



QUEENSTOWN
TRAILS TRUST

Trail Count Report

For period: Oct 18 2012 – March 31 2017



By: Mandy Kennedy for the Board of Trustees

Date: 03 April 2017

Executive Summary

A total 1,294,144 trail journeys and 5,758,941 total trail movements (clicks) since opening in October 2012, this includes 114,982 journeys so far in 2017, compared to 109,538 in the same period in 2016, a nice 5% increase year on year so far.

NB: The data for Arrowtown's Millennium Track counter is not adding up, hence we have moderated the data for 2017 and we will investigate the problem and report back next month.

When comparing 2016 versus 2017 total journeys year to date we are seeing some strange trends, a bizarre 69% decrease at Billies Bridge tells us they may have been a problem with the counter in 2016 or an event we didn't know about (Jan 2016 saw 5178 journeys compared to Jan 17's 1115). Trail journeys are also substantially down on the Kelvin Peninsula trail with a 29% decrease on same period last year, with Jan and March in particular showing much less traffic in 2017. However on the plus side Morven Ferry (Edgar Bridge) is showing a 44% increase in journeys and Gibbston River Trail a whopping 229%, the latter could be down to a faulty counter (I'm not convinced the PTC3 counters work that well). Otherwise we are seeing a nice steady increase on all other trails.

When we split the Queenstown Trail into the individual rides and look at % proportion of trail use, Millennium Track in Arrowtown receives the biggest share of use with nearly 20%, Frankton Track receives 16% and both the Gibbston River Trail and Lake Hayes Circuit both see 11% of all traffic (with Gibbston up from 3% in 2016!).

As of 31st March, QLDC have installed a new Eco-Visio counter at the Horne Creek Bridge, Marine Parade, this will capture data for the Queenstown Trail (and the QT Masterplan) and already the numbers are impressive (3,199 movements on first day!). We will look forward to boosting our numbers by adding this counter into our next report.

Introduction

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 **1,294,144** 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 number of counters on the Queenstown Trail is now 14.

Summary of Trail Counts from October 2012 – March 31 2017

| Summary of Counts | 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 | Jack's Point (DoC) | Lake Hayes Circuit (DoC) | Millennium Track (PTC3) | Gibbston River Trail (PTC3) | TOTALS |
|---|------------------|-----------------|----------------------|------------------------|--------------------------------------|---------------------------|-----------------|----------------------|----------------------|------------------|--------------------|--------------------------|-------------------------|-----------------------------|-----------|
| Total Journeys (2012-2017) | 47,852 | 279,619 | 108,537 | 83,799 | 46,609 | 108,028 | 57,991 | 50,410 | 31,402 | 53,173 | 66,491 | 166,576 | 157,705 | 109,929 | 1,294,144 |
| Total Movements (clicks) (2012-2017) | 212,941 | 947,589 | 482,990 | 372,906 | 207,410 | 480,725 | 258,060 | 224,325 | 139,739 | 236,620 | 66,491 | 166,576 | 157,705 | 109,929 | 5,758,941 |
| Total Journeys (2016) | 21,066 | 75,733 | 31,352 | 29,089 | 11,218 | 31,365 | 15,286 | 13,499 | 9,689 | 16,206 | 18,522 | 47,517 | 135,240 | 97,585 | 553,367 |
| Total Journeys Year to date (Jan - Mar 2016) | 8,136 | 18,269 | 9,169 | 8,051 | 3,131 | 7,439 | 3,389 | 3,197 | 2,026 | 4,334 | 4,452 | 12,374 | 21,819 | 3,752 | 109,538 |
| Total Journeys Year to date (Jan - Mar 2017) | 2,539 | 18,570 | 9,443 | 5,701 | 4,520 | 8,292 | 3,489 | 3,186 | 2,118 | 4,769 | 5,071 | 12,475 | 22,465 | 12,344 | 114,982 |
| YOY Trail Journey Growth % (Jan-Mar) | -69% | 2% | 3% | -29% | 44% | 11% | 3% | -0.38% | 5% | 10% | -2% | 4% | 3% | 229% | |
| Peak Day (Journeys) 2017 | Tue 10 Jan (126) | Mon 2 Jan (345) | No Data | Wed 29 Mar (548) | Wed 8 Mar (212) | Sat 25 Mar (192) | No Data | Mon 2 Jan (67) | Mon 2 Jan (58) | Thur 5 Jan (127) | No data | No data | No data | No data | |
| Busiest Day of the Week (Journeys) | Saturday | Monday | No data | Wed | Saturday | Saturday | No Data | Saturday | Saturday | Saturday | No data | No data | No data | No data | |
| Daily Average (Journeys) | 28 | 206 | No Data | 63 | 50 | 92 | No Data | 35 | 24 | 53 | No data | No data | No data | No data | |
| Peak Time Weekdays (Journeys) | 11AM | 5.30PM | No Data | 2PM | 11AM | 3PM, | No Data | 5PM | 5PM | 11AM | No data | No data | No data | No data | |
| Peak Time Weekends (Journeys) | 11.30AM | 10.30AM | No Data | 2.30PM | 11AM | 11AM | No Data | 9AM | 2PM | 11AM | No data | No data | No data | No data | |

-2016-

**TOTAL TRAIL
JOURNEYS TO DATE**

(Jan – Mar)

109,538

-2017-

**TOTAL TRAIL
JOURNEYS TO DATE**

(Jan – Mar)

114,982

Total Trail Journeys - Year on Year Increase %

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

***2016 data excludes the PTC3 counters in Arrowtown and Gibbston*

****2017 data compares the year to date (Jan-Mar)*

| Year | % Increase |
|---------|-------------|
| 2013* | 17% |
| 2014 | -3% |
| 2015 | 3.2% |
| 2016** | 11% |
| 2017*** | 5% |

Results

A total of 5,758,941 trail movements ('clicks') or 1,294,144 trail journeys of the Queenstown Trail were recorded since the opening of the Trail on October 18, 2012. The peak usage day so far in 2017 was Wednesday 29 March with 548 trail movements on the Frankton Track (Lake Wakatipu Ride). Generally, the busiest days on the Trail occurs over the weekend – Saturday predominantly.

The Frankton Track and Riverside Road counters 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 Millennium Track is still leading the way with the greatest number of trail journeys with 12,344 in 2017 so far, taking the largest share of total trail traffic (19.5%), followed by Frankton Track with 18,570 trail journeys so far in 2017, taking 16% share of all trail traffic and pretty much neck and neck third place, Lake Hayes Circuit saw 12,475 trail journeys so far this year with 11% share of trail traffic and Gibbston River Trail saw 12,344 trail journeys equating to 11% share of all traffic (up from 3% last year when comparing same period Jan-Mar2016). Please bear in mind Millennium Track figures have been moderated this year due to an issue with the counter. We will review this once we have rectified the issue.

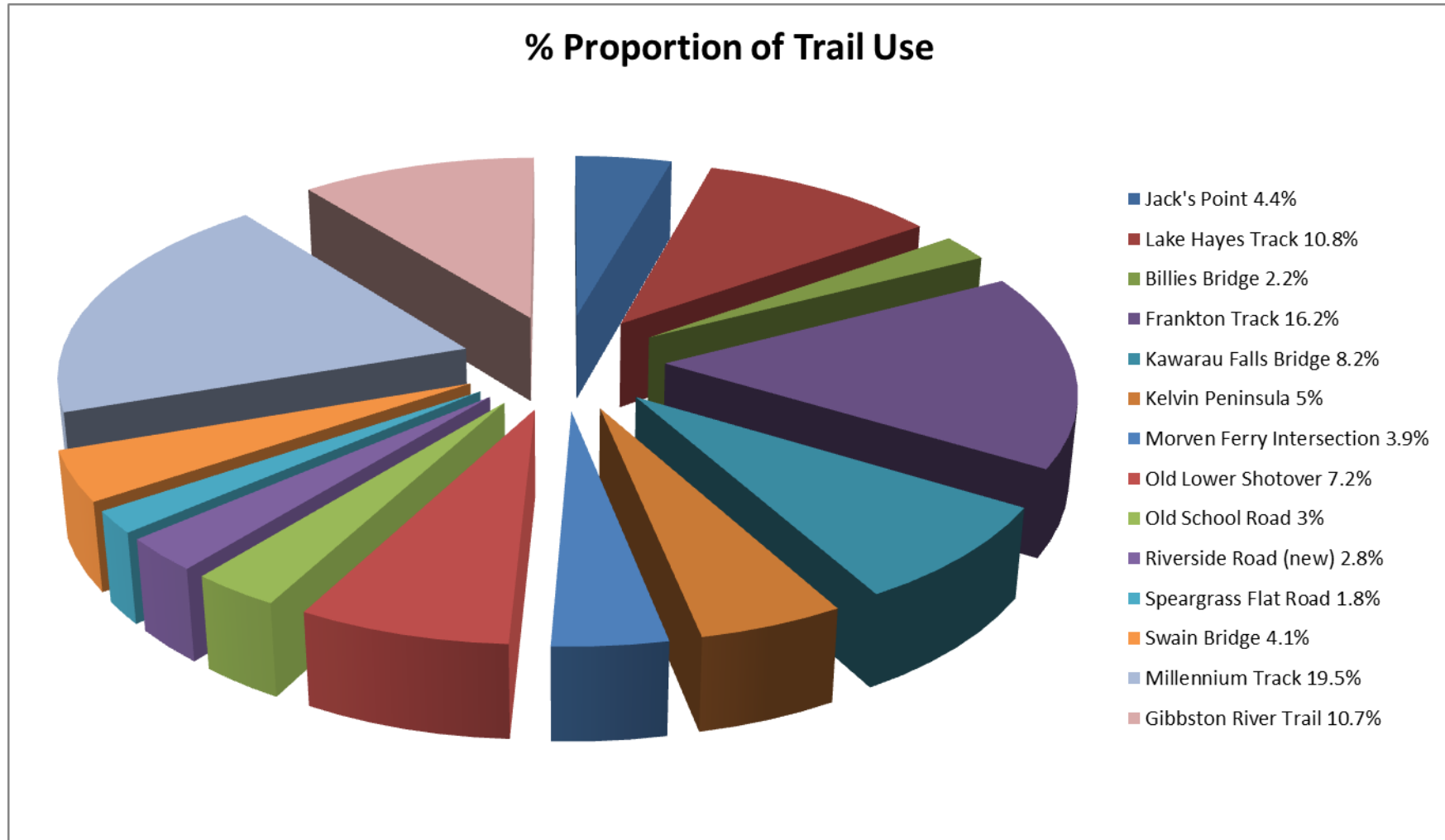
Data for the reporting period from the following sites – Kawarau Falls Bridge and Old School Road have been moderated as data has been missing from some of the months; the moderation is based on historical and present data when the counters were performing adequately. As we now have access to DoC counter 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 are currently 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.

TOP 5 TRAILS 2017

January 01 – March 30 2017

| Trail Counter / Section | 2017 Trail Journeys | % of Total Trail Traffic |
|--|----------------------------|---------------------------------|
| 1. Millennium Track, Arrow River Bridges Ride | 22,465 | 19.5% |
| 2. Frankton Track, Lake Wakatipu Ride | 18,570 | 16% |
| 3. Lake Hayes Circuit | 12,475 | 11% |
| 4. Gibbston River Trail | 12,344 | 11% |
| 5. Kawarau Falls Bridge (moderated) | 9,443 | 8% |

Proportion of Trail Use by Counter – 2017 (year to date Jan – Mar)



Queenstown Trail Total Journeys October 01, 2012 to December 31, 2016

Fig1. Includes data from new PC3T counters

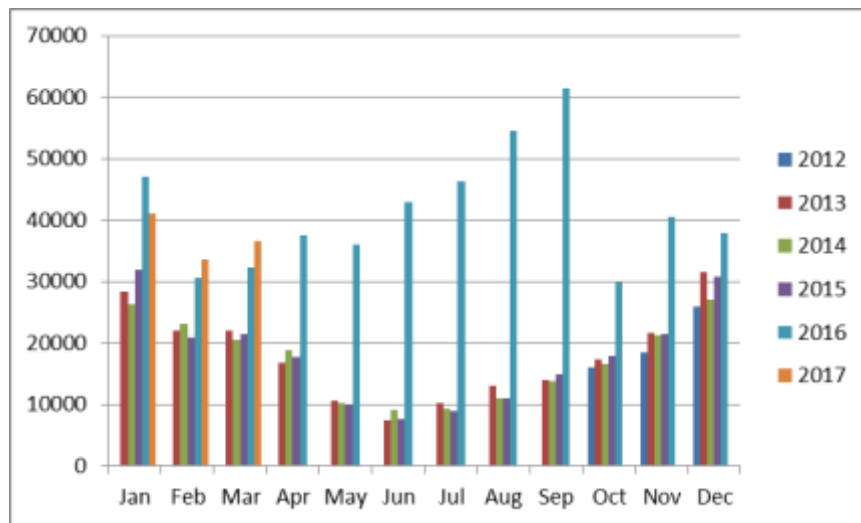


Fig2. Shows data without PC3T Counters

