

A woman wearing a black helmet and a teal and black cycling jersey is riding a mountain bike on a dirt trail through a forest. A small dog is running alongside her. The background is filled with green trees and foliage. The text 'Ride Ready Eurobodalla' is overlaid on the left side of the image.

Ride Ready Eurobodalla

April 2024



MORE

TRAILS



MOGO TRAILS:

A modern Mountain
Bike Trail Network with
Unique Experiences



Supported by the

An aerial photograph of a dirt trail winding through a dense forest. The trail is light brown and curves through the green and yellowish trees. The word "CONNECTIONS" is overlaid in large, bold, yellow letters across the center of the image.

CONNECTIONS

NATURE. TRAILS. PEOPLE. RIDERS. COMMUNITY. ECONOMY.





Rocky Trail Life







SEA OTTER

A U S T R A L I A



RACE
RIDE
DEMO
CONNECT



Rocky Trail Life



SEA OTTER
AUSTRALIA

RIDING

Gravel, exploring flow trails, creating journeys, itineraries, cultural experiences, eBike Tours

RACING

Competitive events: Gravity Enduro, Downhill, Marathon, Endurance, Dual Slalom, Gravel, Free Ride, eBike

TRADE DAY

Industry-specific tradeshow for industry to network - dealer days, corporate meets, awards

EXPO

Multi-day consumer exhibition, latest bikes, gear and trends, deals, athletes & influencers

SUMMIT

A platform for industry leaders to drive meaningful dialogue around tourism and industry growth.

COMMUNITY

Tourism packaging, local community initiatives and engagement - local clubs, businesses, schools, volunteers.

ROCKY TRAIL
ENTERTAINMENT

ROCKY TRAIL
DESTINATION

ROCKY TRAIL EVENTS



Fox Superflow®
Superflow® PRO
Rocky Trail Academy
Rocky Trail Elementary
Marathon Endurance
24H Ultra Endurance
Shred & Flow
Pump & Flow
Effervelo Gravel
Series Ranking
Eco Certification

JOURNEY

Destination Promotion

MEDIA

Marketing Platform

DATA

Economic Impact Studies

PROJECT MANAGEMENT

Destination Planning, Building, Promoting, Maintaining

REWARDS

Customer engagement

CONTENT

Images, Video, Maps, Storytelling

EVENT SUPPORT

Operations, Software & Hardware development and management

ADVOCACY

Rocky Trail Care and Stewardship, Funding, Entrepreneurial Support

TRAILBLAZER AWARDS

Giving back to riding community, scholarship initiative

RADIO & DJ

Customised playlists for specific consumer segments and activities

TRAILHEADS

Ambassador program and sponsor brand match

ASSET ACTIVATION

Custom-event concept planning & delivery
Trail Bites, Gravel Routes, Scavenger Hunt...













PRIMARY TARGET SEGMENTS: MOGO TRAILS



A. Single or Partnership

19-30

He: "Adrenaline Junkie"
She: "Sun chaser"

- One or both ride
 - Busy work life
 - Go MTB, camping, travelling, road trips
 - Keen on the hottest place to visit and stay
 - Regularly attend events
 - May be pro- or semi pro riders
 - May be sponsored
 - **FOMO, show-off**
 - **Challenge themselves**
 - **Aspiring influencers**
 - **In-group involvement and development**
- ⇒ Influencer:
Female or non-riding partner
- ⇒ Opinion leaders:
Social media (Insta), print media, Mates, Pro-riders

B. Couple with established careers

30+

"Active Couple"

- One or both ride
 - Consider partner's wishes
 - Micro-adventures
 - Nice accommodation
 - Busy worklife
 - Good network of riders
 - **New experiences**
 - **Personal growth**
 - **Maintain strong relationships**
 - **Try new things**
- ⇒ Influencer:
Female or non-riding partner
- ⇒ Opinion leaders:
Social media (Insta, FB), print media, Like-minded friends, may have friends with kids

C. Rider with young family

30-40

"Experience Seekers"

- One / both parents ride
 - Mortgage (watch \$\$)
 - Busy work life
 - Establishing career
 - Find work-(family) life balance ("leave-pass")
 - Try to stay active on the bike (attend events)
 - Family-based activities
 - Take great photos
 - Family camping and relaxing holidays
 - **Try new experiences**
 - **Instilling appreciation of nature +MTB in children**
 - **Keep family together**
- ⇒ Influencers: Family life and Kids <12
- ⇒ Opinion leaders: Social media (Insta, FB), friends with kids.

D. Rider with older family

40-50

"Active+Young at Heart"

- One / both parents ride
 - Established career
 - Good disposable \$\$
 - More time again for activities without family
 - Like to spread love for MTB to kids
 - Attend events
 - Family-based activities
 - Take great photos
 - Family camping and relaxing holidays
 - **Try new experiences**
 - **Instilling appreciation of nature +MTB in children**
 - **Keep family together**
- ⇒ Influencers: Family life and Kids >12 (see E.)
- ⇒ Opinion leaders: Social media (Insta, FB), friends with kids.

E. Juniors

13-18

"The Shredders"

- Dad and/or Mum ride
 - Start off on mid- to high-end equipment
 - Parents encourage MTB riding + racing
 - Are used to camping and micro-adv. on the bike
 - Have friends who MTB, "park rats"
 - Will drive parent's decisions and get them to start MTB
 - **Show-off**
 - **Keep up with friends**
 - **Progress in skills**
- ⇒ Influencers: parents, friends
- ⇒ Opinion leaders:
Social (Insta, TikTok & Co), friends, Pro-riders

F. Empty nesters

50-60+

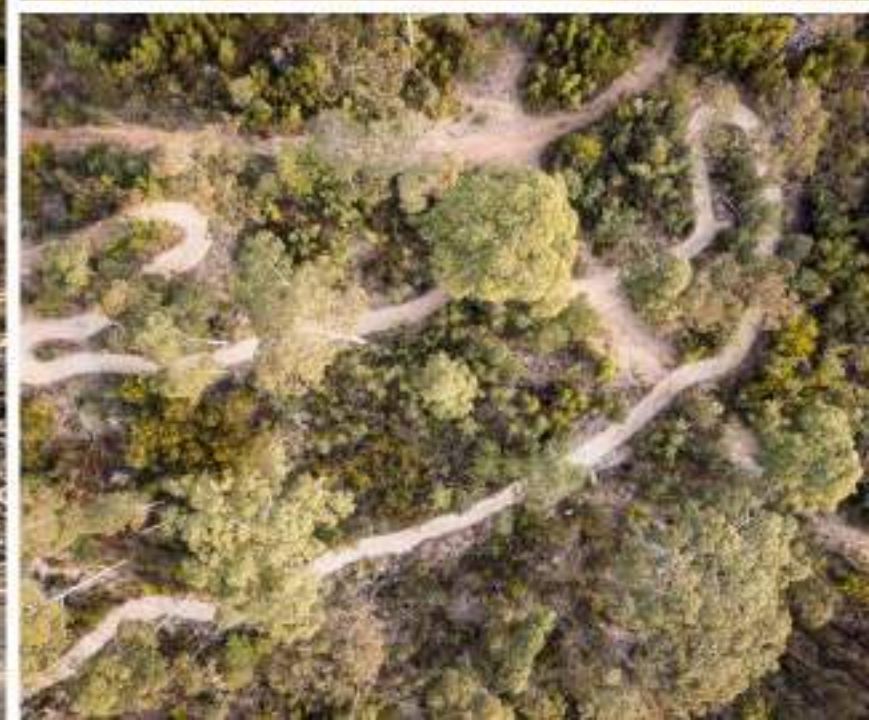
"Empty nesters"

- One or both ride
 - **Meet new people and be social**
 - **Stay connected with his family**
 - **Show off**
 - **See Australia, escape the cold**
- ⇒ Influencer:
generally female or non-riding partner, kids and grand-kids, I
- ⇒ Opinion leaders:
Social media (FB)
Print media
Like-minded friends

An aerial photograph of a mountain bike trail network in a forest. The trails are light-colored paths that wind through the dark, dense trees. The trails are interconnected, forming a complex web of routes. The text is overlaid on the center of the image.

” A design that encourages social interaction is a key element in modern mountain bike centres.

“

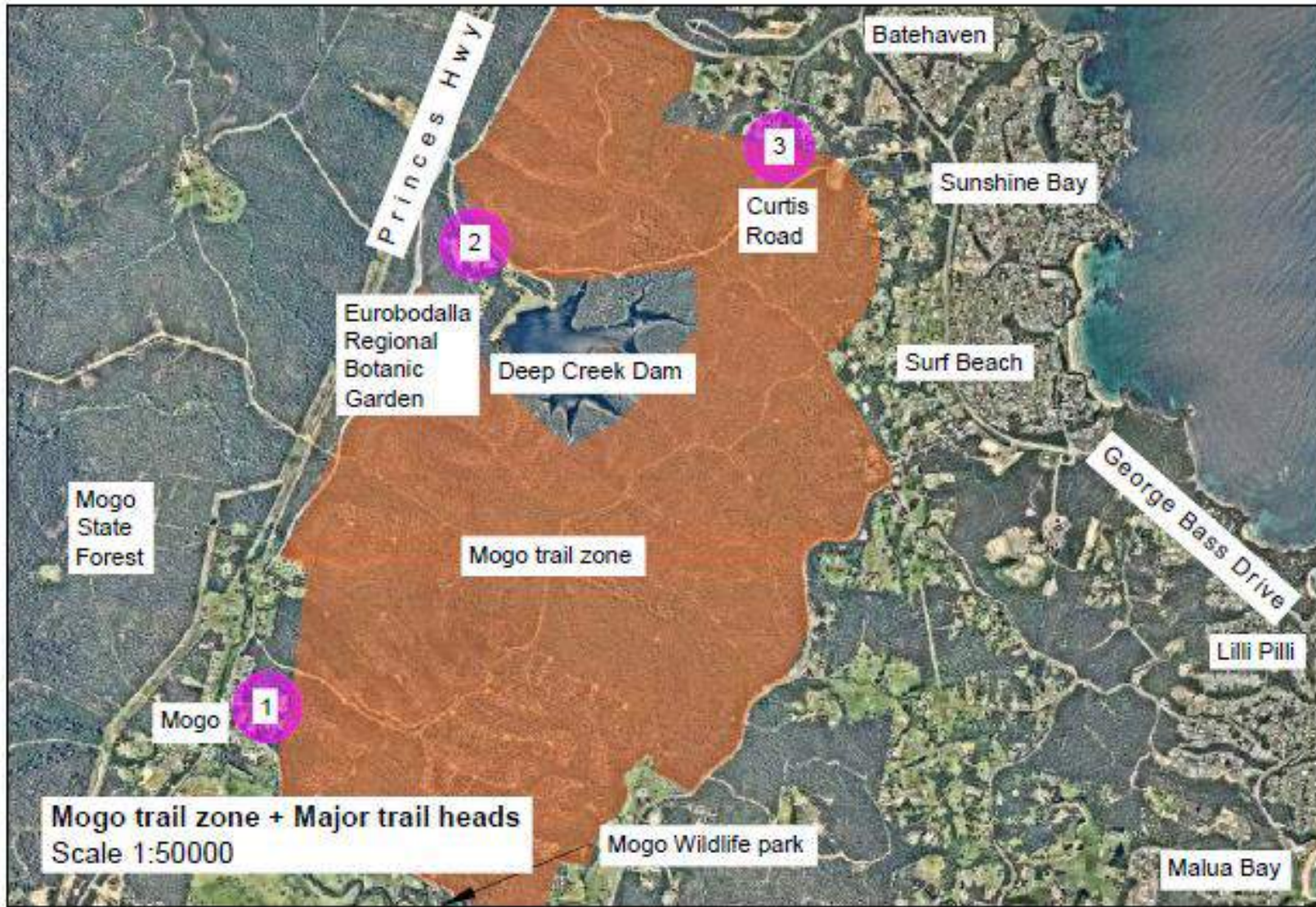












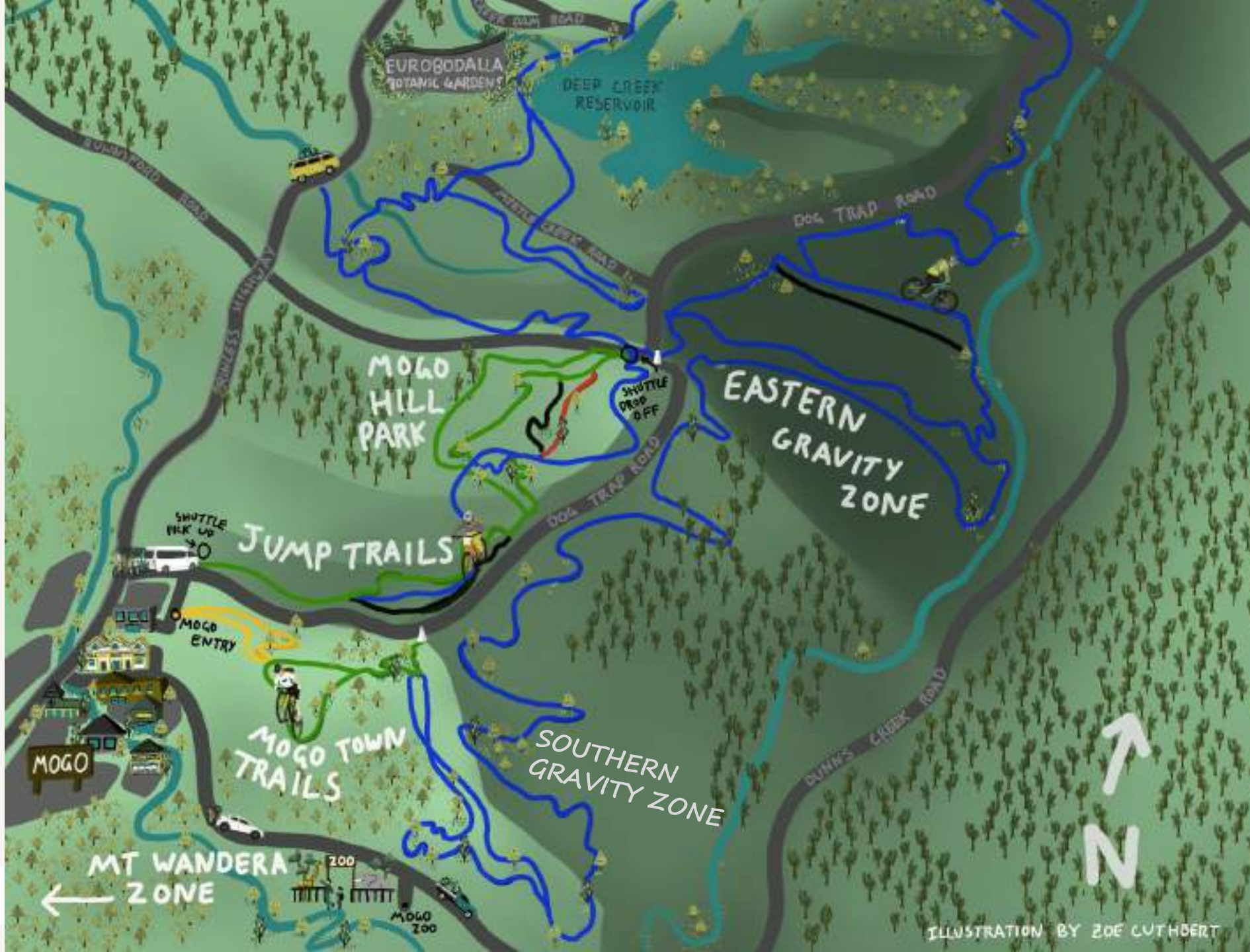
TRAILS

MOGO TRAILS NETWORK MISSION



” Provides the widest range of trail styles for local riders and to attract all skill level visitors to the town and facilitate the staging of events. All trails create connection to the Mogo and Batehaven town centres for access to services, hospitality, accommodation, experience providers and shuttles. “





” We want not just visiting riders to have amazing experiences, but we want this trail network to become part of the DNA of this region, part of the community. “



” Our Vision:
To create the
most
progressive
MTB trail
network
in Australia. “

MOGO TRAIL SEGMENTS



Mogo Town Trails Zone

- **User-friendly**
- Families, white and green trails up and down
- Trails perfect for towing
- The facilities hub
- Food, drinks, ice-cream!
- Fun riding
- Watch the kids
- Low to mid-range bikes
- Connection to Gravel Routes



Mogo Hill Park & Jump Park Zones

- **For the park rats & Shuttles**
- Spend all day there
- Climb to trig
- Whistler-inspired
- Skills area
- Great area for progression with fun and challenging sections
- Sharp, exaggerated features “worth the shuttle”



Botanic Gravity Zone & Northern Zone

- **Gravity & Tourist experience**
- Flow and gravity trails
- Look-outs to and connectivity to coast, beaches, accommodation and rest of the network
- Beginners to have fun trails for progression from Town Trails
- Easy vehicle access
- Eurob. Botanic Garden
- Easy Batehaven & Corrigan's connectivity
- Connection to Gravel Routes



Eastern Gravity Zone

- **Gravity Tourist experience**
- Gravity and adventure/trail flow
- Awesome uphill flow
- Beginners to have fun trails for progression from Town Trails
- Easy Batehaven & Corrigan's connectivity
- Easy Mogo Town Trails connectivity



Southern Gravity Zone

- **The Works**
- Flow and gravity Trails
- Hero trail and memorable features
- Exciting uphill flow
- Easy Mogo Town Trails connectivity



Mt Wandera & Western Zone

- **The Crown Jewel**
- Pure MTB adventure
- 7.5km combined descents
- Techy, steep, DH, enduro gravity
- Insta-moments, trail heads
- Full enduro gravity terrain

MOGO TRAILS: A MODERN MTB TRAIL WITH ENDLESS OPPORTUNITIES



- Bike- & equipment, services & repair
- Tours, coaching
- Accommodation + packages
- F&B Services
- Shuttles, transport (local, airport transfer)
- Outdoor gear & equipment
- Fitness, wellness services
- Entertainment, experiences
- Events – community, non-MTB related, enter- and infotainment



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 - Experiences – regional, seasonal
 - Events – community, non-MTB related, enter- and infotainment
-

Example – Accommodation

- ✓ Secure Bike Storage
- ✓ Bike Cleaning Station
- ✓ Bike Repair Station
- ✓ Laundry Facilities
- ✓ Drying Room/Area/Space
- ✓ Early Breakfast... To-Go Breakfast
- ✓ Flexible Check-in/Check-Out
- ✓ Understand riding dynamics (4pm hunger pang)
- ✓ Maps, trail info
- ✓ Nutrition, hydration options
- ✓ Goodies/packages
- ✓ Fitness and recovery facilities
- ✓ Collaboration with local bike- and experience industry

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-

Example – F&B

- ✓ Bike-friendly amenities (racks)
- ✓ Outdoor seating (keep an eye on bikes)
- ✓ Different options, ie quick/sit-down, healthy/hearty
- ✓ Hydration stations
- ✓ Flexible timing (consider rider flow)
- ✓ Wi-Fi, charging station
- ✓ Bike repair, tool kit station
- ✓ Promote trails
- ✓ Themed menu, décor, atmosphere
- ✓ Power, recovery food options
- ✓ Host bike-focused events (workshops, talks, engage locals)
- ✓ Support local groups/initiatives



SEA OTTER AUSTRALIA

**More than a Festival.
More than a Race.
More than an Expo.**



**RACE
RIDE
DEMO
CONNECT**







Connecting Mogo Trails with the World



APRIL



SEPTEMBER



OCTOBER





SEA OTTER
AUSTRALIA





RACE

**Pro, Elite & Amateur Athletes
(Fans, Spectators)**



RIDE



EXPO

**Industry, Fans &
Consumers**



DEMO

Riders



**KIDS &
ENTERTAINMENT &
EXPERIENCES**

**Kids & Non-Riders
(On-site, In-Region)**



SUMMIT

Industry



**RACE
RIDE
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CONNECT**

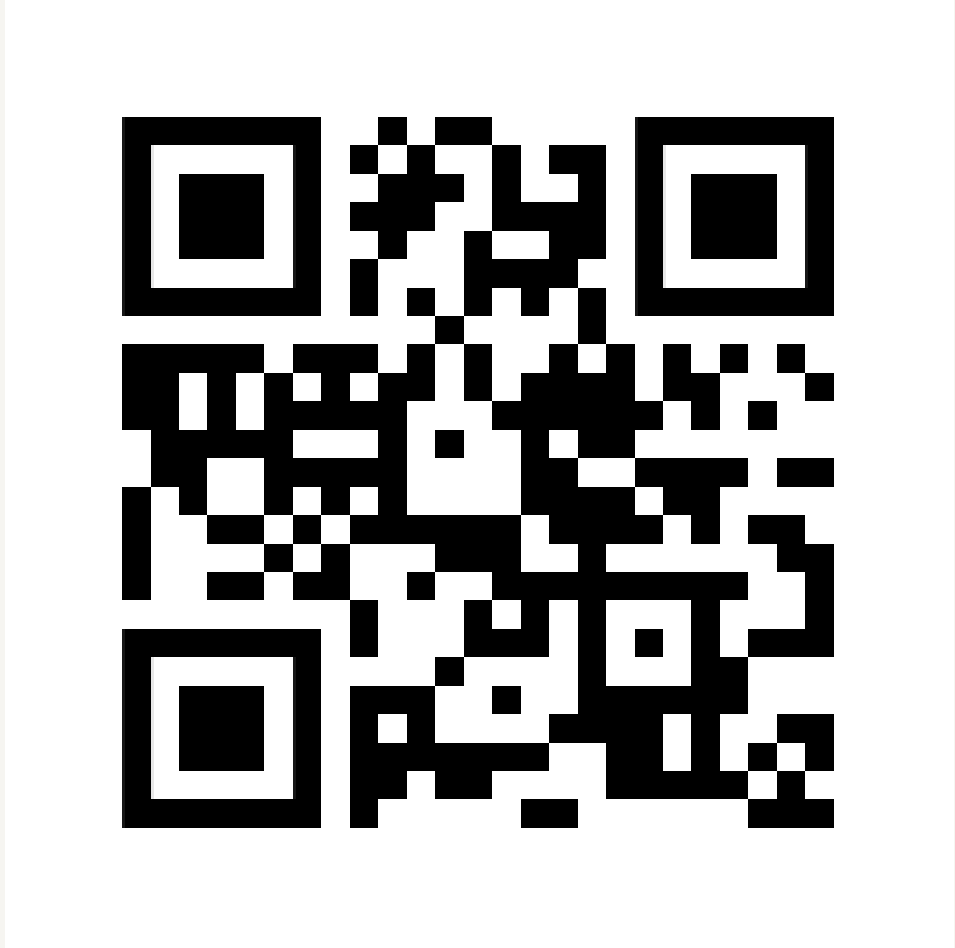
seaotter.au



CONNECT:

Riders / Racers / Additional visitors
Industry / Attending Businesses
Rocky Trail / Event Supplies, Packaging

- ✓ Tourism
- ✓ Bike-specific retail and services
- ✓ Retail – general product expansion
- ✓ Hospitality & convenience
- ✓ Accommodation
- ✓ Event services, crew, volunteers
- ✓ Event suppliers
- ✓ Marketing, media
- ✓ Industry functions
- ✓ Sponsorship, exhibiting



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