Creating a world class mountain bike destination

Tableland Trails

Cycling – a growing trend...

- 4 million Australians ride in a typical week.
- Cycling is now the fourth most popular physical activity for adult Australians.
- 814,000 people ride a bike in Queensland each week – 18% of residents.
- Nearly 60% of Queensland households have access to a bike.
- In 2010 Australians bought more than 1.3 million new bikes, compared to 1 million new cars, making it the eleventh year in a row that bicycle sales outstripped motor vehicle sales.
- In 2009 more than 364,000 Queenslanders rode a bike for sport, recreation or exercise, an 11% increase on the previous two years.

What people are saying

Glen Jacobs, Director, World Trails
www.world-trail.com
“Unique layout that I believe has the potential to attract local, national and international visitors.”

David Olle & Emma Colson, Top Bike Tours
www.topbike.com.au
“One of the best destinations in Australia. You have rides already of world class.”

Steve Dickson MP, Minister for National Parks, Recreation, Sport & Racing
Destination Q Forum, Cairns June 2012
“Mountain biking is going to be big!”

Dafydd Davis, Mountain Biking Wales
www.mbwales.com
“There is no doubt that the development of the right kind of mountain bike trail system could bring great benefits to communities on the Tablelands for many years to come.”

Troy Rarick, Over The Edge
www.otesports.com
“The opportunity to take a visitor through so many types of forest and landscape via mountain bike is the cornerstone of the experience you can uniquely provide.”
A Growing Tourism Market

- Mountain biking across the world has transformed once declining regional communities into vibrant economic powerhouses.
- Mountain biking meets a growing market in environmentally sustainable and healthy tourism - it is a fun way to experience our unique environment.
- Here and overseas it is one of the fastest growing recreational and sporting pursuits.
- More bikes than cars are bought in Australia each year.
- Value adding and diversifying has been identified by our tourism industry as essential and urgent.
- It involves a low capital investment:
  - The Tablelands already has a reputation as a premium tourism destination
  - There is excellent infrastructure and services
  - Trails are identified and ready for development
  - The project has government and industry support, with funding for engagement and promotion.
- Around 60,000 visitors a year would participate in mountain bike activities if available (based on current visitor numbers and Australian Bureau of Statistics data).
- There is a high level of specialist knowledge in the area with dedicated sport and recreation organisations pursuing funding and marketing opportunities to ensure ongoing growth and promotion.
- Successful annual mountain bike events are already hosted on the Tablelands including Crocodile Trophy & Herberton 8 Hour Endurance races.

The establishment of mountain bike (MTB) destinations has rescued small communities and made them flourish.

The Tablelands has a number of advantages suitable for creating a world class MTB destination including the topography, climate, special scenic attractions, family friendly locations, first rate accommodation and service industries, a comprehensive existing trail network, industry and government support, as well as a large number of locals who are dedicated mountain bikers.

Several years of investigation, research and analysis of the domestic and international markets including specialist reviews, advice from mountain bike and tourism industry representatives, grant managers and land managers, and liaison with government bodies have been undertaken. There is strong support for this project from Tablelands Regional Council, Tropical Tablelands Tourism, Department of National Parks, Recreation, Sport and Racing, local organisations and government officials.

www.tablelandtrails.com timba@tablelandsfutures.com
Where else on the planet can you mountain bike and......?

✓ Be immersed in pristine World Heritage Rainforests
✓ Go from ocean to rainforest to savannah in one day
✓ Experience unique flora and fauna in one of the world’s most bio-diverse natural environments
✓ Be connected to an international airport, only a short distance from trails
✓ Enjoy a full range of international standard tourism facilities
✓ Add to your stay with a myriad of other visitor activities including the Great Barrier Reef, Kuranda Rail, hot air ballooning, white water rafting and much more
✓ Enjoy great weather almost all year round
✓ Discover the real Australia with people who are famous for being friendly, hospitable and experienced in taking care of visitors

Ensuring Sustainable Regional Development

This project supports government initiatives designed to reduce carbon footprint, improve population health, reduce unemployment, up-skill people, diversify economies, assist regional and remote Australia, improve awareness of environmental issues, champion bicycle transport and outdoor recreational activities, as well as providing a model approach for regional development.

- Provides sustainable regional economic development for the Tablelands and Cairns regions.
- Diversifies and value-adds to the existing tourism industry which is a major economic driver for the region.
- Provides opportunities for small business development, the backbone of our region.
- Provides excellent return on investment as proven in similar ventures elsewhere in Australia and overseas.

Evolving the Vision

This project is driven by three Tableland organisations. A small team of locals have undertaken several years of voluntary work, gathering government and industry support and evolving the vision into a detailed, practical plan that is ready to market.

Tablelands Futures Corporation (TFC) is the peak regional development body for the Tablelands, made up of local business and community leaders.

Tablelands Integrated Mountain Bike Alliance (TiMBa), a sub-committee of the TFC, is a group representing local sports clubs, relevant government departments and mountain bike enthusiasts keen to promote the Tableland Mountain Bike Trails concept.

Tablelands Outdoor Recreation Association (TORA), previously known as TSRA, are involved in progressing the trails network across the Tablelands to encompass a variety of recreational activities.

Special recognition goes to Leasie Felderhof, David Prete, Ivan Searston and more recently Mark Knowles and Michael Lawrence, for their extensive research and collaboration to drive this project forward.
Bike Hubs and Links

This project will involve developing a series of mountain bike trails radiating from existing community centres across the Tablelands (hubs). These trails will be multi-purpose, accommodating not only mountain biking but also walking, nature studies and orienteering.

Trails will link hubs, creating an opportunity for cyclists to spend all day riding between towns, enjoying a variety of scenery, local attractions, eateries and facilities along the way.

Routes will include cross-country trails, gazetted gravel roads and the bitumen road network. There are hundreds of kilometres of trails across the Tablelands which require minimal mapping and signage, to be easily accessible by cycle tourists. New loop trails will also be constructed with a variety of terrain, surfaces and degree of difficulty to meet all tastes and talents.

Initially, hubs will be developed at Atherton and Herberton and then expanded to other towns across the Tablelands. Work will involve mapping, and where necessary, restoring existing trails, constructing new trails, marketing and promoting the Tableland Mountain Bike Trails concept, and building the capacity of local business to meet the expected increase in visitors.

Numerous trails have already been identified across the Tablelands for immediate marketing and promotion.

Ideally, each hub will have:
- Sign posted roads, trails and tracks radiating out and returning to town
- Infrastructure such as toilets, information centre, food and beverage outlet, equipment hire, bike racks, mountain bike friendly accommodation, bike maintenance or fast access to spare parts and servicing suppliers
- Links to other hubs via cycle routes
- Transit point for transfers to other hubs, attractions, airport etc.

Central to the concept of hubs is the idea that local businesses and groups work together to capitalise on the specific benefits, attractions, topography and service provision available within each hub. The aim is to create a unified cycle friendly image.

The hubs and links model integrates the mountain bike development across the Tablelands ensuring the greatest possible range of cycling experiences, whilst spreading the economic and social benefits across the wider community. This model is focused on the fundamental motivation for mountain biking – that of cross-country riding for pleasure, however it also includes provision for the more extreme forms of the sport such as downhill, in a designated mountain bike precinct which will be designed with hosting of national and international events in mind.

The model for creating an international cycling destination can evolve and grow as more funding becomes available. Analysing similar ventures elsewhere, it is conservatively estimated that the establishment of two hubs will bring an additional $17 million to the Tablelands annually.
Mountain Bikers

Mountain biking is a popular physical activity on an international scale, with participation rates continuing to increase. Sometimes mistaken as an activity of the young and reckless, hurtling down impossible slopes, it is actually enjoyed by families and all age groups. The majority of experienced mountain bikers:

- Are male; however there is a discernible gender shift with a steady increase in participation by women.
- Have tertiary level education and come from professional backgrounds with mid to high incomes.
- Range in age from mid 20’s to mid 40’s with a high percentage in the mid 30’s age groups.
- Ride once to 2-3 times per week.
- Tend to travel in small groups of 2-3 people, and will travel for unique experiences or competitions*.

Most mountain bikers expect a relatively high level of trail infrastructure and associated services at MTB destinations and cite features such as fitness/exercise, technical challenge, spectacular scenery, local culture and accessibility as important attributes for MTB destinations*. They generally access information about a destination through word of mouth or the internet.

The Tablelands offer great services and infrastructure to support MTB enthusiasts and their travel companions. By current standards, a world class mountain biking destination should have:

- A Mountain Bike Park (Jumps Park)
- Off-road single and double track trails
- Downhill with vertical drop of 200m or more, generally as part of the park
- A range of off-road trails
- On-road trails, generally gravel surfaced (on-road means on legally gazetted public routes whether with a formed surface or not)
- On-road black-top trails and various combinations of off-road, on-road gravel and on-road bitumen trails
- Venues that can handle events such as 8 and 24 hour endurance rides.

Supported by:
- Maps and guides
- Website
- Transport – especially an international gateway
- Bike hire and support
- Food and beverage outlets
- Accommodation
- Information centres
- Entertainment venues
- Knowledgeable and sympathetic land managers
- Informed communities.

With the Smithfield Mountain Bike Park in close proximity, and future plans to have a MTB precinct in Atherton, the Tablelands are well positioned to meet each of these requirements.

*Mountain bike tourism market profile for Tasmania 2008

The sport is made up of several different disciplines. The Tablelands offers opportunities for cross-country trail riders (the majority of riders) and recreational mountain bike riders.
Case Studies: Australia & New Zealand

**Victoria Mt Baw Baw**
- Exponential growth in MTB visitor numbers, 70% from overseas
- 2011 National Downhill MTB Series

**Western Australia Munda Biddi Trail**
- 1000 km of multi-use track through 7 towns
- Estimated 42,000 users creating an annual revenue of $5 million

**South Australia**
- 2012 Tour Down Under added $42.2 million to the state’s economy and attracted 760,000 spectators
- Riesling Trail contributes $1.08 million directly to the Clare Region from 12,000 annual visitors

**Victoria Murray to Mountains Railtrail**
- Average cyclist spent $258/day
- 2006 Easter Visitors = 8300, contributing $2.1 million to local economy

**ACT Mt Stromlo**
- 2008 UCI Mountain Bike World Cup estimated 4000 visitors contributed $867,560 to local economy

**Tasmania**
- 2-3% of tourists annually take part in off-road cycling, spending $1458 per trip and contributing around $4 million annually

**New Zealand Rotorua**
- Population of 67,000, with annual visitors of 2.5 million
- 2006 Mountain Bike World Trials generated NZ $12.2 million
- 2009 Whakarewarewa Forest Trails generated NZ $40 million

**Victoria Mt Baw Baw Number of Visitors**
- Chart showing visitor numbers from 2001 to 2011

www.mountaintrails.com

www.mountbawbaw.com.au

www.mundabiddi.org.au

www.murraytomountains.com.au

www.southaustraliantrails.com

www.discovertasmania.com.au

www.stromloforestpark.com.au

www.mundabiddi.org.au

www.riderotorua.com

www.mountbawbaw.com.au
Moab, Utah
The small town of Moab in south eastern Utah touts itself as the mountain biking capital of the world. Best described as a near derelict ex-mining town in the 1970s, its stunning desert scenery, proximity to world class national parks (Arches, Canyonlands), and recreational potential changed its future into a tourist mecca. Mountain biking and the signature Slick Rock Trail play an important part in this development. The Bureau of Land Management estimates the visitation figures for the Slick Rock Trail as 1000 bikers in 1983, 103 000 in 1994 and 158 000 in 1995.
http://discovermoab.com/biking.htm

Fruita, Colorado
Fruita is a small settlement about 10 kms west of the larger town of Grand Junction (population 36 000).

During the 1990s, mountain biking became popular and three areas near Fruita were developed with MTB trails. The North Fruita Desert was studied in 2003 and revealed 25 573 trips (users) to the site. Of these, 50% were non-locals who spent an average of $85 per trip in the local area giving a direct economic contribution of almost $1.1 million and when combined with local demand, generated thirty jobs. Forward projections indicate a doubling of this in the next decade.

In November 2010, Troy Rarick of Over The Edge Sports in Fruita visited Atherton. He quoted figures of 120 000 visitors bringing US$24 million in annual economic benefits to the area.
http://gofruita.com

Whistler, Canada
The region to the north of Vancouver in British Columbia, Canada, is well known for its unique and challenging MTB trails. Broadly referred to as the Sea to Skyway, the corridor that leads from Vancouver up past the winter snow sports mecca of Whistler has three separate MTB centres – North Shore, Squamish and Whistler. These three trail centres are estimated to have collectively generated $10.3 million (Canadian) in spending from riders that live outside of the host community over the period from 4 June to 17 September 2006 (i.e. in the four months across summer). This expenditure resulted in 194 jobs.
http://www.whistlerbikeguide.com

United States of America
The national bicycling recreation economy:
• Contributes $133 billion annually
• Supports nearly 1.1 million jobs
• Generates $17.7 billion in annual federal and state tax revenue
• Produces $53.1 billion in retail sales and services
• Provides sustainable growth in rural communities
www.usacycling.org/mtb

Wales
• Significant MTB presence with purpose built singletrack trail centres at Coed Y Brenin, Cwm Carn, Afan Forest Park, Coed Llandegla, Nant yr Arian and Gwydyr forest
• 400 000 annual visiting mountain bikers generate £22 million
• Coed Y Brenin trails managed by the Forestry Commission makes £135 000 net annual profit
• Of the 158 000 annual visitors to Coed Y Brenin, 80% are mountain bikers
www.mbwales.com

7Stanes, Scotland
• Seven mountain biking centres spanning the south of Scotland
• Trails built with public funds on Forestry Commission land
• Nearly 100% increase in mountain bike tourists from 2006 to 2007 (from 108,000 to 197,000 visitors)
• 139 direct jobs created in 2007
• Standout example of a structured approach to the development of a world class MTB destination
www.7stanesmountainbiking.com
How to attract mountain bikers to your business

Mountain bikers actively search for new experiences, and place a high reliance on word of mouth, previous experience and the internet as information sources.

Tending to spend more than the average tourist, they are likely to travel as a family or couple and stay for several days in a region. They are also likely to take part in other activities on a trip involving national parks, forests, swimming or bushwalking.

Excellent service is always essential. Visitors expect clean, comfortable facilities and competent staff. An understanding of their needs will assist in providing quality service.

Being active outdoors, often involves getting dirty. Mountain bikers need a safe place to secure their bike, plenty of healthy food options and considerate service if they arrive wet, dirty or lost.

- Offer a genuine, friendly welcome.
- Have a secure bike rack for people visiting your business.
- Sell bike guidebooks or maps of the area.
- Be informed and able to offer clear directions to the nearest trails.
- Ensure you can suggest other things to see and do, especially if your guests include non-mountain biking members of a party. Let visitors know the wealth of local attractions on offer including events, activities, music, arts or shopping opportunities.
- Serve good quality espresso coffee.
- Provide energy foods – drinks, muesli and cereal bars, bananas etc. Use and promote local produce wherever possible.
- Recommend local eateries serving good sized portions.
- Update your website, it may be the first stop for mountain bikers – you must ensure you’re giving the right first impression.
- Get mentioned on your community or local business association websites as catering for cyclists.
- Ensure that accommodation providers, caravan parks etc are aware of your services (particularly prices and opening hours, if you have a restaurant, pub or café).
- Become a part of the Cyclists Welcome scheme, ensuring you’re offering the right facilities to attract mountain bikers and get a marketing advantage.
- Share your success stories: a good idea which has worked for you may work for other local businesses too.
- Sign up to mountain bike or holiday forums and websites for firsthand knowledge of what riders are looking for and the chance to help visitors prepare a great holiday.
Value Adding

Consider the opportunities to increase your visitor numbers by packaging your local trails with other businesses in the area, or with a specialist tour operator.

- Work with other local businesses on ideas to offer great service and keep money local.
- Can you pick guests up at the airport, even if they’re bringing bikes?
- Can you transport luggage between accommodation sites for visitors exploring the area on bikes?
- Can you offer a packed lunch service to nearby accommodation providers: late order and early delivery?
- Could you stock some basic bicycle repair items if there isn’t a specialist shop near you?
- Could you offer bike hire, bike carriers, tagalongs or other equipment for hire?

The facilities you offer for mountain bikers are often similar to those needed by other active visitors—an investment in facilities for mountain bikers could also benefit walkers, kayakers, outdoor enthusiasts and touring cyclists.

Checklist – Bike Friendly Town

☑ Do you have a secure bike rack for people visiting your business or town? _____________________
☑ Where is the nearest secure bike rack? _________________________________________________
☑ Where can you buy guidebooks or maps of the area?  _____________________________________
☑ Does the Visitor Information Centre or library have any books about mountain biking available? ___
☑ Is there a specialist shop selling bike equipment and parts? _________________________________
☑ Where is the nearest stockist of basic bicycle repair items? _________________________________
☑ Could you stock some basic bicycle repair items if there isn’t a specialist shop near you? ________

Bike Hire

Link up with bike hire companies so you can assist visitors to book what they need, on or before arrival.

A hire company may be able to deliver to your premises, or directly to your visitors at a trail site.

Consider providing mountain bikes for hire. There are many things to consider such as bike quality, maintenance and insurance. Please contact TiMBa for further information on requirements.
Development Ideas for Accommodation Providers

Accommodation preferences for mountain bikers range from campsites through to Bed & Breakfasts, self-catering and all types of hotels. Some of this market has relatively high disposable income and is looking for a degree of comfort along with value for money.

Be as friendly and helpful as you can; offer a good service and people will spread the word. Make it easy for people to book, stay and enjoy - be flexible and approachable.

Precious Possessions

Bikes are like babies: many mountain biking visitors have spent thousands on the best bike they can afford and want to know that their pride and joy is going to be clean and safe wherever they stay. Secure facilities are essential for keeping bikes overnight - a garage, shed or storeroom could all be transformed into added value for your business.

Supporting Events & Clubs

Events can prove to be a very effective way to bring in extra business. The Tablelands Cycle Sports Inc organise mountain bike events on the Tablelands.

Annual events currently hosted on the Tablelands include the Crocodile Trophy and Herberton 8 Hour Endurance races. These events attract competitors, many from outside the area, with other family and friends accompanying them. There is potential to increase the length of stay by offering visitors something extra on the day before or after an event (eg: pasta party the night before). Work with the local cycling clubs and other businesses to create more reasons for visitors to stay longer.

www.tablelandtrails.com  timba@tablelandsfutures.com
Catering to Mountain Bikers

Tableland red mud and dust is unforgiving. Providing services to ensure bikes and guests can be clean is essential.

- Have a place to wash off bikes – a hose and soft brushes would be ideal.
- A good shower! Bikers are often grubby and sweaty by the end of the day and want to clean up before dinner.
- Provide early breakfasts and nutritious packed lunches for cyclists – they need a lot of energy for a day on the trails, so generous portions of high carbohydrate foods, fruit, nuts and non-fizzy drinks will keep them out on the trails longer.
- Offer frozen ready-made meals for guests who are too exhausted after a day on the trails to go out or to cook.
- A drying area and room for clothing, shoes and other gear. This will keep all their dirty belongings out of the bedrooms, ensuring they have a more comfortable stay, and the dirt is kept out of your rooms.
- The option of a service to have muddy clothes washed and dried, or provide access to a washing machine. Some specific mountain bike clothing can be damaged by heat so spin-driers are preferable to tumble-driers for some items.
- A work stand in a well-lit, dry building, with a selection of tools available for use.
- Keep a fact-file of local biking opportunities, bike hire companies, bike shops, trails, guides, transportation options and tuition. If you recommend other businesses, they’re likely to recommend you.
- Keep recent editions of some mountain biking magazines available for visitors to read, along with information on local wildlife and other visitor attractions.
- When replacing furniture, consider ‘zip & link’ beds common in hotels, which can be either double or twin – making rooms much more flexible.
- Provide a list of local businesses which will deliver food and drink to the property: make web access, Wi Fi available so visitors can order online, or offer to pick up orders for them.
- Access to information is always helpful: a big area map in the hall or guest lounge is popular, trail maps, knowledge of what kind of riding they will find on each trail, where facilities are available etc.
- Become a part of the Cyclists Welcome scheme, ensuring you’re offering the right facilities to attract mountain bikers and get a marketing advantage.
- Work with other local businesses on ideas to offer great service and keep money local.
- If you need information on trails or other MTB queries, visit www.tablelandtrails.com in the first instance or contact a TiMBa Director.
Marketing Tips to Reach Mountain Bikers

Online
The Tableland Mountain Bike Trails will be promoted primarily through the www.tablelandtrails.com and www.cairnstrails.com URL addresses, both directing to the same website. There are many websites mountain bikers get their information from. A lot of people use forums as their first port of call in deciding where to stay when they go mountain biking, and the replies are generally from those who have been impressed (or disappointed) by somewhere in the past.

- Your website may be the first stop for mountain bikers – you must ensure you’re giving the right first impression: showing pictures of someone with a bike, mentioning your early breakfasts or home-cooked packed lunches, your drying room or lockup storage can reassure the visitor and make them more likely to book.

Web links to Tableland Trails and other MTB sites
- Put a link to www.tablelandtrails.com on your website. We can provide you with a special web link logo for this purpose. Contact TiMBa for further information.
- Add some links to other key MTB websites to show you’re genuinely interested in what your clientele want.
- Subscribe to the free e-newsletters from MTB sites to ensure you’re up to date with what’s happening in the mountain biking world.
- Ensure you’re mentioned on your community or local business association websites.
- Negotiate a link from a MTB site to your own website, where you provide accommodation packages.

Offline
- Become a part of the Cyclists Welcome scheme, ensuring you’re offering the right facilities to attract mountain bikers and get a marketing advantage.
- If you have printed promotional material, ensure you mention Tableland Trails, cycling or mountain biking in it, or include some photos which illustrate how welcoming you are to mountain bikers.
- Mountain biking magazines are a potential route for advertising.
- Tropical Tablelands Tourism (TTT) www.athertontablelands.com.au have a variety of opportunities for promotion to visitors as part of their seasonal or themed campaigns – find out how you can link to their future campaigns.
- TTT invite journalists to report on the Tablelands throughout the year. Some of these trips may be themed around activities, so your product could play a vital part in a successful press trip.

As this project is in the early stages of marketing and promotion, further assistance and support will evolve as opportunities become available.

Ensure you keep up to date on progress of the Tableland Mountain Bike Trails concept by providing your contact details to TiMBa for ongoing communication and feedback.
Internet Resources

Mountain Bike Associations & Clubs
International Mountain Bicycling Association
http://www.imba.com
International Mountain Bicycling Association Australia
http://www.imba-au.com
Mountain Bike Australia
http://www.mtba.asn.au
Tableland Cycle Sports Inc
http://www.tablelandcyclesports.com/mountainbikes
Cairns Mountain Bike Club
http://www.cairnsmtb.com
Mareeba Mountain Goats Inc
http://www.mareebamountainagoats.com

Magazines
Australian Mountain Bike (9 issues per year)
Mountain Bike Australia
emag.mountainbikingaustralia.com.au
International Mountain Bike Magazine
http://www.imbikemag.com
What Mountain Bike
http://magazine.bikeradar.com/category/what-mountain-bike

Forums
MTB Dirt Mountain Bike Forum
http://www.mtbdirtdirt.com.au
Dirt Rag Mag
http://www.dirtragmag.com
Dirt World
http://www.dirtworld.com
Bike Radar
http://www.bikeradar.com/mtb

Resources
Cycling Resource Centre
http://www.cyclingresourcecentre.org.au
Australian Bicycle Council
Cycle Tourism Australia
http://www.bikesa.asn.au/CTA_Home
Cycling Australia
http://www.cycling.org.au
Cycling Queensland
http://www.qld.cycling.org.au
Bicycle Queensland
http://www.bq.org.au
Bicycles Network Australia
http://www.bicycles.net.au
Bicycling Australia
http://bicyclingaustralia.com.au
Queensland Road Rules for Cyclists
http://tinyurl.com/cyclistroadrules

Strategies
Australian National Cycling Strategy 2011 - 2016
Queensland Cycle Strategy 2011 - 2021
Tropical North Queensland Regional Economic Plan
www.advancecairns.com/tnqrep
Tropical NQ Tourism Opportunity Plan
http://tinyurl.com/opportunityplan
Regional Development Australia FNQ & TS Regional Road Map
Cyclists Welcome Scheme

Encouraging and supporting businesses to attract cyclists

By becoming a cycle friendly business you agree to offer a range of cyclist friendly services, showing that you welcome their business. In return, your business will be promoted through TiMBa’s marketing and promotional initiatives targeted specifically at mountain bike and cycle tourists.

You will also become part of a growing network of businesses working collaboratively to increase awareness of the Tablelands as a world class mountain bike destination.

Becoming cycle friendly is easy. The aim is to provide facilities for riders to refresh, refill, revitalise, repair and ride. It’s not expensive and much of the infrastructure may already be established.

Some criteria to show you welcome cyclists include:

- Welcome cyclists at all times during operating hours and provide assistance if wet or dirty (eg. provide an old towel for them to sit on so they don’t dirty the furniture)
- Allow cyclists onto premises in their riding gear
- Provide free drinking water for filling water bottles
- Provide parking for bicycles
- Allow cyclists to rest and use toilet facilities
- Provide high carbohydrate meals or have self catering facilities
- Provide Tableland Mountain Bike Trail maps and other tourist information
- Offer car parking for cyclists using your business services, while they are out riding
- Offer use of a basic repair kit and a suitable flat space for repairs
- Offer floor pump, chain lubricant and hand cleaning solution
- Provide a wash down area for bikes and basic bike cleaning equipment
- Have secure, enclosed or undercover bike storage facilities
- Provide directions to laundry services
- Display promotional information of other cycle friendly businesses

If you are interested in becoming a cycle friendly business contact TiMBa and we will provide more detailed advice to suit your premises. When all parties agree that the business meets the criteria then a Cyclists Welcome pack will be provided including a certificate of accreditation, a highly visible sticker and other promotional items.

TiMBa will then actively promote your business in activities, events and promotions to cycle tourists nationally and internationally.

www.tablelandtrails.com  timba@tablelandsfutures.com