



# Ride Eurobodalla

Tourism Operator Product and Experience Development Program for Mountain Biking

**MAY 2023** 





# Overview

- 1. Who's who in the Zoo
- 2. What is all the fuss about with MTB in Mogo and Narooma Shane
- 3. Why Mountain Biking? The research and the opportunity to grow this market
- 4. Understanding Mountain Bikers
- 5. Building an MTB ready destination
- 6. Building an MTB ready business
- 7. Are you 'Ride Ready' or Bike Friendly?
- 8. How to assess your own business' opportunity
- 9. Are you ready to take the next steps to make your business Ride Ready (Invite to Part 2)

# Ride Eurobodalla: Where we are headed

Part 1: Market update and opportunities session (2 large groups - 2 hr sessions - Batemans Bay and Narooma)

Part 2: Field trip and hands on product and experience development visits (1 day - Mogo)

Delivered within 3 months. Supported by Eurobodalla Shire Council and DSNSW

# Who we are: Mad keen Mountain bikers (and marketing and Tourism guys)

- Eurobodalla Shire Council
- Destination Southern NSW
- Ride Sapphire Coast and Tourism Futures
- Mount Stromlo Pre world champs 2009
- Centenary Trail Canberra 2013
- Ride Canberra
- Ride Sunshine Coast

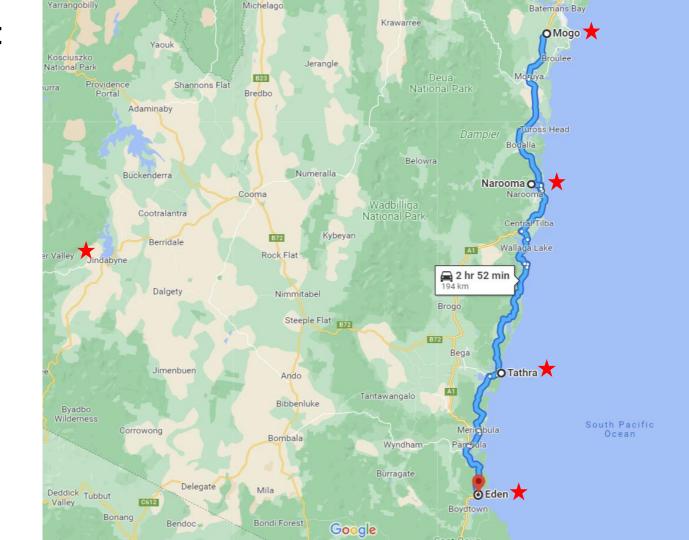
# Who are you?

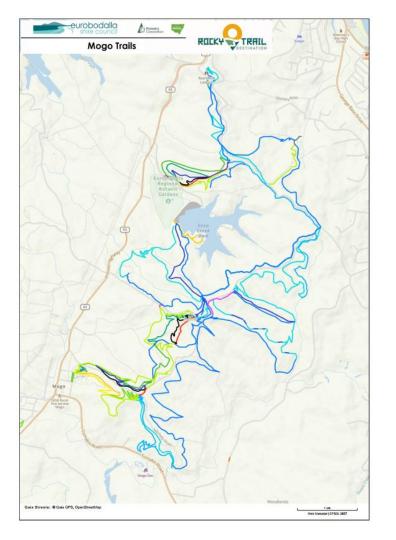
# The Big Picture:

# Australia's Mountain Bike Coast.

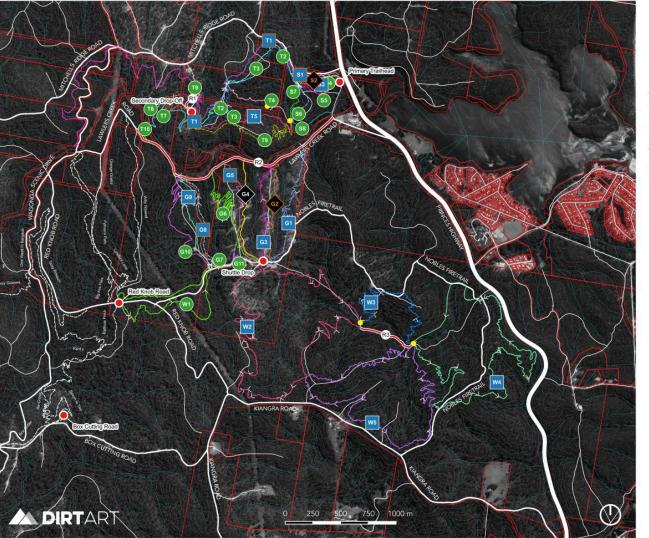
The most km's of professionally designed and built coastal based trails on mainland Australia.

Ride Eurobodalla MTB South Coast NSW Australia.









# NAROOMA MTB PROJECT

# TRAIL PLAN: OVERVIEW

#### 27.01.22



## Who's who in the Zoo? Clubs (approx. 12% of riders) Connectors-Media. Cycle specific Publishers, operators -Web, Travel transport, gear OTA's, shops, tours MTB influencers Riders Park Ancillary managers, Tourism Councils, operators -Government, Accom, Food + Destination Drinks, Retail marketing orgs

What's all the fuss about Mountain Biking?

# What is Mountain Biking all about?



MTB - Riding on off-road primarily purpose built single tracks.

Sometimes multi-use

Gravity/Flow
Downhill
Cross Country
Park - skills, jumps, pumptrack
Touring

	Easy (Appropriate for less experienced riders)
	More Difficult (Intermediate riders)
•	Very Difficult (Advanced Riders)
<b>**</b>	Extremely Difficult (Very Advanced Riders)

# Why Mountain Biking - The Research and Opportunity to Grow this Market

**341,900** mountain bike participants in Australia who **spend \$630.8 million** on the activity annually. Of this **177,000** went mountain biking **on a trip** in the past 12 months.

QLD, NSW, VIC overnight stay for <u>cycle tourism</u>. All forms of cycling



(\*pre-covid. Huge increase in cycling during covid measured)

How much pie do you want?

Of 177,000 trips, how many visitors does Eurobodalla need to reach capacity?

**Understanding Mountain Bikers** 

- Mostly male (however women increasing)
- Between the ages of 25-59
- Relatively affluent with high household incomes and generally well educated
- Participate frequently and over the long term
- 44% travel monthly to ride. 1-4 trips per year for 1-2 days or 3+ extended stays. Travel up to 4 hrs. High spending: \$2540 in Tas (av.\$1920)
- Group make up varies depending on type of riding and can be couples, groups of friends and/or family.



Not ALL riders are created equal

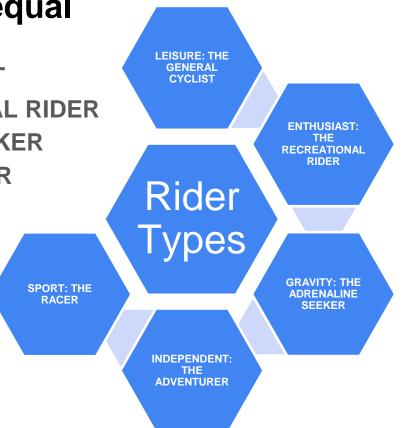
LEISURE: THE GENERAL CYCLIST

ENTHUSIAST: THE RECREATIONAL RIDER

GRAVITY: THE ADRENALINE SEEKER

• INDEPENDENT: THE ADVENTURER

SPORT: THE RACER





# LEISURE: THE GENERAL CYCLIST

Leisure riders are general cyclists of all ages and abilities and potentially represent the largest market. They ride infrequently, have limited skills and prefer very accessible routes close to home, or trail centres. They are likely to try mountain biking whilst on holidays.



# ENTHUSIAST: THE RECREATIONAL RIDER

Enthusiasts are recreational mountain bikers with moderate skills and variable fitness, and ride weekly. They are the existing market majority, prefer trails with good trail signs and seek technical trails. They are most likely to take short breaks to different areas.



# GRAVITY: THE ADRENALINE SEEKER

Gravity riders are highly skilled technical riders who seek very challenging trails, ride at least once a week and are often members of clubs. They require purpose built trails often with an uplift facility, which are repeatedly used in a concentrated manner. They seek specific trails with the highest classifications.



# INDEPENDENT: THE ADVENTURER

Independent riders are skilled outdoor enthusiasts who ride once a week and are technically proficient with a good level of fitness. They are capable of planning their own rides and ride a very wide variety of trail classifications. Independent riders seek more remote trails, and adventure is more important than technical challenge.



# SPORT: THE RACER

Sport riders are competitive mountain bikers, who ride regular routes multiple times a week. They are generally members of mountain bike clubs. They are willing to seek less accessible trails, have a high fitness level and are technically proficient



# **Electric Mountain Bikes**

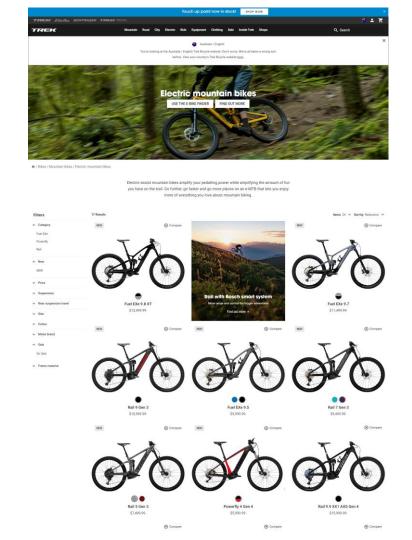
E-bikes flatten the Hills!

Ride longer, more accessible,

Provide more riders chance to get on their bikes (older, unfit)

- Provide Secure lockup
- Install Chargers
- Bikes cost \$7,000-\$20,000+

https://www.trekbikes.com/au/en\_AU/bikes/mountain-bikes/electric-mountain-bikes/c/B512/



# The MTB Culture



A MTB micro-culture

Values and beliefs
Adventure, environment, health

**Fashion**On-mountain and off-mountain.

# You gotta speak the language... to be down with the crew.

- 1. Flow
- 2. Pump
- 3. Dab
- 4. Bail
- 5. Hard Tail
- 6. Bonk
- 7. Travel
- 8. Railed it
- 9. Hero-dirt
- 10. Berm
- 11. Frothies

# Building an MTB ready destination

# Top Australian Mountain Bike destinations - the millions being invested in Australia



### TAS

Derby Tas \$3million+ St Helens \$4.5m George Tn \$4.4

# QLD

Mackay \$10million+ Cairns \$ongoing

#### VIC

Warburton \$10m Omeo \$4.5m

## **NSW**

Mogo \$5m+ Narooma \$4m Eden \$4.5m

#### SA

Melrose \$2.5m Eagle Park \$Ongoing

### WA

Collie \$10m Dwellinup \$3.5m

## **ACT**

Stromlo \$Ongoing

## NT

Red Centre \$10m

# **Private \$**

Thredbo, Buller, Falls, Maydena, Spicers

## What makes a MTB destination work?



#### An ideal destination will tick all the boxes

- Volume of trails (80-100km+)
- ✓ Variety of trails
- Trails of varying difficulty need challenging riding
- Scenery
- **Culture**

- Accommodation and retail
- Food and beverage
- Oifferent riding experiences – can't be more of the same
- Other experiences more than just biking



# MTB Specific Needs

Trailhead facilities - parking, water, signage, tools MTB Shop, Mechanic, Rental MTB Shuttle and Tour services Bike shop incl. mechanic Pizza, Pasta, Craft Beer Secure Bike Storage Bike Wash Bike Parking **Events** Rider Friendly Locals/Culture

Easy to book and put everything together

#### **Stromlo Forest Park**

2007 Built out of the ashes of the Canberra fires – Gov Funding 100km+ MTB trails at adventure centre. Green, Blue, Black







**Stromlo Forest Park**Skills parks and pump track
Major Events – national and world championships 2009







65,000+ interstate mtb visitors to Canberra 180,000 visitor nights \$50m+ expenditure







Blue Derby Mountain Bike Trails Tasmania 2015 commenced. Old tin mining town. 125km+ MTB trails. Green, Blue, Black and adventure trail







# Blue Derby Mountain Bike Trails Tasmania Pump track and new beginner network Events including nationals and world Enduro







30,000+ visitors annually Stay 3-4 nights spend \$30m annual expenditure Video 1 Video 2









# Building an MTB ready business

You know, appreciate, value, invest in, attract and want to successfully connect with the mountain bike visitor.

## The Customer Journey

Come on a trip to Derby where back in February 7th 2015 they launched their first 20km of trail

Listen to what an experience in Derby feels like now.

## Be a Ride Ready (Bike Friendly) Business

Businesses must select ONE of the following categories that best describes their business:

- Accommodation
- Camping
- Eat and Drink
- Attraction
- Information
- Bike Shop
- Tour/transport operator
- Retail/shopping



### Meet the criteria



### 2. Criteria

Businesses must tick at least 5 of the following proof points to support their declaration. While only 5 are required for a successful submission, business may tick as many of the following statements that apply to their business:

Knowledge and welcome – demonstrate your understanding of the needs of cyclists			
		Front of house staff are aware of the needs of cyclists and can confidently assist	
		cycle tourists with information or help	
		Front of house staff are aware of the local cycling trails	
		We stock books and brochures outlining trails	
		Staff/owners are keen cyclists	
		We have undertaken or have a willingness to undertake training/attend cycle	
		friendly workshops	
W	Vater Refills		
		Water bottles can be filled up in guest rooms	
		Staff will fill water bottles upon request	
		Water jug is supplied for self-service	
		Tap that is accessible and permitted for cyclists to self-service	
Storage			
		We supply bike racks out of the front of the building	
		We supply bike hooks to hang bikes safely	
		We supply floor mats for customers to store their bikes in their rooms	
		We offer a locked room for bike storage	
		We have a secure garage available for bike storage	
Repair and maintenance			
		We have a bicycle repair kit (*minimum items are required, see below)	
		We have extra tools available such as cable cutters, spare cables etc.	
		We have a complimentary, dedicated self-service area	
		We have a member of staff that can provide limited mechanical assistance	
		We employ a paid bike mechanic	
		We offer a tap and hose outside that can be used for bike washing	
		We offer a dedicated cleaning area for bikes	

### \*A repair kit can be purchased from bike stores or online.

#### It is recommended that it include the following:

- floor pump
- tyre levers
- patch kit
- · allen key set
- spoke key

- chain tool
- pedal spanner
- · bike screw driver set
- torx key

### CAFE









HOTEL



















**BREWERY** 









TOUR OPERATOR











### How to assess your own business opportunity

- 1. Are you interested in growing a new market for your business
- 2. Does the target market match your product
- 3. What infrastructure upgrades do you need to meet the special needs of the market
- 4. What experience development steps do you need to take
- 5. How will you promote to and attract the market
- 6. Who can you work with locally to maximise your ROI
- 7. What can you measure to work out how successful you are?

### You can build a premium experience



Fully catered, guided and accommodation

3 Day experience \$2450 5 day experience \$3450

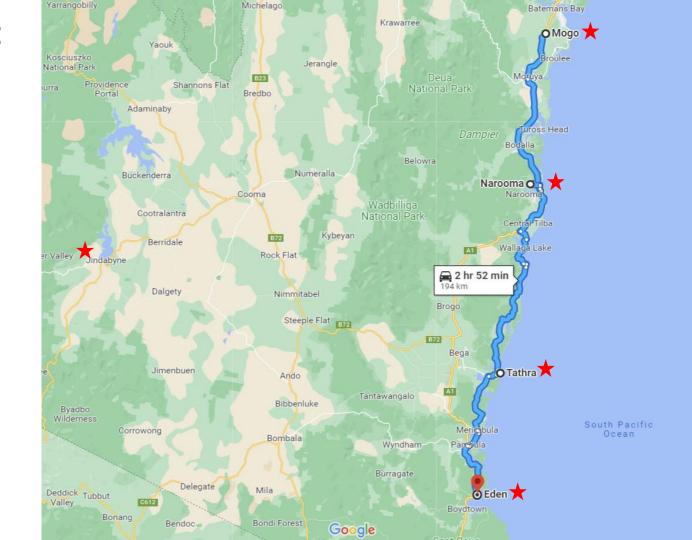
https://bluederbypodsride.com.au/



## The Big Picture:

# Australia's Mountain Bike Coast.

The most km's of professionally designed and built coastal based trails on mainland Australia.



## **Next steps**

Are you ready to take the next steps to make your business Ride ready?

Speak to Teresa and join part 2 of the program. Limited availability and you need to have capacity to deliver a ride ready experience.

# EXTRA GOOD BITS

### Read more from around Australia

Adventure Cycling Strategy (nsw.gov.au) - 2023

https://www.fnqroc.qld.gov.au/files/media/original/003/f95/337/7f0/FNQROC\_-\_TNQ\_Regional\_Mountain\_Bike\_Strategy\_(Final\_formatted\_version).pdf

https://www.townsville.qld.gov.au/\_\_data/assets/pdf\_file/0013/126121/Mountain\_Bike\_Strategy\_Report\_FINAL-17.08.2021.pdf

https://www.fngroc.qld.gov.au/files/media/original/003/a50/478/559/TNQ3\_BIKE.pdf

https://assets.auscycling.org.au/s3fs-public/2021-03/mountain-biking-in-australia-final-report-march-2021.pdf?sOhdYZLJUG1eZnmPE8yYmFQbbuOqrfm4=

https://www.victor.sa.gov.au/\_\_data/assets/pdf\_file/0025/1067911/Victor-Harbor-MTB-Strategy\_-Final.pdf

https://westcycle.org.au/wp-content/uploads/2017/08/WesternAustralianMountainBikeStrategy.pdf

https://tourism.act.gov.au/wp-content/uploads/2018/06/CBR\_Cycle\_strategy\_WEB.pdf

https://s3.ap-southeast-2.amazonaws.com/hdp.au.prod.app.act-yoursay.files/3816/2379/8221/Att\_B\_Canberra Mountain Bike Report 2021 A29055770.pdf

# NSW Adventure Cycling Strategy (2023)

Adventure Cycling Strategy (nsw.gov.au)

Department of Regional NSW

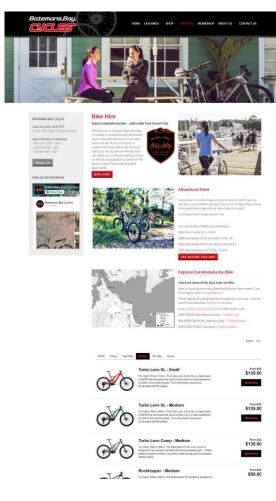
nsw.gov.au/AdventureCyclingStrategy

# Adventure Cycling Strategy





### Talk to the locals



https://batemansbaycycles.com.au/bike-hire/

### Talk to the locals



# https://naroomabicycles.com.au/

# Batemans Bay MTB Club

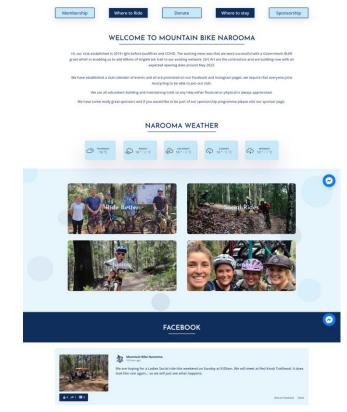


### Narooma MTB Club

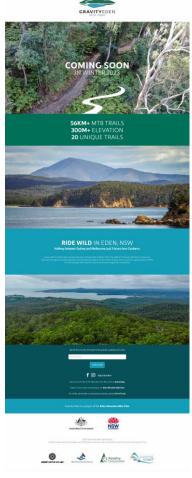


https://www.mountainbikenarooma.com.au/



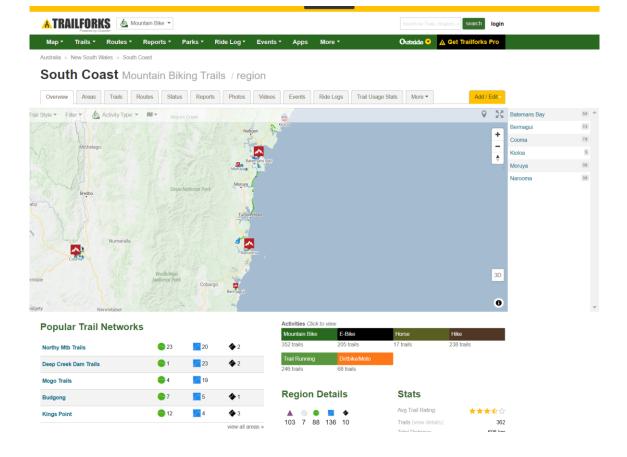






https://www.gravityeden.com.au/

### **Trail Forks**



https://www.trailforks.com/region/south-coast-17785



About 🗸

Products v

Solutions >

Commercial v

Support v















### Mountain Bike Rack

\$99.99

★★★★★ (221 Reviews)

Steadyrack's Mountain Bike (MTB) Rack is designed with larger and stronger folding arms, perfect for eBikes, MTB and Gravel bikes with regular or MTB tyres.

₹ Free shipping in select countries\*



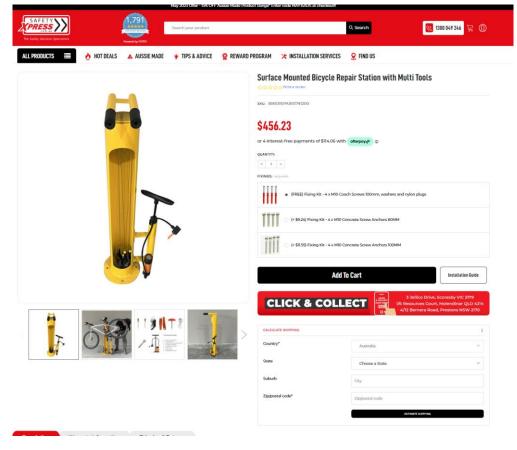
or 4 interest-free payments of \$25.00 with afterpay ①



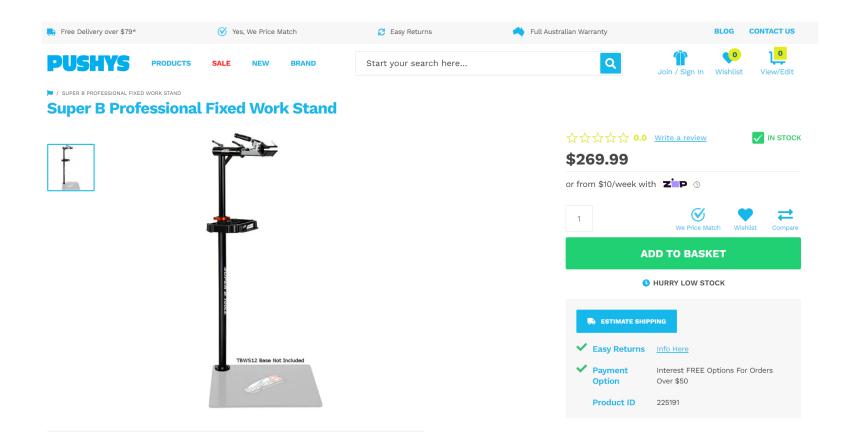
Designed for bikes with:

https://au.steadyrack.com/products/mountain-bike-rack

# Surface Mounted Bike Repair Station



https://www.safetyxpress.com.au/barriers-railings-bike-racks/bike-racks/surface-mounted-bicycle-repair-station-with-multi-tools



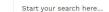
https://www.pushys.com.au/super-b-professional-fixed-work-stand.html





NEW

BRAN





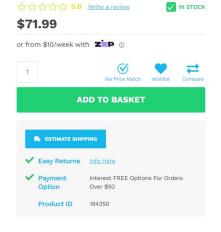




MUC-OFF 8-IN-ONE BIKE CLEANING KIT

### **Muc-Off 8-in-one Bike Cleaning Kit**





### Description

Put the spark back into the love-affair between you and your bike with this 8-in-one Bike Cleaning Kit from Muc-Off. With a great selection of products to choose from you'll have all you need to have your little gen looking squeaky clean all over as you admire the chrome glistening in the sun and swell with pride over a job well done. It doesn't matter if you're into Road, MTB, Cyclocross or just the routine commute, you can solve even the most annoying bike cleaning problems with the products included in the Muc-Off 8-in-one Bike Cleaning Kitl

#### Kit includes:

- 1 x Muc-Off Nano Tech Bike Cleaner Fluid (1 Litre Bottle)
- 1 x Muc-Off Bike Spray (500ml Aerosol can)
- 1 x Muc-Off Detailing Brush
- 1 x Muc-Off Soft Washing Brush
- A Mide off bolt washing bras
- 1 x Muc-Off Two Prong Brush
- 1 x Muc-Off Claw Brush
- 1 x Muc-Off MicroCell sponge (expanding)

# Stay in touch

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