

# Bike tourism opportunities in Queensland – A snapshot

Queensland Government commissioned research revealed there is significant latent demand and a lucrative \$1.95 billion national market for bike tourism experiences. However, Queensland is missing out on the market due to limited products. Queensland can capitalise on the opportunities by investing in great bike tourism experiences. Half and single day off-road trail riding experiences have strong market appeal and can be relatively inexpensive to develop. Multi-day trail rides and mountain biking experiences are also in demand. With co-ordination, we can grow bike tourism in Queensland.



## What is bike tourism?



Bike riding on leisure trips



A popular activity enjoyed by many



An influential reason to visit a destination

Latent demand for bike tourism experiences



Already strong support from tourism sector to focus on market



Significant unrealised potential for Queensland

## What's the market?

Estimated annual value of bike tourism industry globally:

\$140B



\$1.95B

spent on travel within Australia\*

Overnight bike tourism visitor expenditure comprises:

\$432M

spent on travel within Queensland

Queensland economy:



Going in:  
\$139M spent by Queenslanders in Queensland + \$293M spent by visitors in Queensland

Going out:  
\$252M spent by Queenslanders in other states + \$928M spent by interstate residents travelling to other states...

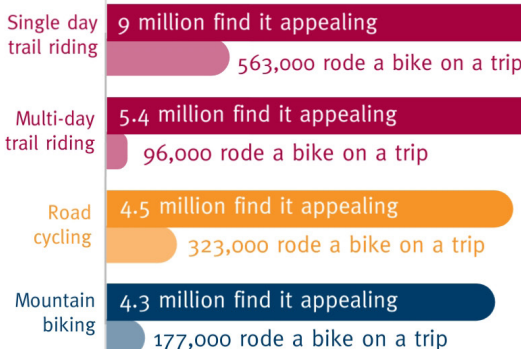
A missed opportunity for Queensland

\* Spending driven by the more than 1 in 10 adults who rode a bike on either an overnight trip or day trip 50km+ from home in last 12 months

4 types of bike tourism with greatest scale of opportunity and best fit with Queensland's natural environment:

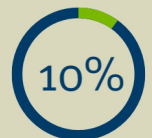


## What's the demand?



46% of adults say they enjoy riding bikes on holidays (equivalent to 6.8 million people)...

But only



10% of adults rode a bike on a trip in the last 12 months.



## What bike tourists want...



### More than just bike riding

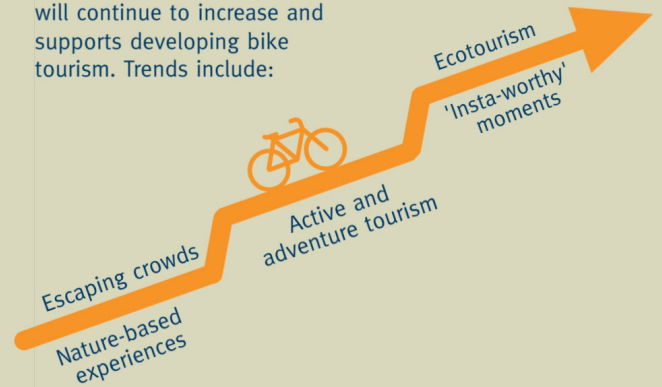
Irrespective of bike tourism type, motivating potential visitors requires offering a *complete* experience.

Other experiences to support and complement the bike riding are critically important – they must be *authentic* and *fit* with the destination.



## Increased popularity of bike tourism

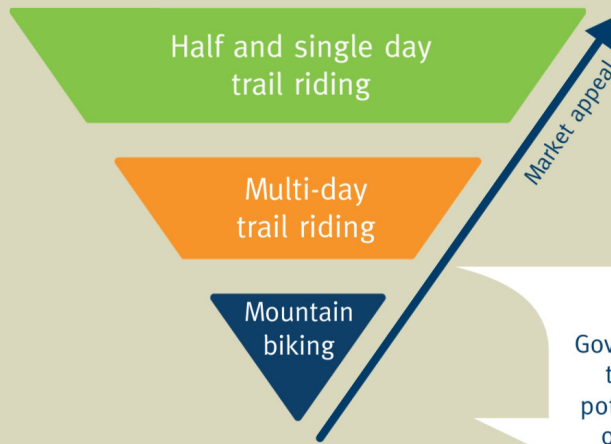
Bike tourism aligns with key tourism industry trends, meaning the popularity of these experiences will continue to increase and supports developing bike tourism. Trends include:



## Impact of great bike tourism experiences



## What's the opportunity for Queensland?



Queensland should still embrace opportunities that involve road cycling but preference should be given to non-road riding experiences.

Queensland Government action to realise the potential of these opportunities:

## Bike tourism benefits

- Spend distributed across sectors of the economy
- Can be developed without competing with existing tourism businesses
- Can create tourism destinations by linking smaller attractions
- Experiences can be developed at a local level
- Leverages underutilised land assets
- Experiences can also be enjoyed by the local community
- Attracts tourists to regional communities



Creating a framework to shape bike tourism development in Queensland

Supporting developers of bike tourism with information and advice

Prioritising and investing in new bike tourism experiences, including rail trails

Supporting and promoting bike tourism, including special events

## Keen to know more?

Download the full report at [www.tmr.qld.gov.au/travel-transport/cycling/bike-tourism](http://www.tmr.qld.gov.au/travel-transport/cycling/bike-tourism)

All data in this snapshot is travel by Queensland, New South Wales and Victorian residents in the year ending November 2018. Source: *Bike Tourism in Queensland – Research report*, Department of Transport and Main Roads, July 2022.