

Waitangi Mountain Bike Park

# Information Pack



# About the park.....

Focus Paihia have been working closely with the Department of Conservation for the past 2 years to obtain a Management Agreement to build a world class mountain bike park in the Waitangi Endowment Forest. On Wednesday 8 July 2015 the legal agreement was finally signed.

After two years of pain-staking work this is a significant accomplishment and is a magnificent opportunity to create a land based, all weather, all year sporting activity available for all of the Bay of Islands communities and our visitors.

## OUR VISION

To create & maintain a world class mountain bike facility which embraces and celebrates the cultural heritage of the area and provides a land based, healthy activity for people of all ages to enjoy all year round.

## BACKGROUND

Focus Paihia is a community trust created to make Paihia an exceptional place to work, live and play.

Whilst the Bay of Islands is renowned for its large range of water based activities, it has very few land based adventures. An opportunity was seen to develop the existing Waitangi Endowment Forest land which is administered by the Department of Conservation, into a World Class Mountain Bike Park without interrupting the existing commercial forestry business.

The Waitangi Mountain Bike Park will open up the forest and attract far more use of this magnificent area. It will be a world class mountain bike park in the Bay of Islands, adding a much needed land-based activity for all, locals and tourists alike. Driven by **Tiffany & Robin Holland**, supported by **Jeff Carter of Southstar Trails**, this project will have positive affects throughout the Bay of Islands and the wider community in social, health and economic terms.

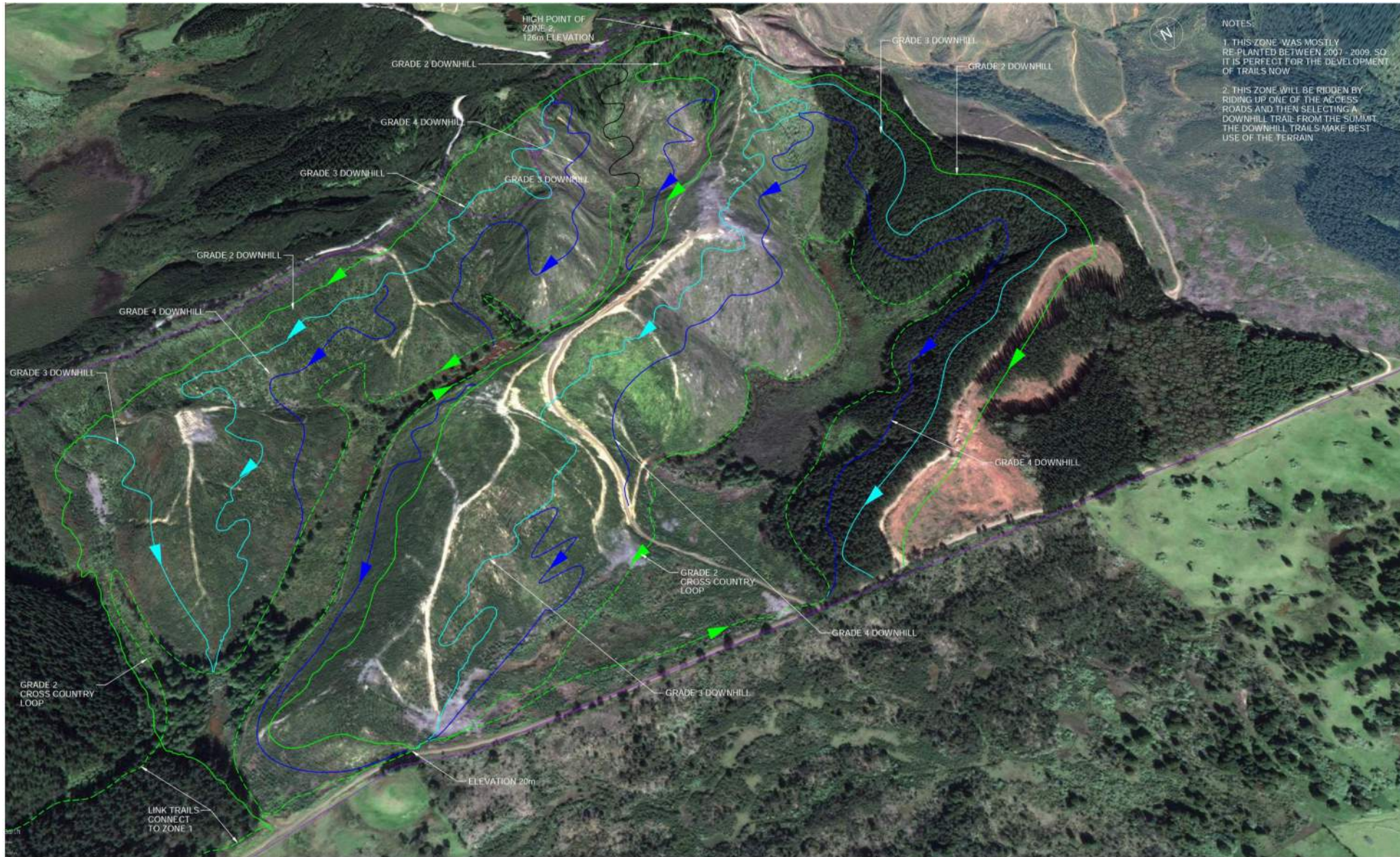
The Master Plan for the Waitangi Mountain Bike Park contains 5 zones which will be developed in three stages.

- Stage 1 - Zones 2 & 3 – Trails totalling 39kms and includes a pilot trail of 1.9kms
- Stage 2 - Zones 1 & 4 – Trails totalling 26kms
- Stage 3 - Zone 5 – Trails totalling 7kms
- A total of 70+kms costing an estimated \$1.3m

Based on our Master Plan for the Park, we have been advised that the Park will easily achieve a 'Silver Level' status with the International Mountain Bike Association. This will make our Park only the second to be awarded this status in New Zealand. To achieve a silver rating requires facilities that have a definite WOW factor, which will encourage riders to return for multiple visits, and to bring other riders with them to experience what's on offer. The trails will be "landmark trails" – a term used to describe trails that are so amazing you can't wait to ride them again. The Waitangi Mountain Bike Park will be a series of sustainable, fun, exciting and interesting trails that are informative as well as environmentally and culturally friendly.




# Stage 1, Zone 2 .....



NOTES:  
 1. THIS ZONE WAS MOSTLY RE-PLANTED BETWEEN 2007 - 2009, SO IT IS PERFECT FOR THE DEVELOPMENT OF TRAILS NOW.  
 2. THIS ZONE WILL BE RIDDEN BY RIDING UP ONE OF THE ACCESS ROADS AND THEN SELECTING A DOWNHILL TRAIL FROM THE SUMMIT. THE DOWNHILL TRAILS MAKE BEST USE OF THE TERRAIN.

 <b>SOUTHSTAR TRAILS</b> ROTORUA PH (07) 3456307, 021619954 www.southstartrails.co.nz	REFERENCE DRAWINGS	
	DWG No	DESCRIPTION

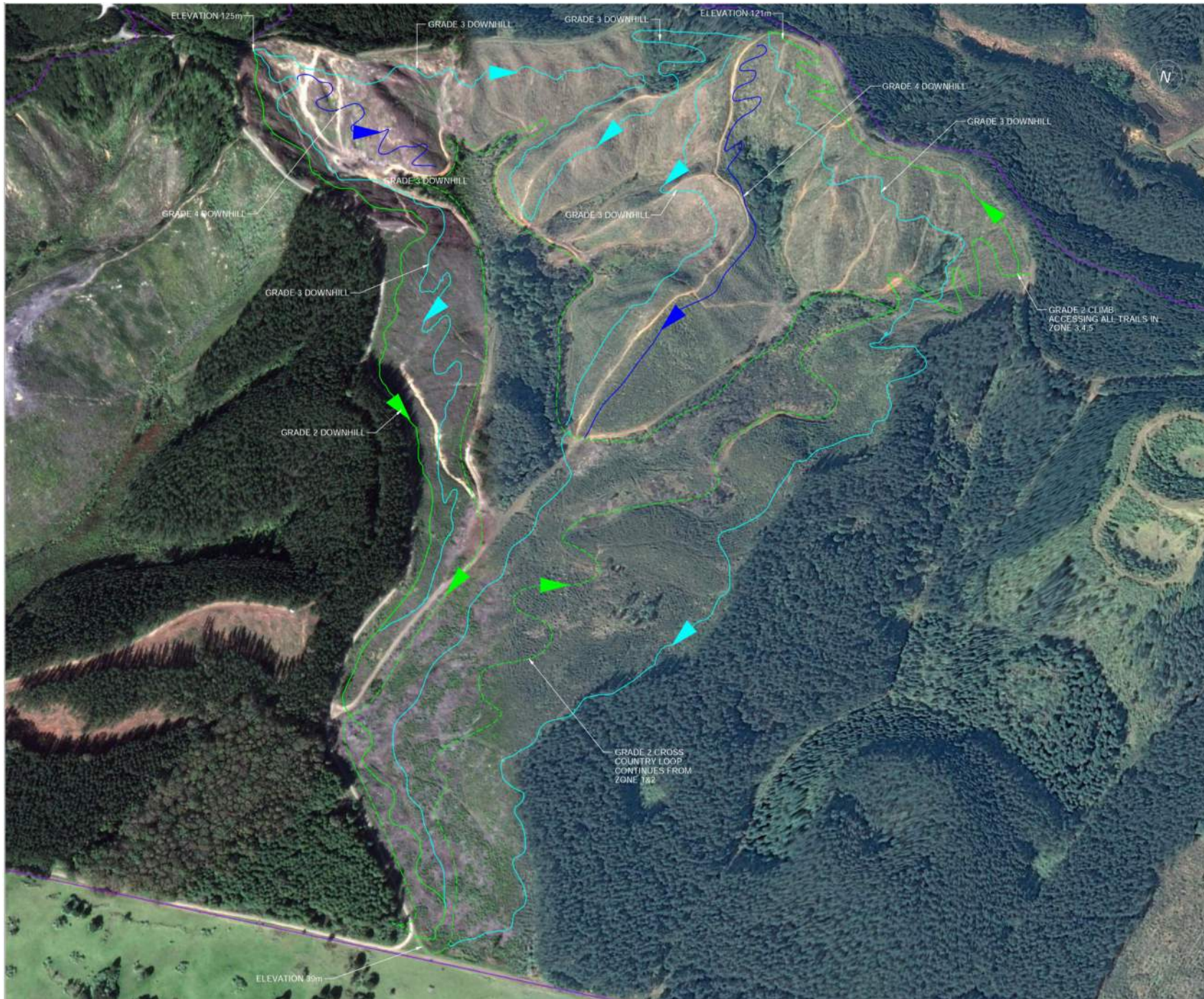
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REV	DESCRIPTION	BY	APPD	DATE	INITIAL	SKN
DESIGNED	J.CARTER	CHECKED	SKN			
DRAWN	J.CARTER	CHECKED				
CAD FILE NAME: C0013						
SCALE: N.T.S.						

PROJECT		FOCUS PAIHIA WAITANGI ENDOWMENT FOREST	
CLIENT			

DRAWING		
TRACK LAYOUT ZONE 2		
PROJECT No:	DRAWING:	REV
C0013	L03	A

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# Stage 1, Zone 3 .....



REFERENCE DRAWINGS

DWG No.	DESCRIPTION

**NOTES:**

1. THIS ZONE HAS RECENTLY BEEN LOGGED AND SO IS PRIME FOR TRAIL DEVELOPMENT NOW.
3. THE WAY TO RIDE THIS ZONE IS TO USE THE GRADE 2 CLIMBING TRAIL TO ACCESS THE HIGH-POINT AND THEN CHOOSE A SUITABLE GRADE OF DOWNHILL TRAIL BACK TO THE BOTTOM, THEN REPEAT!
3. THE XC LOOP THAT FOLLOWS THE BASE OF ALL THE GULLY SYSTEMS CAN BE USED ON IT'S OWN OR IN COMBINATION WITH THE CLIMBING TRAIL TO LOOP OUT THE DH TRAILS

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REV	DESCRIPTION	BY	APPRO	DATE

SCALE: N:13

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PROJECT  
FOCUS PAIHIA  
WAITANGI ENDOWMENT  
FOREST

DRAWING  
TRACK LAYOUT  
ZONE 3

PROJECT No.	DRAWING	REV
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# Facts about mountain biking.....

- In the USA there are more mountain bikers than golfers. In fact, there are 1 1/2 times more - 50 million bikers to 29 million golfers.
- Mountain biking pumps \$26 billion into the American economy in direct expenditures alone.
- Bike trails in the Moab, Utah area produce a consumer surplus value of between US\$197 and US\$205 per trip and the annual value of the trails is between \$8.4 and \$8.7 million.
- The trail systems of the North Shore, Squamish and Whistler areas of British Columbia generated \$10.3 million in spending from riders that live outside of the host community over the period from June 4 to September 17, 2006 (3 months of summer). For overnight visiting riders, the bulk of the spending was in accommodation (37%), restaurants (21%), grocery stores (14%), bike shops (14%).
- Cycle tourism represents 6% to 12% of all tourism activity in Europe. In New Zealand cycle tourism only represents 1% to 2% of all tourism activity and therefore the market is significantly under developed.
- On average international cycling tourists spent NZ\$199 million on their trips - excluding international airfares - an average of NZ\$3,800. The average spending of all international tourists is NZ\$2,200.



# Rotorua case study.....

Rotorua is home to New Zealand's best known and internationally recognized mountain bike park, the Whakarewarewa Forest which hosted the World Mountain Bike Championships in 2006 and was named in the top 8 mountain bike destinations in the world by Red Bull Magazine in 2013.

Mountain biking has become such an important driver of visitors to Rotorua that the Rotorua District Council has commissioned APR Consultants to undertake Economic Impact Reports on the Whakarewarewa Mountain Bike Park in 2005, 2009 and 2013.



## THE ECONOMIC BENEFIT OF THE WMBP TO THE BAY OF ISLANDS

The plan is to have the Master Plan fully developed and in place in 5 years by which time we anticipate having 50,000 visitations per annum. Discussions with people associated with Rotorua biking feel that this is a very realistic figure to base our projections on.

Using the Rotorua split of visitors and the Tourism Research Council daily expenditure figures, the economic benefit to the Bay from outside the area will be in the order of:

Overnight visitors: 24,000 visitations at \$191 per night= \$4,584,000 | International visitors: 1,500 visitations at \$341 per night= \$511,500  
Total annual benefit from WMBP \$5,095,500

There will be further benefits to the area via the ancillary services that will be required to support the operation of the Park, such as a shuttle bus service to ferry riders from town to the park or from the bottom of the park to the top, a bike shop for bike hire, maintenance and repairs, a café and the employment opportunities that will arise from the activities.

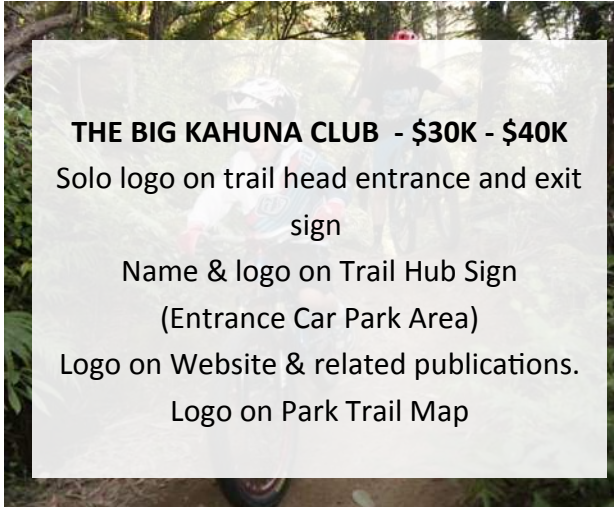
## FUNDING REQUIREMENTS

The Waitangi Mountain Bike Park is set to be a huge tourist draw card to the area and will fund its initial design and build costs through charitable funding sources, with support from Focus Paihia's income streams, but this not-for-profit project still requires additional funding and we are calling on the Far North community to get involved.

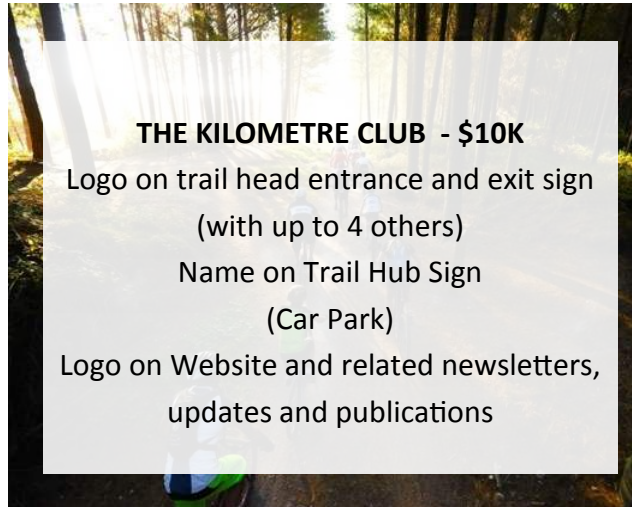
With a projected annual economic benefit of over \$5million and investment of \$1.3mil to complete the project is great value. Currently we are focused on Stage 1 where we need a balance of \$300,000. This is our crucial development stage that will ignite future growth in this exciting land based project, helping to smooth out the seasonality of the Bay of Islands.

To date FNDC have provided a grant of \$70,000 for the Park and this amount has been matched by Focus Paihia, giving us an amount of \$140,000 in the bank. We are turning to those who will immediately benefit from this growth for a financial investment in the Mountain Bike Park via the options below;

## FUNDER PACKAGES



**THE BIG KAHUNA CLUB - \$30K - \$40K**  
Solo logo on trail head entrance and exit sign  
Name & logo on Trail Hub Sign  
(Entrance Car Park Area)  
Logo on Website & related publications.  
Logo on Park Trail Map



**THE KILOMETRE CLUB - \$10K**  
Logo on trail head entrance and exit sign  
(with up to 4 others)  
Name on Trail Hub Sign  
(Car Park)  
Logo on Website and related newsletters, updates and publications



**THE 'KEEP IT UP' CLUB  
- \$1000**  
Logo on website

## PAYMENT OPTIONS

BIG K CLUB – in total (Sept 2015)

1K CLUB – in total OR 5 monthly instalments of \$2000 (Sept 2015 – Jan 2016)

KEEP IT UP – in total OR 5 monthly instalments of \$200 (Sept 2015 – Jan 2016)

[http://givealittle.co.nz/cause/  
waitangimountainbikepark](http://givealittle.co.nz/cause/waitangimountainbikepark)

**Thank you!**

**FOCUS  
PAIHIA**

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