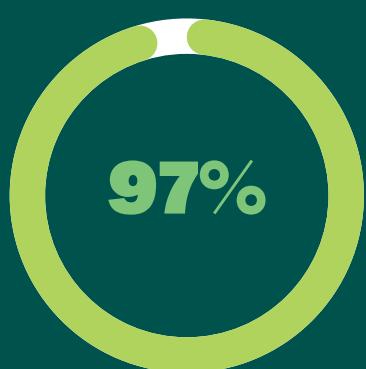


# Northern Rivers RAIL TRAIL

Walk ~ Ride ~ Explore

# 108,829

Visitors have been welcomed to the Tweed Section of the Northern Rivers Rail Trail since March 1, 2023.\*



Over 97% of Rail Trail visitors are satisfied or very satisfied with their overall Rail Trail experience.



Monthly visitor average since opening

## 16,329



Weekly visitor average since opening

## 3,726



Daily visitor average since opening

## 532

191 Google reviews



averaging 4.8 stars



41 Tripadvisor reviews



averaging 4.5 stars

Most popular day to visit the Rail Trail

# SUNDAY

Followed by

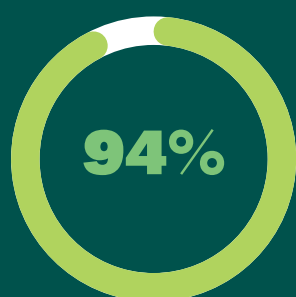


SATURDAY  
FRIDAY  
WEDNESDAY  
THURSDAY  
TUESDAY  
MONDAY



9 am - 11 am  
MOST POPULAR TIME TO VISIT

RETURNING VISITORS



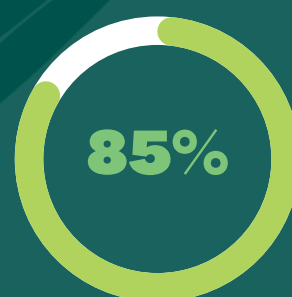
Over 94% of visitors are likely to return.

PREFERRING MURWILLUMBAH



Over 60% are starting at Murwillumbah.

ROUND TRIP JOURNEYS



Over 85% are opting for a round trip.

\*This patronage update is updated quarterly and is correct as of September 30, 2023.

The Northern Rivers Rail Trail has adopted TRAFx counters and technology on the Tweed section of the Rail Trail to collect, view and manage accurate user data. TRAFx was selected on the basis of its credibility within government agencies and their experience in parks and public lands management. There are numerous collection points along the Rail Trail and comprehensive algorithms at work to ensure the best accuracy. Additional sources of data collected, such as the Northern Rivers Rail Trail Guest Experience Survey, Google reviews, TripAdvisor reviews and qualitative feedback from Visitor Information Centres and local businesses, also support this data. New user data will be recorded monthly and it will be made available each quarter via the Northern Rivers Rail Trail website.