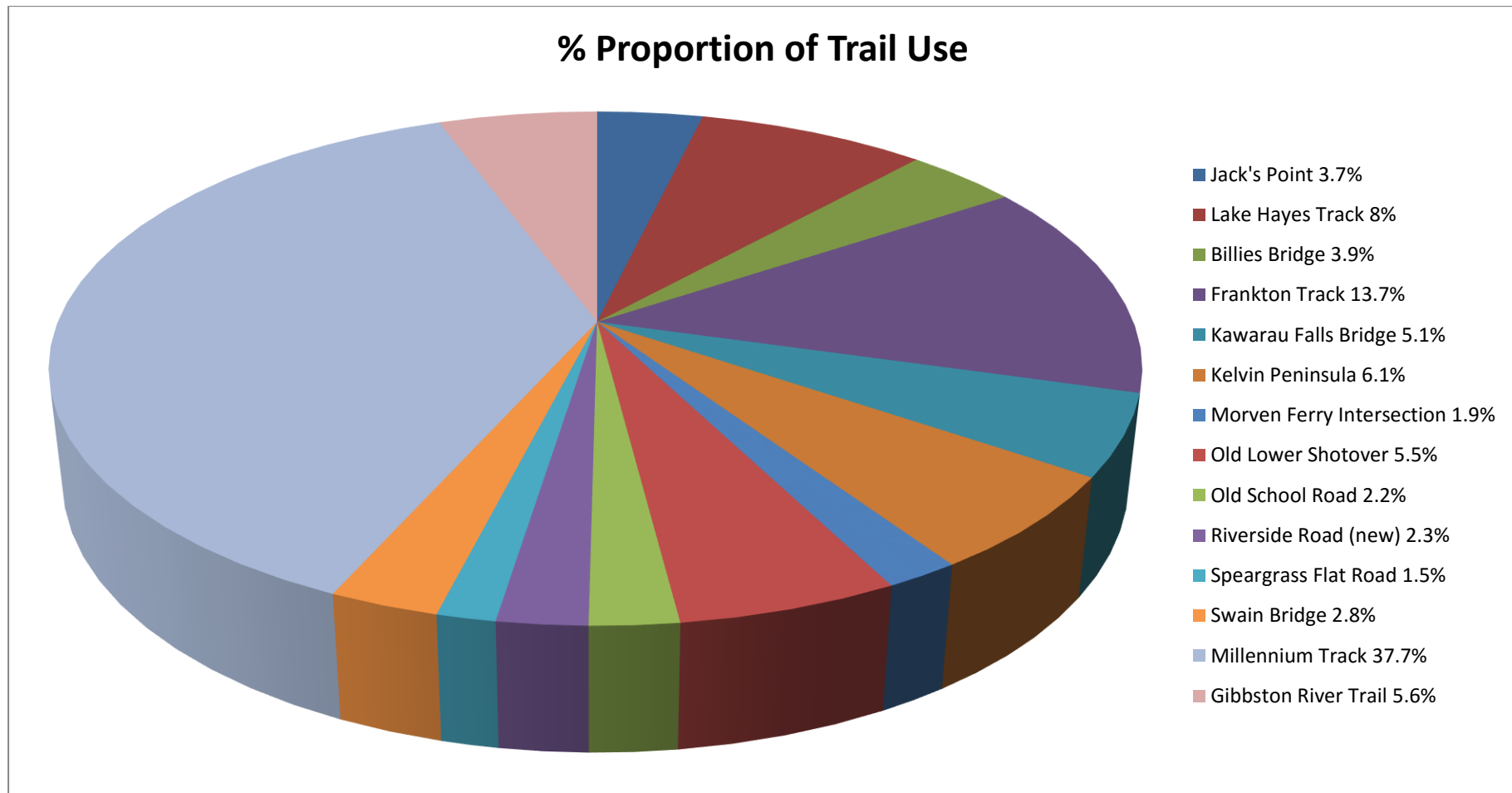
Summary of Counts Oct 2012 - current	Billies Bridge	Frankton Track	Kawarau Falls Bridge	Kelvin Peninsula (new)	Morven Ferry (formerly Edgar Bridge)	Old Lower Shotover Bridge	Old School Road	Riverside Road (New)	Speargrass Flat Road	Swain Bridge	Lake Hayes Circuit (DoC)	Jack's Point (DoC)	Millennium Track (PTC3)	Gibbston River Trail (PTC3)	TOTALS
Total Journeys	33,642	217,993	79,933	63,419	35,337	81,571	44,514	39,110	23,111	38,760	122,448	51,634	89,848	13,289	934,609
Total Movements (clicks)	149,707	666,196	355,702	282,215	157,250	362,991	198,087	174,040	102,844	172,482	544,894	229,771	399,824	59,136	4,159,010
YOY increase (2015) %	167%	-1%	3%	14%	-29%	-2%	-23%	0%	29%	8%	3%	4%	No data	No data	
Peak Day (Journeys)	Thu 28 Jan 2016 (1,041)	Sat 21 Nov 2015 (1,478)	Tue 31 Dec 2013 (189)	Tue 1 Mar 2016 (816)	Sun 28 Oct 2012 (223)	Sat 21 Nov 2015 (783)	Wed 24 Dec 2014 (1,293)	Sat 21 Nov 2015 (966)	Tue 26 Nov 2013 (1069)	Sat 21 Nov 2015 (351)	No data	No data	No data	No data	
Max & Min Average (Journeys)	Jan (65) / June (5)	Dec (260) / June (68)	Jan (102) / Oct (54)	Jan (68) / June (25)	Jan (53) / June (8)	Jan (93) / June (34)	Jan (93) / July (34)	Nov (35) / July (16)	Dec (67) / June (7)	Apr (37) / July (16)	No data	No data	No data	No data	
Busiest Day of the Week (Journeys)	Sunday	Saturday	Sunday	Sunday	Sunday	Saturday	Saturday	Saturday	Saturday	Saturday	No data	No data	No data	No data	
Daily Average (Journeys)	25	154	78	45	26	58	38	25	17	28	No data	No data	No data	No data	
Peak Time Weekdays (Journeys)	11AM	5PM	12PM & 5PM	2.30PM	12.30PM	11AM	11.30AM	5PM	11AM	11AM	No data	No data	No data	No data	
Peak Time Weekends (Journeys)	11.30AM	5PM	11AM	10.30AM & 2.30PM	12PM & 3PM	11AM	10AM	11AM	12PM	11AM	No data	No data	No data	No data	

TOP 5 TRAILS 2016

*Year to date – January to July 2016

	Trail Counter / Section	*Monthly Average Journeys	% of Total Trail Traffic
1.	Millennium Track, Arrow River Bridges Ride	12,835	37.7%
2.	Frankton Track, Lake Wakatipu Ride	4,668	13.7%
3.	Lake Hayes Circuit	2,730	8%
4.	Kelvin Peninsula, Lake Wakatipu Ride	2,059	6.1%
5.	Gibbston River Trail	1,898	5.6%

Proportion of Trail use by Counter January 1 to July 31 2016



Results

A total of 4,159,010 trail movements ('clicks') or 934,609 trail journeys of the Queenstown Trail were recorded between the opening of the Trail on October 18, 2012. The peak usage day so far in 2016 with 1040 trail movements counted on Billies Bridge, on the Twin Rivers Ride. Generally, the busiest days on the Trail occur over the weekend – Saturday predominantly.

The Frankton Track and Riverside Road show high levels of usage during week days around 5pm, showing that the trail offers a level of local commuting use beyond recreational riding and walking.

The most frequented trail has traditionally been The Frankton Track since the opening of the trail, until the introduction of new PTC₃ trail counters on the Millennium Track in Arrowtown (and Gibbston River Trail). The Millennium Track is showing big numbers of users, an average of 12,783 monthly trail journeys year to date in 2016, equating to 37.7% of all trails traffic.

Trail journeys in June and July this year are up considerably on the same period in 2015, with June showing a substantial *57% increase and July up *10%. We can assume that the unseasonably warm winter weather is encouraging people to get out on their bikes and utilise the trails. This is great news for cycling, not so great for the ski fields in this early part of the season. Trail maintenance and closures on over winter have not impacted on numbers.

Data for the reporting period from the following sites –Kawarau Falls Bridge and Old School Road have been moderated as data has been missing from some of the months; the moderation is based on historical and present data when the counters were performing adequately. We have also moderated data from the Gibbston River Trail PTC₃ counter as its reporting unusually high clicks for May, June and July. We are currently investigating this counter. As we now have access to DoC counter information for Jack's Point and Lake Hayes Trails and we have incorporated this data best we can into the overall report, in particular graphed reports. We will be undergoing research with regard to the weighting (of 4.45 clicks) used to moderate the trail movements in order to ensure we are producing the most accurate data we possibly can.

**These % do not including the PTC₃ counter data, so we can compare like for like.*

Background

The Queenstown Trail is a 120km walking and cycling trail connecting the communities of Queenstown, Frankton, Arrowtown, Gibbston and Jack's Point.

The trail was officially opened on October 18, 2012 - this report provides an indication on the total number of movements also known as trail movements or 'clicks' recorded as a trail user passes one of the counting sites. Research to travel patterns has been collected via limited survey data on travel patterns which indicate a rider passes an average of 4.45 counter stations. Assuming this is the case, there were some **934,609** unique trail journeys completed since the opening of the Queenstown Trail.

Methodology

10 "Eco-Counters" are located at key entrance points and structures along the trail network. The counters consist of a heat sensitive sensor and data logger. Each sensor is hidden within a timber post or similar at a point of constriction to count people as they pass on foot or bike. For each count the time and day is recorded and with the new technology we can report on either pedestrian or cycle traffic and direction there-of. With the original counters (installed September 2012), the data was wirelessly uploaded in the field to a laptop and then uploaded to a cloud based application that analyses the data and provides reports. The new counters (four in total) distinguish between walkers and cyclists and report on the direction of movement. The software now offers an auto-upload into Eco Counter software which enables us to read the data at any time we wish, which is presently on a quarterly basis. These four new counters were installed on June 26th and October 7th, 2014. The new software and counters are considered to be more accurate and are able to be monitored online. Any apparent false data can be moderated by the software application and this is now monitored on a monthly basis to ensure we quickly see and amend any anomalies. Since July 2015 we have been able to access data for both Jack's Point and the Lake Hayes Track via the Department of Conservation (DoC) trail count technology. The counter technology utilised for these two trails is based on a 'click' each time a person passes the counter, there is no methodology applied to these trails as they are both linear. PTC₃ counter technology has been purchased by QTT and installed at two additional sites, Arrowtown's Millennium Track and the new Gibbston River Trail. From March 2016, data from these two new sites will be included in the overall trail count. Total counters on the Queenstown Trail is now 14.