

On your bike

Strategic tourism growth for
regional communities



Southern Flinders Ranges



The case for tourism

- Prolonged years of below average rainfall has severely impacted the productivity of our main industry.
- Tourism creates jobs, increases pride and stimulates the economy.





The case for cycle tourism

Cycling is now the fourth most popular physical activity for adult Australians.

Annual purchases of bicycles in Australia at nearly 1.5 million in 2007 have exceeded those of motor vehicles.



‘Cycle tourism visits are considered to be for the purpose of holidays, recreation, pleasure or sport; and to include either overnight stays, or day trips to other tourism regions during which the visitor either engages in active cycling, or is a spectator at a cycling event.’

South Australian Tourism Commission
Cycle Tourism Strategy 2005-2009

'Cyclist' Market Profile

- Cyclists are a high yield, high spending market and one that is predominately well educated.
- The cycle tourist will spend up to \$85 per day more than the average tourist
- The largest group to utilise the Rail Trail in Victoria was between 41-60 years of age.
- Cyclists preferred to travel with a partner, as a family or group of friends.

Where to start?

- Strategic collaboration of regional stakeholders
- Priority infrastructure schedule
- Vision to align with State Government Tourism



Role of Council

- Collaboration
- Community engagement
- Implementation
- Project management and trail building
- Ongoing maintenance





The trail so far

- 145kms off-road, 93km on-road and 35km Rail Trail committed to date.
- Supporting Infrastructure
- Marketing – Ambassador
- Industry Leaders
- Soul Sister City



Outcomes

- Bicycles for hire in communities
- Increase in patronage in Accommodation
- Increase exposure of region
- New events generating

Issues resolved

- Negotiation with land holders
 - Private property
 - DEH/National Parks
- Native vegetation clearance
- Contamination of rail corridor
- Insurance and Public Liability
- Community support



Future

- Increase infrastructure
- Cycle Friendly Towns
- Diversify tourism product
- Ongoing Council Maintenance
- Southern Flinders Ranges cycle destination marketing



**We welcome you to visit us
in the exhibition.**

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