



3,000,000kms to Bluff Tour Aotearoa 2020

JONATHAN KENNETT (KENNETT BROTHERS)
AND RICHARD YOUNG (SMARTSENSE)

Tour Aotearoa

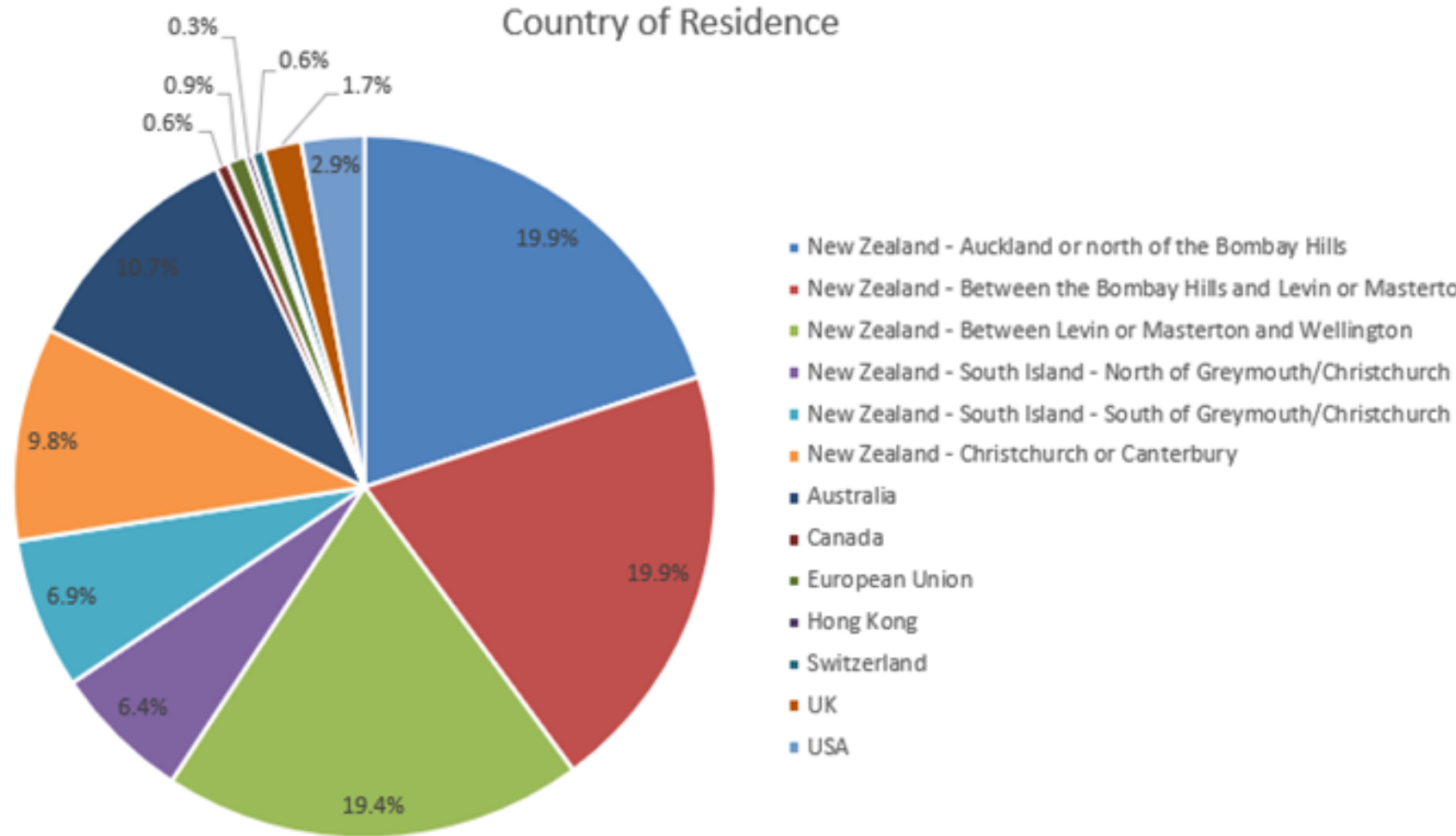


Where did the riders come from?

83% from Aotearoa

11% from across the ditch

6% from UK/USA/EU etc.



Demographics ..

63% of females over 50

67% of males over 50

Under 40

Kiwis 10%

Aussies 16%

Rest of the world 25%



79%

21%

Prior experience of bikepacking

None

44%

(87% got to Bluff)

Modest

46%

(87% got to Bluff)

Very

10%

Had the lowest
completion rate
(78% got to Bluff)

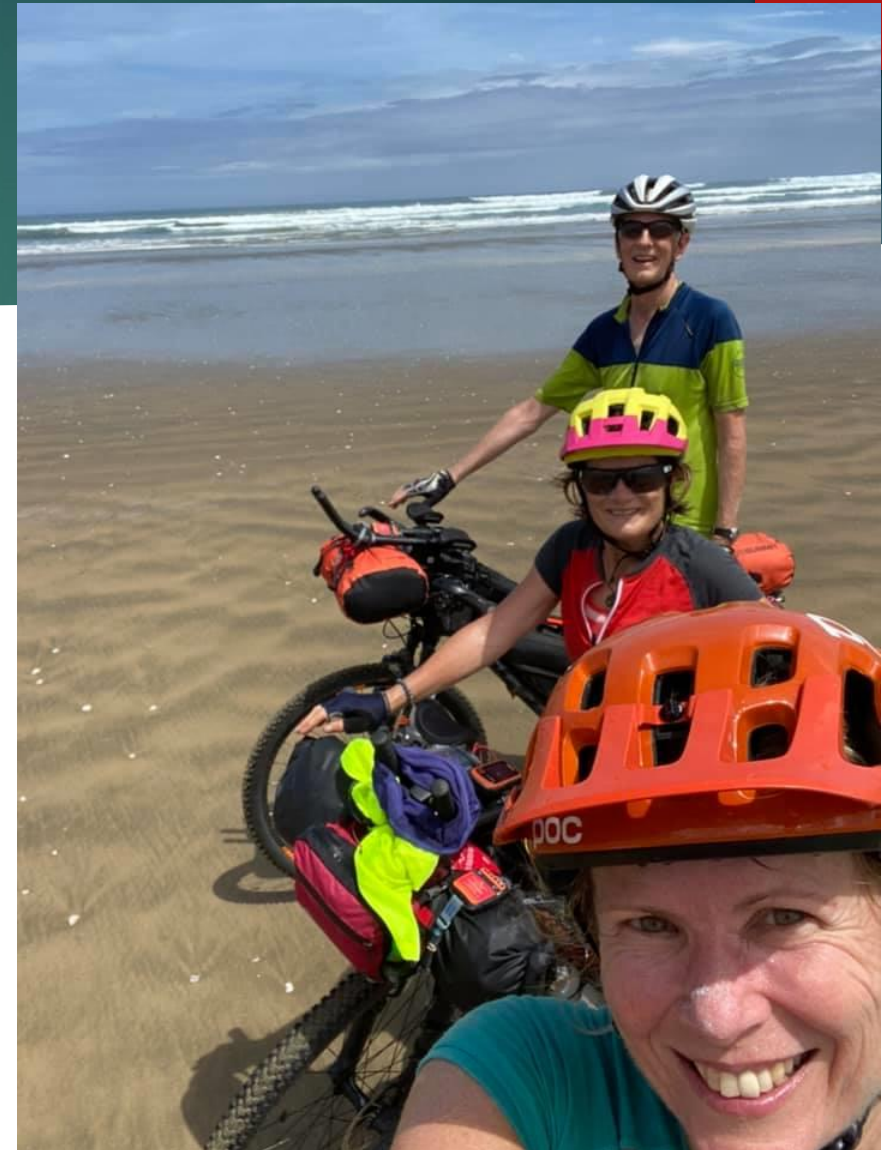
Choice of bike...

Type of Bicycle	Main application	
Mountain Bike – Hardtail	Off road riding, wide tyres, suspension front only	45%
Gravel	Unsealed roads, narrow tyres, no suspension	40%
Mountain Bike – Full suspension	Off road riding, wide tyres, suspension front & back	7%
Touring Bike	Sealed roads, narrow tyres, no suspension	5%
Tandem	A two person Mountain or Touring bike	1%
Raleigh 20	3 speed 1970's bike	0.3%



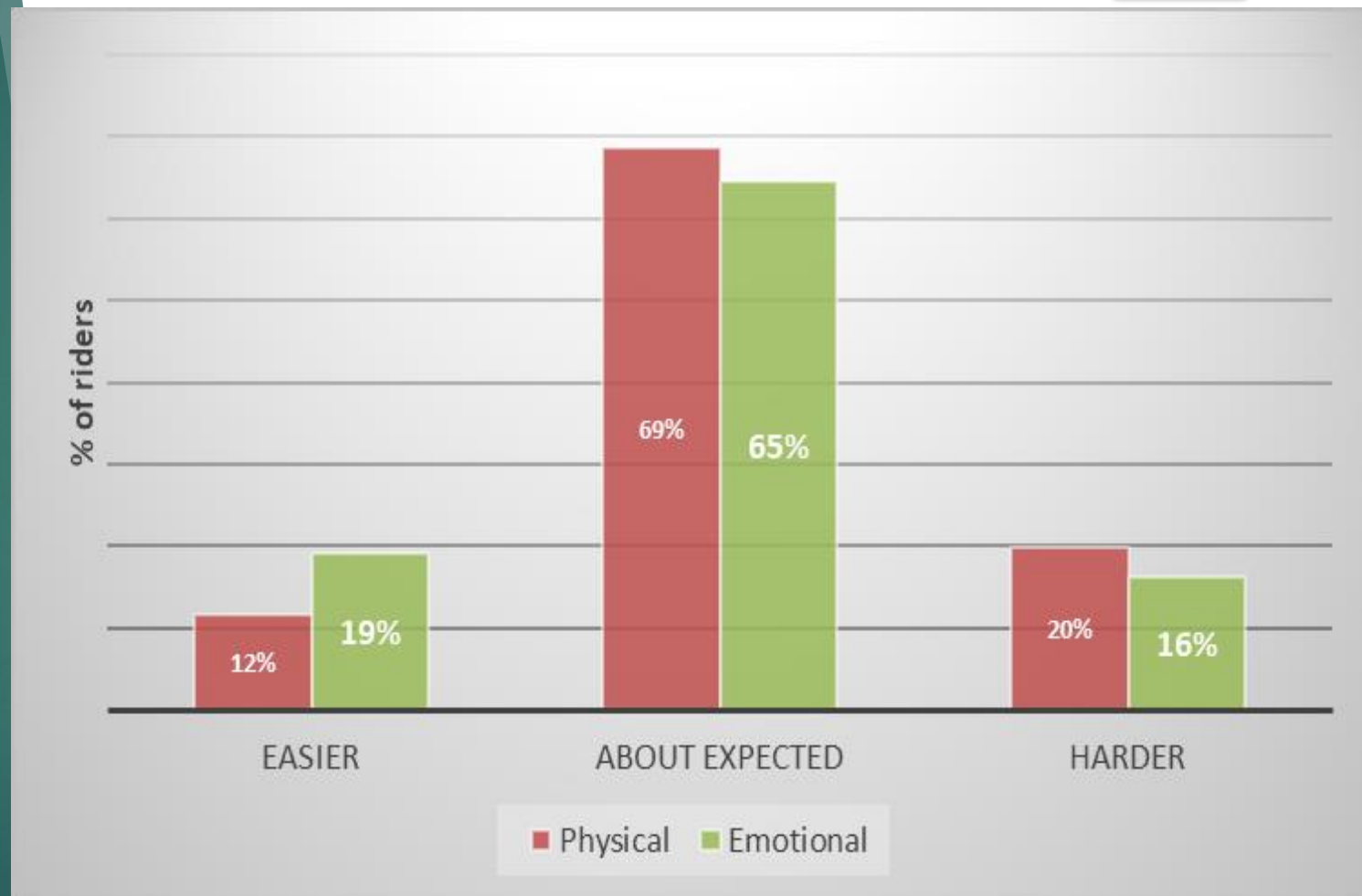
It's not a race...

- ▶ 15 official start days
- ▶ Complete within 30 days
- ▶ Start time governed by the tide
- ▶ 100 riders a day – governed by and capacity of Kaipara Harbour ferry.



How tough was it?

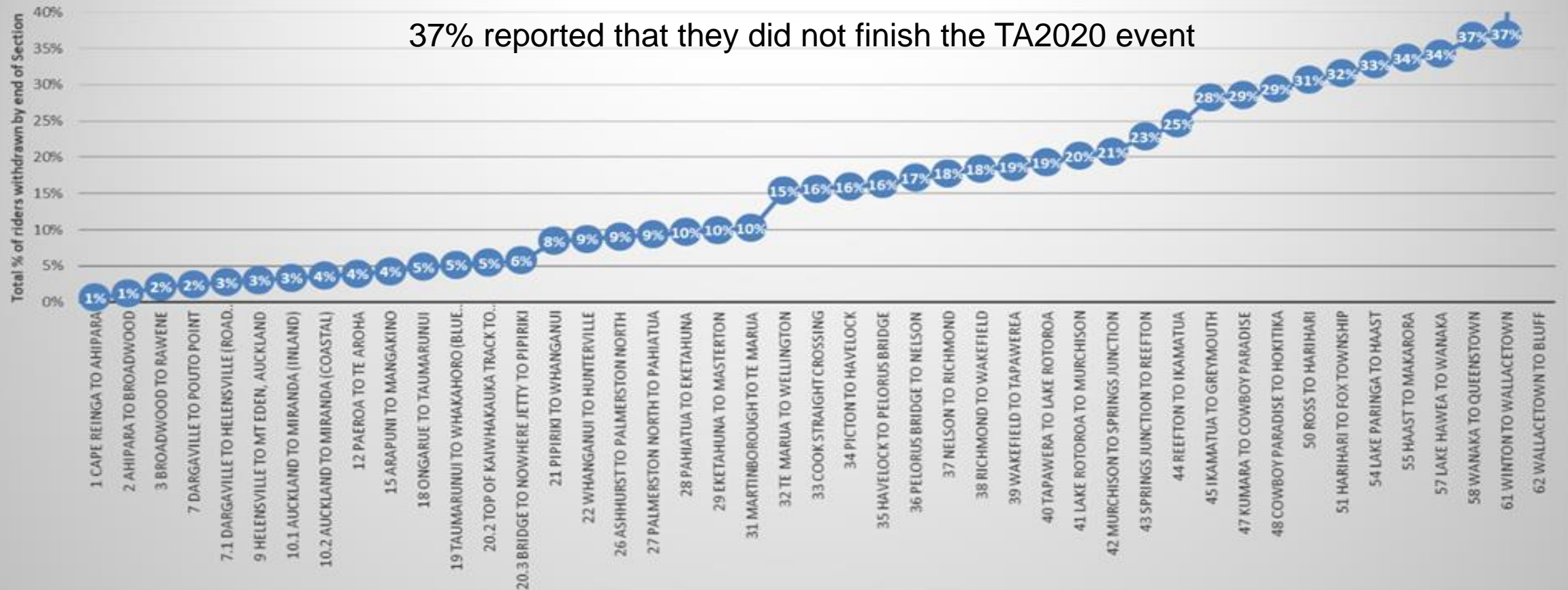
20% found it physically harder whilst 19% found it emotionally easier



How far did people get?

Cumulative profile of rider withdrawals

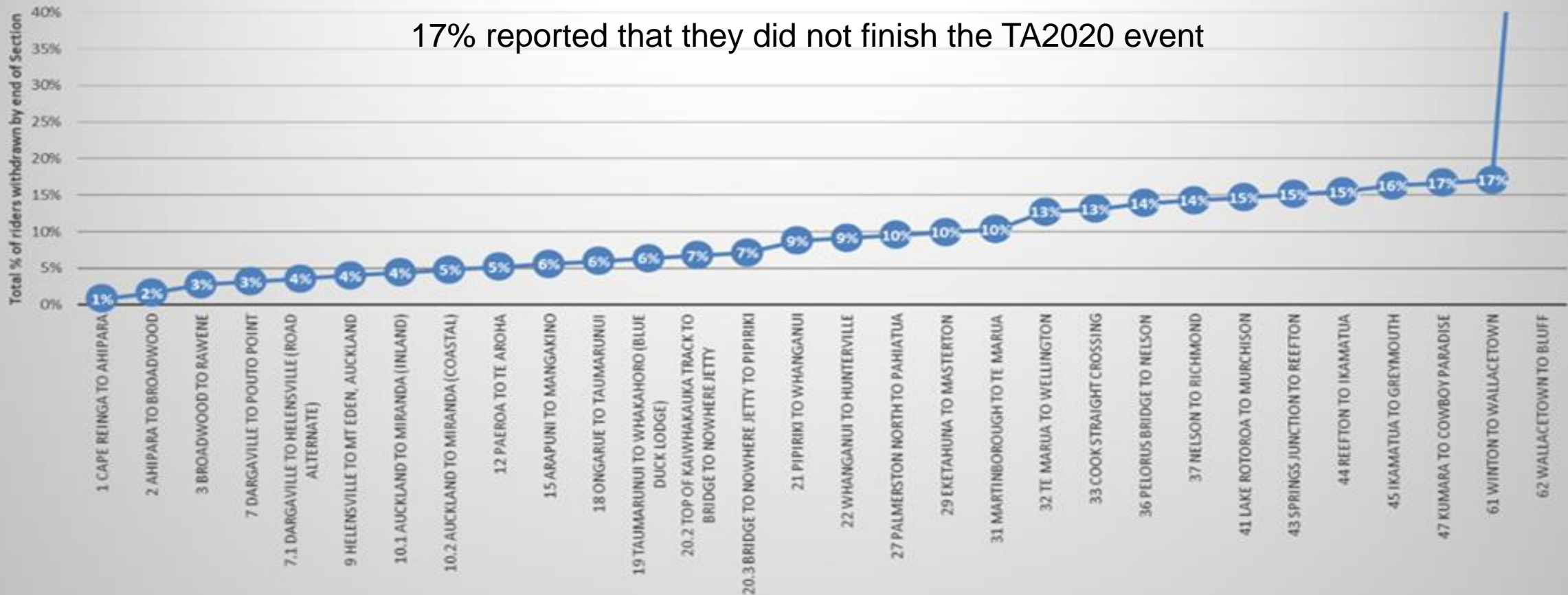
37% reported that they did not finish the TA2020 event



How far did people get? Excluding COVID 19

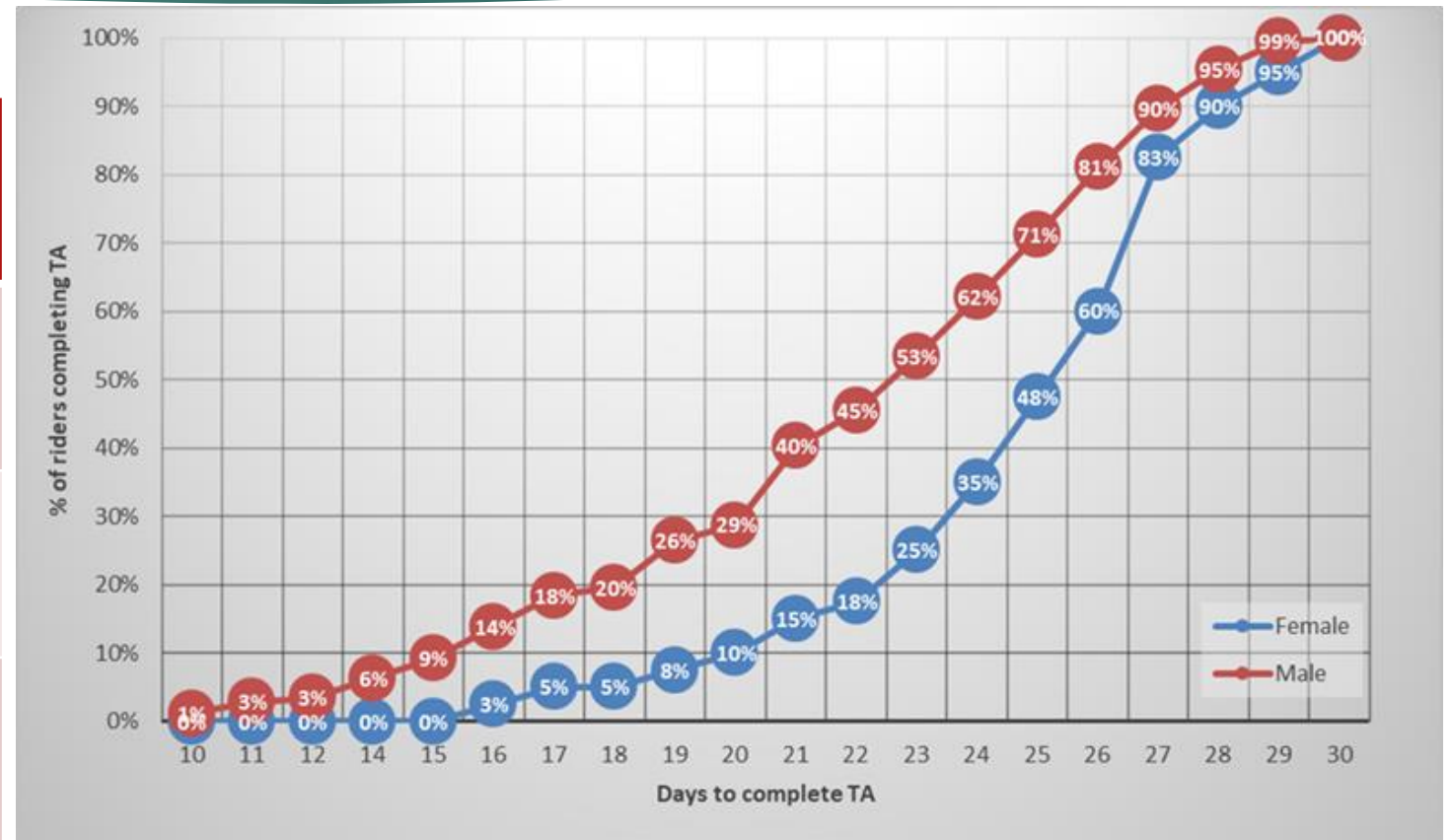
Cumulative profile of rider withdrawals (excluding COVID-19)

17% reported that they did not finish the TA2020 event



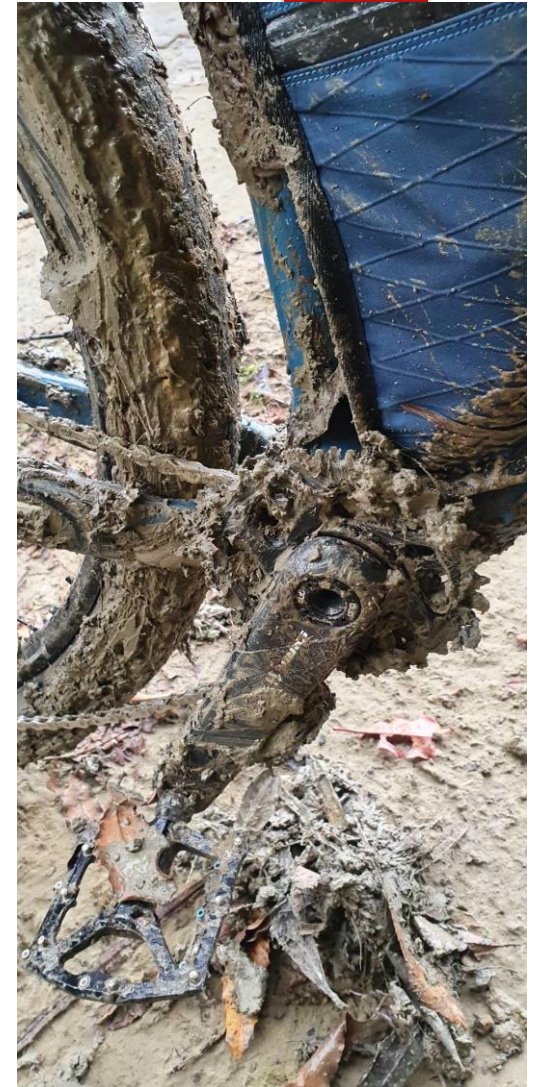
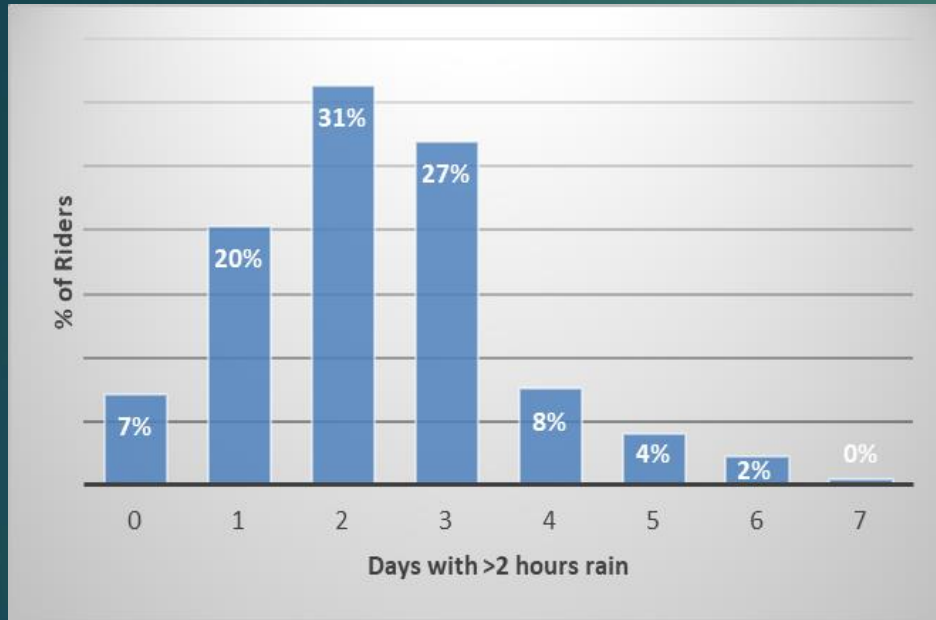
How long did riders take?

Days to complete	Male	Female	All
Fastest	10	16	10
Median (50%)	23	26	23
Mode (most common)	21 (11% of riders)	27 (23% of riders)	21



Endless sunshine?

Hauraki ** Hunterville



FOOD



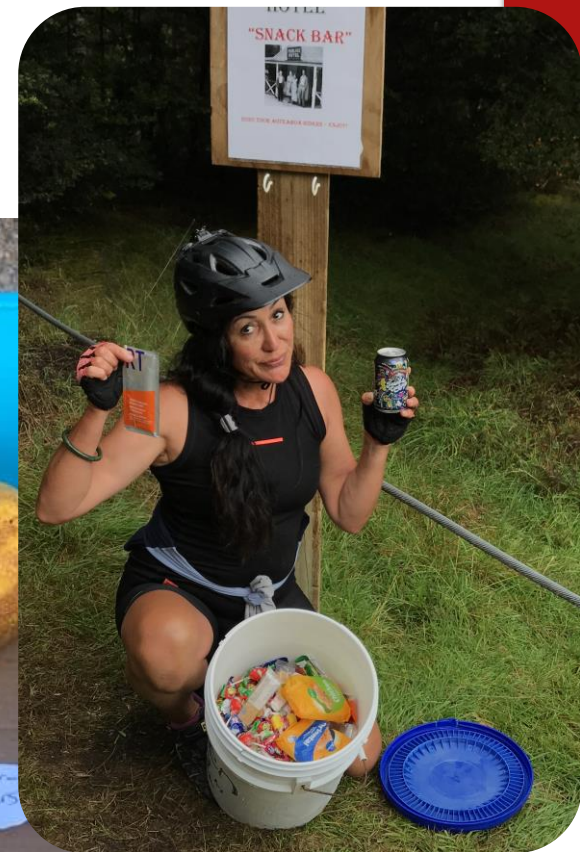
FOOD

two thirds of all meals were purchased from vendors along the route with the remainder of meals self-catered using food purchased along the route

30,000 meals



Community support



How much did riders spend?

Average spend along the route being \$4,182

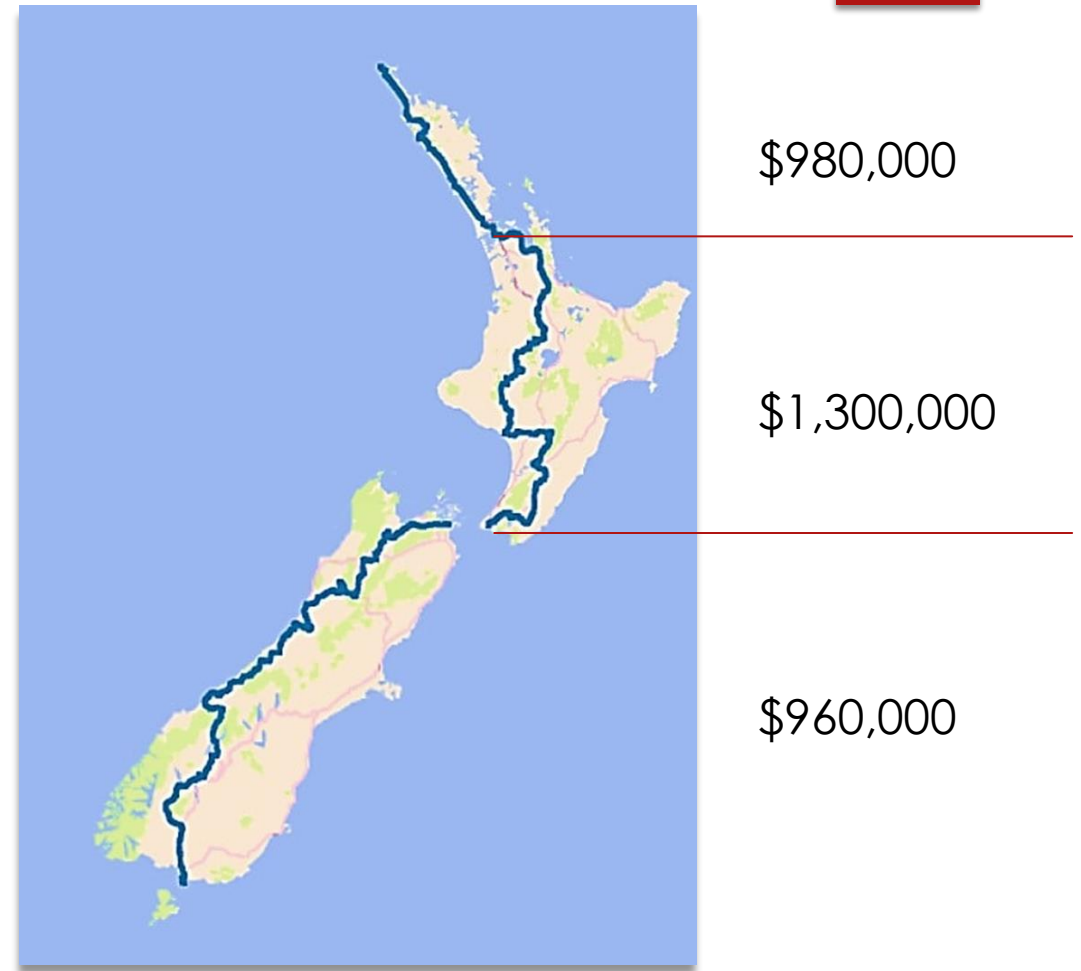


Spend by area

A significant part of was spent with Far North Tours a Māori-owned Northland company who provided transport from Auckland and tented accommodation near Cape Reinga.

\$1.30M in towns no larger than Matamata, Whanganui or Masterton.

South Island spend affected by COVID-19

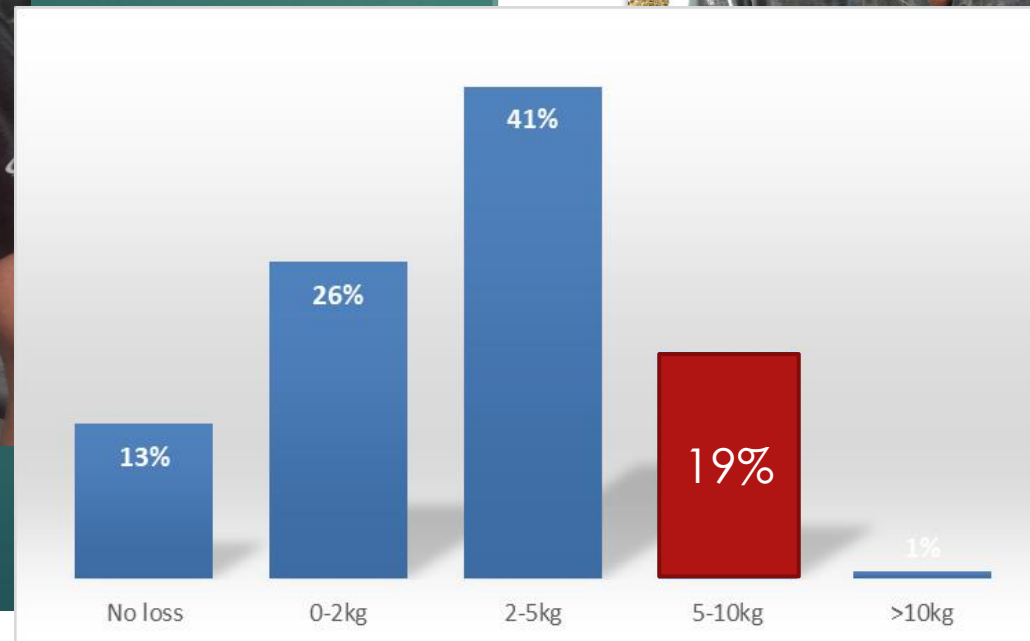


Health benefits

Day 2



Day 25, top of Haast Pass



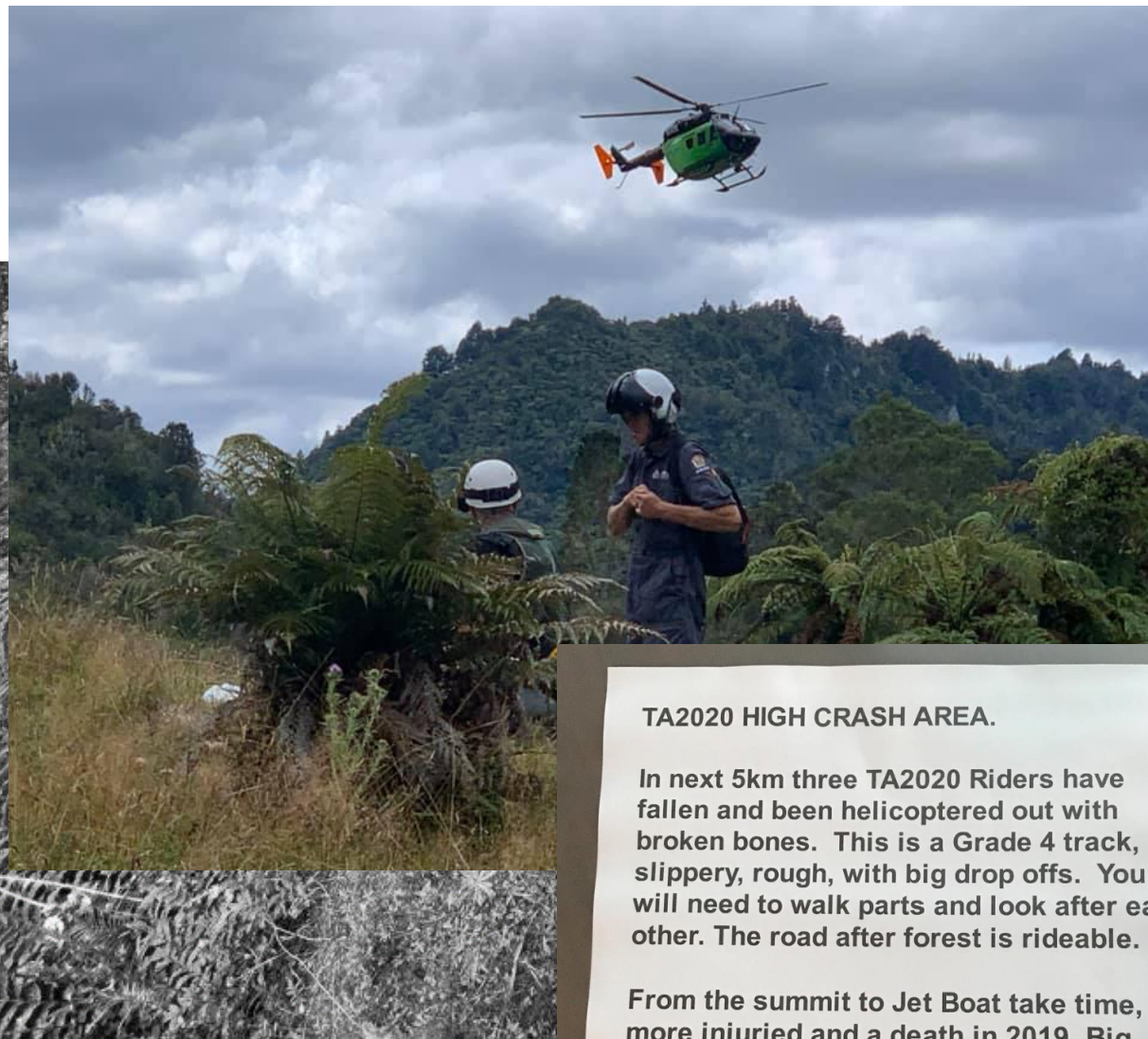
Safety





Personal
Responsibility
And a Sharpie



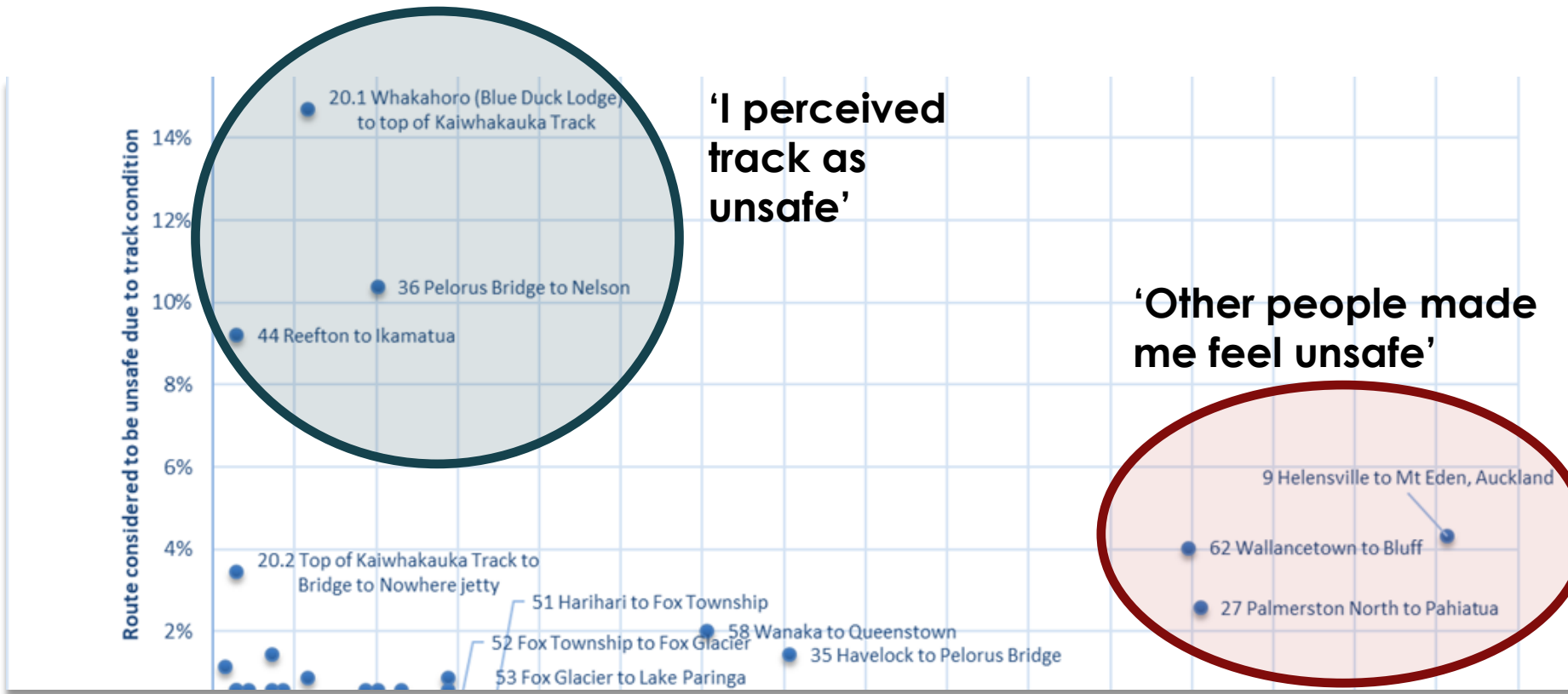


TA2020 HIGH CRASH AREA.

In next 5km three TA2020 Riders have fallen and been helicoptered out with broken bones. This is a Grade 4 track, slippery, rough, with big drop offs. You will need to walk parts and look after each other. The road after forest is rideable.

From the summit to Jet Boat take time, more injured and a death in 2019. Big drop offs. The Jet Boats will wait - don't rush. Enjoy the ride/walk.

The Kennett Brothers
Xx



Perception of safety

Accommodation

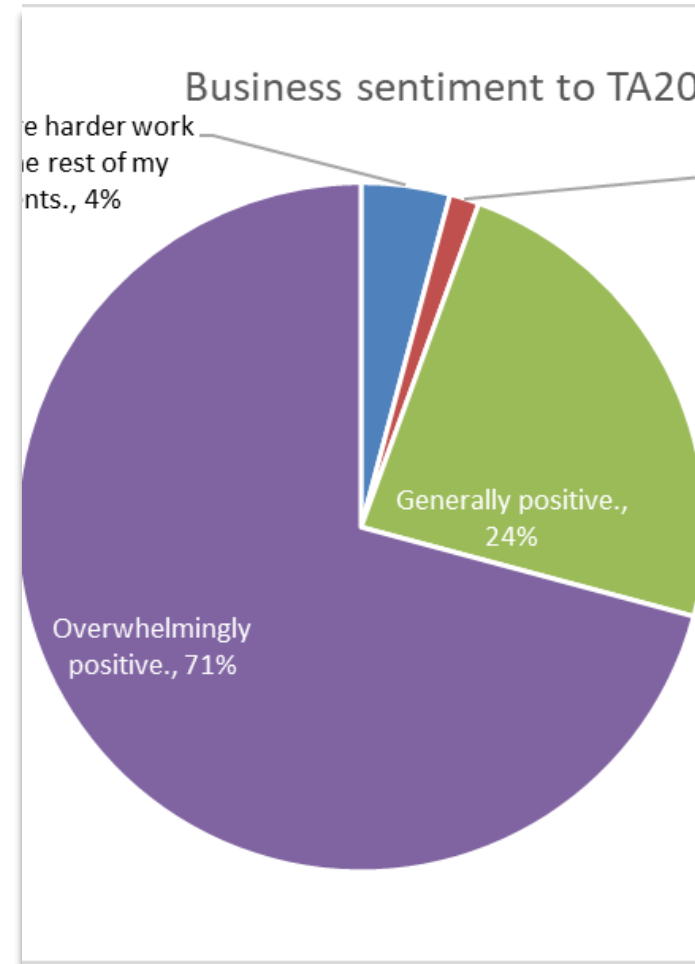
Close to \$1M in revenue to the NZ hospitality industry along the route

Accommodation Type	% of responses
Nights in indoor paid accommodation	60%
Nights in Official Camp	24%
Nights in Unofficial Camp	5%
Nights with friends	10%



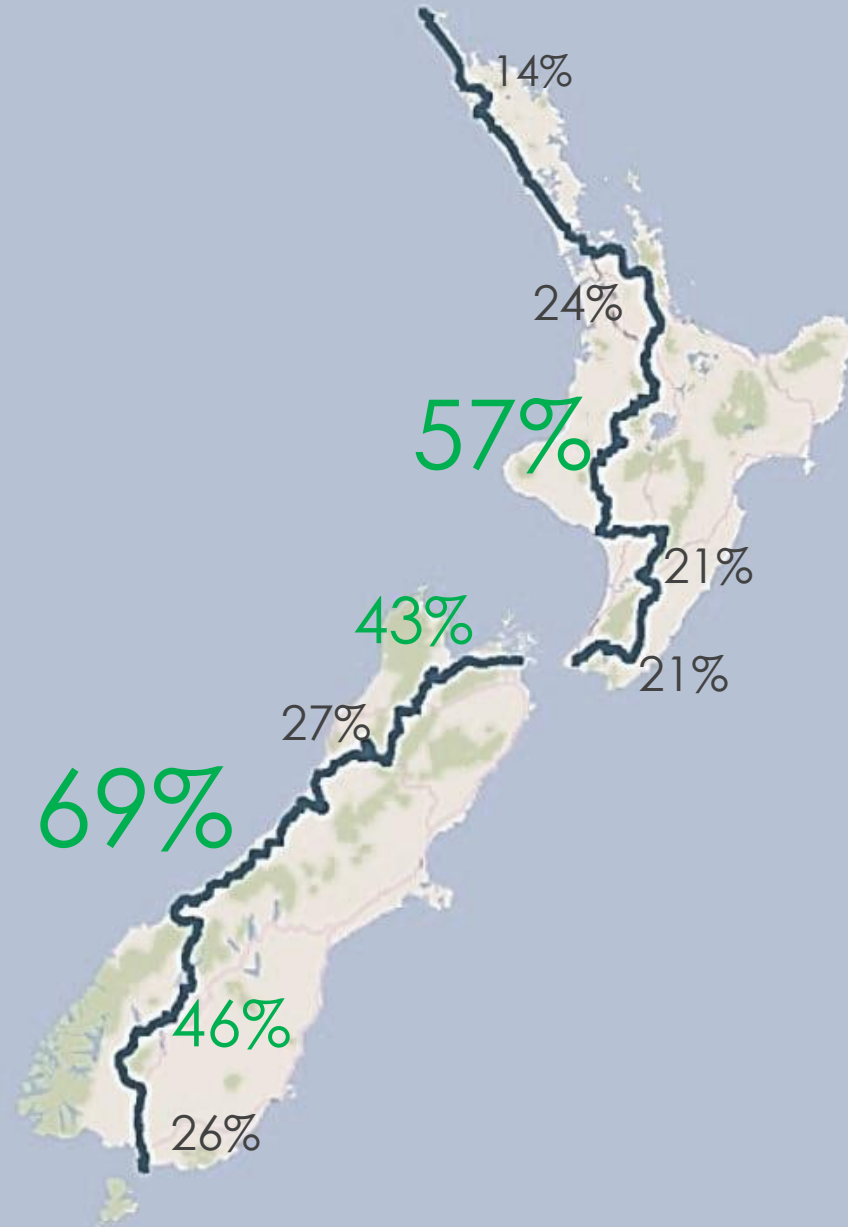
Business sentiment to TA 2020 riders

60% of businesses would be keen to see the event run annually with up to 2,000 riders spread over six weeks



Desire to return to different areas

May be influenced by riders that did not finish



Riders ranking of Great Rides on TA2020

Great Ride	Rank
The Timber Trail	1
West Coast Wilderness	2
Mountains to the Sea	3
Remutaka Rail Trail	4
Waikato River Trail	5
Tasman's Great Taste Trail	6
Queenstown Trail	7
Round the Mountain	8
Hauraki Rail Trail	9

Key rider findings

- Close to 1,000 riders started the event
- The most significant reason for withdrawing was COVID-19 restrictions (25%) then medical/injury (5%).
- 20% of riders lost over 5 kg in weight.
- The median completion duration was 23.
- 28% of riders took at least one rest day.
- 92% of riders would recommend TA to others.

Key community impacts

- Typical spend of over \$4,000 per rider.
- 95% positive sentiment from local businesses.
- Over 30,000 prepared main meals or ingredients were purchased along the route.
- 60% of bed nights were spent in paid indoor accommodation.

Ordinary people doing extra- ordinary things

Distance from Start	Climb since Start
3,046km	36,573m



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- ▶ Jonathan Kennett (Kennett brothers)
- ▶ and Richard young (Smartsense)

For more information
visit the SmartSense
stand in the
exhibition area.

