

# Timber Trail Lodge

## Timber Trail Adventures Limited

Timber Trail Adventures Ltd will build the first accommodation facility on the Timber Trail. The trail is one of New Zealand's Great Rides that was built in 2013 on the Central North Island.

BY providing users of the Timber Trail with the option of quality accommodation, the overall use of the trail is expected to grow by up to 50 per cent, and be an attractive proposition to international visitors. This project aligns with the wider cycle tourism scene, and provides excellent partnership opportunities. The project is aligned to the Tourism Industry Association's Tourism 2025 framework, by targeting for value. This will be achieved through having a quality visitor experience that will enhance the usage of the trail by international visitors.

### The Challenge

- Lack of accommodation on the remote Timber Trail has meant that the trail would have limited growth, particularly on the international growth market.

### The Project

- Timber Trail Adventures are building an 80-bed Lodge at Piropiro, the mid-point of the Trail. This will support and increase the use of the trail by offering comfortable accommodation and dining facilities to cater for the growing cycle tourism market.
- The project will also enable economic development of the region through the creation and expansion of businesses that support visitors, including international visitors, to the trail.

## Key facts

Programme start: May 2016

Length of TGP Funding: 2 years

TGP funding: \$1,203,288

Industry funding: \$1,400,000

Estimated potential economic benefits to New Zealand:

\$14 million over first 3 years

