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**Sent:** Thursday, 1 May 2025 9:48 am  
**To:** Charmaine Ellery; Rajeshwari Mahadevappa  
**Subject:** FW: RDC - Submission letter to WDC Timber Trail  
**Attachments:** RDC to WDC Timber Trail Submission Letter250425.pdf

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FYI

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**From:** Braeden Peters <[Braeden.Peters@ruapehudc.govt.nz](mailto:Braeden.Peters@ruapehudc.govt.nz)>  
**Sent:** Wednesday, 30 April 2025 4:50 pm  
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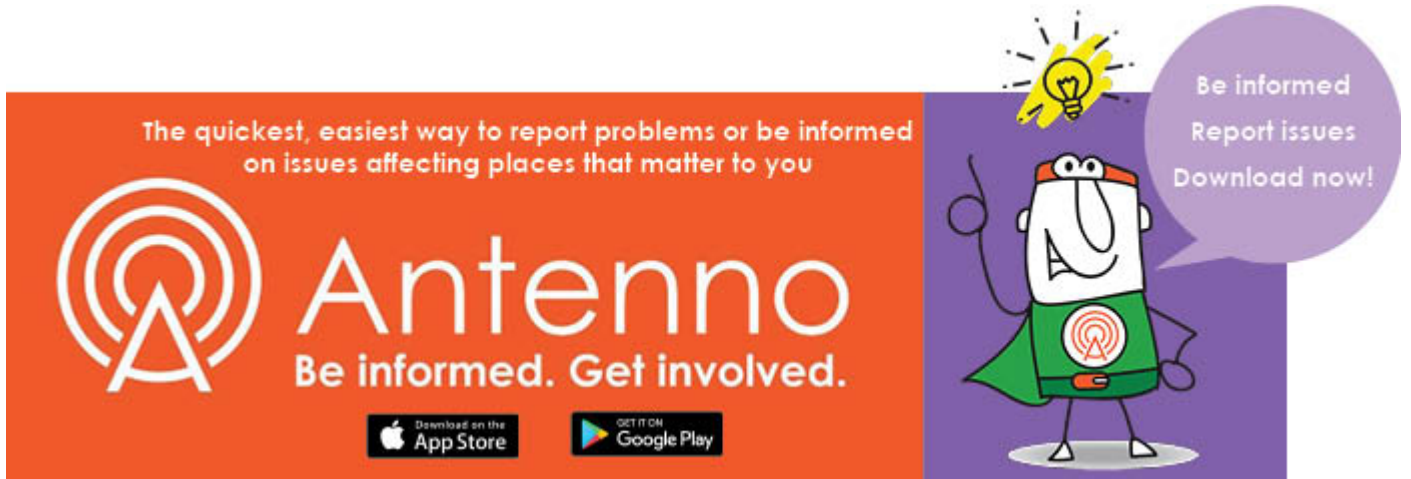
Kia ora,

Please see attached our submission letter for reinstating support for the timber trail marketing stakeholder role (via annual plan submissions).

Nga mihi  
Braeden

-----  
Braeden Peters  
Graduate Policy Advisor  
**Ruapehu District Council**

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email: [Braeden.Peters@ruapehudc.govt.nz](mailto:Braeden.Peters@ruapehudc.govt.nz) | RDC website: [www.ruapehudc.govt.nz](http://www.ruapehudc.govt.nz)



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# RUAPEHU DISTRICT COUNCIL

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4 April 2025

Waitomo District Council

Rora Street

Te Kūiti

**SUBJECT: REINSTATING SUPPORT FOR THE TIMBER TRAIL MARKETING STAKEHOLDER ROLE  
(VIA ANNUAL PLAN SUBMISSIONS)**

Tēnā koutou katoa,

We write to you as Mayor and Councillors of the Ruapehu District Council, in strong support of the Timber Trail and the important regional partnership it represents between our two districts.

We respectfully request that Waitomo District Council reconsider and reinstate its annual contribution of \$15,000 to the Timber Trail Marketing Stakeholder Support position.

This funding forms part of a shared regional investment of \$45,000, with Ruapehu District Council contributing \$30,000. Together, this co-investment enables access to significant external funding from commercial operators and central government — all of which is dependent on meeting co-funding thresholds. Without Waitomo's contribution, this threshold is at risk.

The Timber Trail is a nationally significant Great Ride. In 2024, it recorded 15,177 journeys. Based on the average reported visitor spend of \$588.60 per person, this equates to an estimated \$8.93 million in direct economic contribution to the region. This includes spending on accommodation, shuttles, trail experiences, food, and local services.

These benefits are shared across Te Kūiti and the wider Waitomo District. Visitors stop in town for fuel and supplies and stay in rural locations such as Pureora and Piopio, where accommodation and shuttle services are based. This helps distribute economic activity to communities with fewer tourism levers, building resilience and supporting local enterprise.



*Te Kāunihera ā Rohe o Ruapehu*

*The Ruapehu District ... we are proud of the place we call home*

Feedback from local operators consistently reinforces this value:

“The Timber Trail brings guests who stay for two nights, eat locally, and tell others about us.”

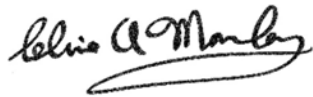
“Without the trail, we simply wouldn’t have enough visitors to stay open all year.”

The Marketing Stakeholder Support role is more than promotional. It provides advocacy, iwi and stakeholder coordination, and leadership during a time of uncertainty, including the Department of Conservation’s current review of its role in trail access and infrastructure.

The return on investment is compelling. For a \$15,000 contribution, Waitomo shares in a regional benefit of more than \$8.9 million — a 600-to-1 return. This is exceptional value, without Waitomo bearing operational or infrastructure costs.

We therefore respectfully request that the Waitomo District Council recommit to its \$15,000 annual contribution. This helps maintain a balanced and fair partnership, secures external funding, and ensures the Timber Trail continues to deliver shared economic, social, and environmental value for our region.

Nāku noa, nā

A handwritten signature in black ink, appearing to read 'Clive A Manley', with a stylized underline.

Clive Manley

Chief Executive Ruapehu District Council