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# New Zealand Cycle Trail Incorporated, n.d.

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It all started with an idea in February 2009 to build a network of cycle trails that would provide a healthy and enjoyable way for Kiwis and international visitors to see the country, and generate economic, social and environmental benefits for our communities.

'Nga Haerenga, The New Zealand Cycle Trail' originated as a partnership project between the Government and the Green Party of Aotearoa New Zealand. The Government invested \$50 million into turning this idea into a reality, with additional contributions of \$30 million from local government and cycle trail trusts resulting in 23 Great Rides being established across the country.

In 2013, the Great Rides experienced 56% average growth, with an estimated 97,000 trail users during the month of January alone. Reports show more than 1,200 jobs have been created and the trails are boosting regional economies.

The Great Rides are supported by over 400 Official Partner businesses around the country offering a wide array of experiences from accommodation to bike hire, tours, transport, attractions and activities.



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