



Destination
Sydney Surrounds South

Ready Ready Wollongong

Tourism Operator Product and Experience
Development Program for the Bike Market

December 2025



Who we are:

Mad Keen Mountain biker and occasional roadies

- Developed the Ride Guide – MTB guide for tourism
- Work with Rocky Trail Destination and Events / Sea Otter
- Sapphire Coast Destination Marketing campaigns
- Eurobodalla Shire Council – Mogo Trails
- Destination Southern NSW – MTB Sustainability Project
- Mount Stromlo Pre world champs 2009
- Centenary Trail Canberra 2013
- Ride Canberra
- Ride Sunshine Coast

(and other good stuff)

Threesides.com.au

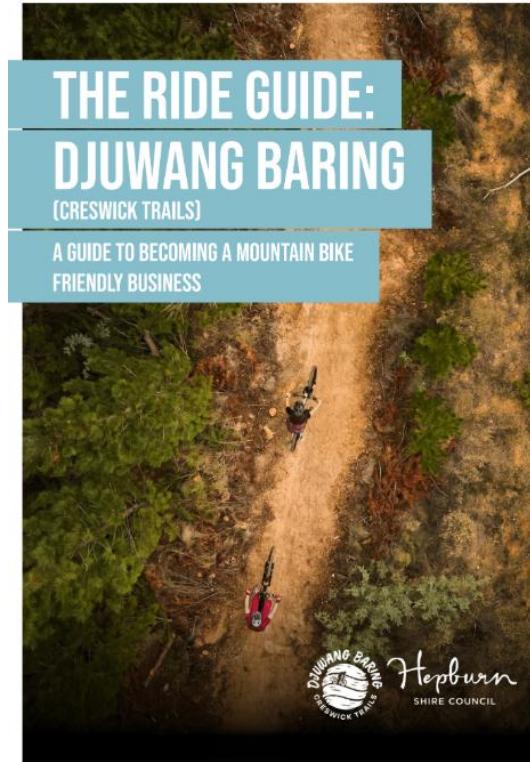
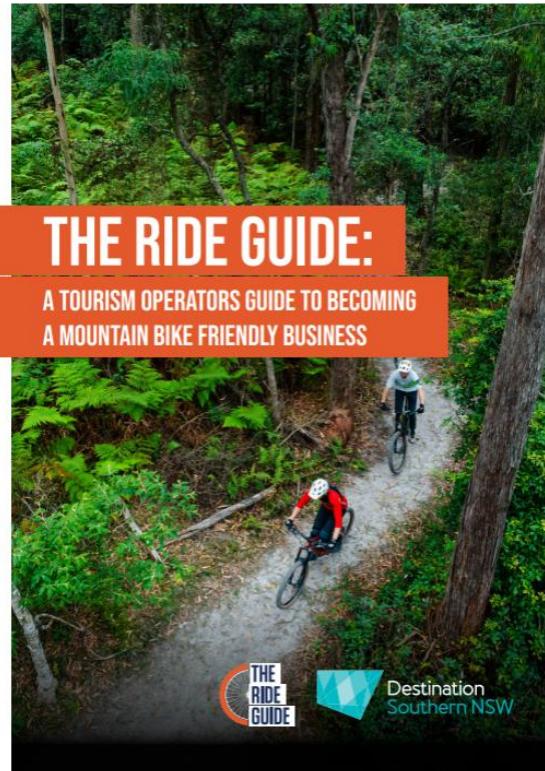
THREESIDES
MARKETING

Are you targeting MTB or Roadies (and does it really matter?)



The Ride Guide

A Tourism Industry Guide to Mountain Biking



<https://therideguide.com.au>









Overview

1. Where we are headed
2. Who's who in the Zoo
3. What is all the fuss about?
4. Why Mountain Biking? The research and the opportunity to grow this market
5. Understanding Mountain Bikers
6. Building a ride ready destination
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?

**What's all the
fuss about
Bike Tourists?**



Cycle tourism in 2024

This Tourism Research Australia (TRA) report provides insights on cycle tourism in Australia, shining a spotlight on tourists engaging with cycling activities and the impact of trips that involved cycling activities in 2024.

In 2024, trips involving one or more cycling activity accounted for:



4.6 million trips

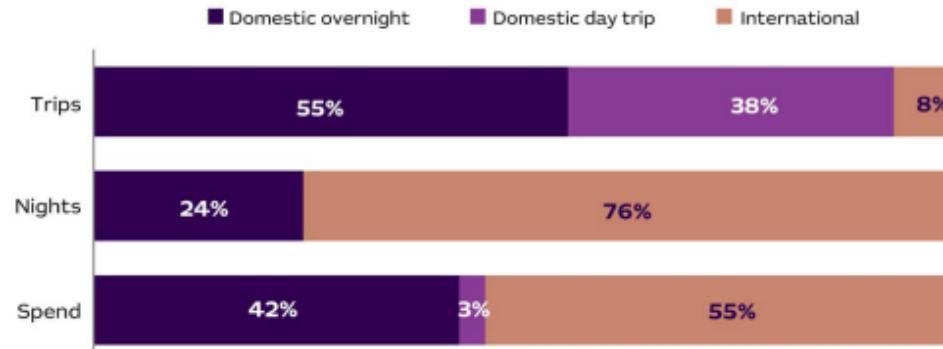


42 million nights



\$6.0 billion Total trip spend in Australia

Domestic overnight travellers accounted for the majority of trips, while international visitors – though fewer in number – make up a significant portion of spend, making them a key market.



Cycling activity overview

Cycle tourism offers a year-round activity, with different peaks and troughs by cycle sub-groups. Road cycling peaks in December and March, mountain biking in June and March, while rail trail cycling sees more consistent engagement throughout the year.

Trips involving	Trips	Nights	Total trip in spend in Australia
Road cycling	2.4 million	28 million	\$3.8 billion
Mountain biking	1.8 million	7.5 million	\$1.5 billion
Rail trails	1.05 million	4.5 million	\$862 million
Cycling event	397k	1 million	\$259 million

With millions of dollars invested in cycling infrastructure, and more planned, cycle tourism is well positioned for continued expansion, offering benefits to regional Australia and the broader visitor economy.

Read the full Cycle tourism in Australia Report at tra.gov.au



Cycle tourism plays a key role in Australia's economy, with each trip contributing to local businesses and communities.

International travellers

The United Kingdom, New Zealand, China alone accounted for 1 in 3 international trips that included cycling and almost \$1 in \$4 dollars spent by international visitors in Australia on trips involving cycling in 2024.

Top 5 markets of origin for cycle tourism

	Visitors	Total trip in spend in Australia
United Kingdom	44,300	\$274 million
New Zealand	38,200	\$107 million
China	37,000	\$876 million
India	22,700	\$243 million
United States of America	20,900	\$93 million

1 in 45

Domestic travellers participated in a cycling activity while on their trip

\$1 in every \$36

Spent on domestic trips was by travellers who took part in a cycling activity during their trip

1 in 20

International visitors to Australia participated in a cycling activity while on their trip

\$1 in every \$10

Of international spend was by travellers who took part in a cycling activity during their trip

Top Australian Mountain Bike destinations - the millions being invested in Australia (2023)



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

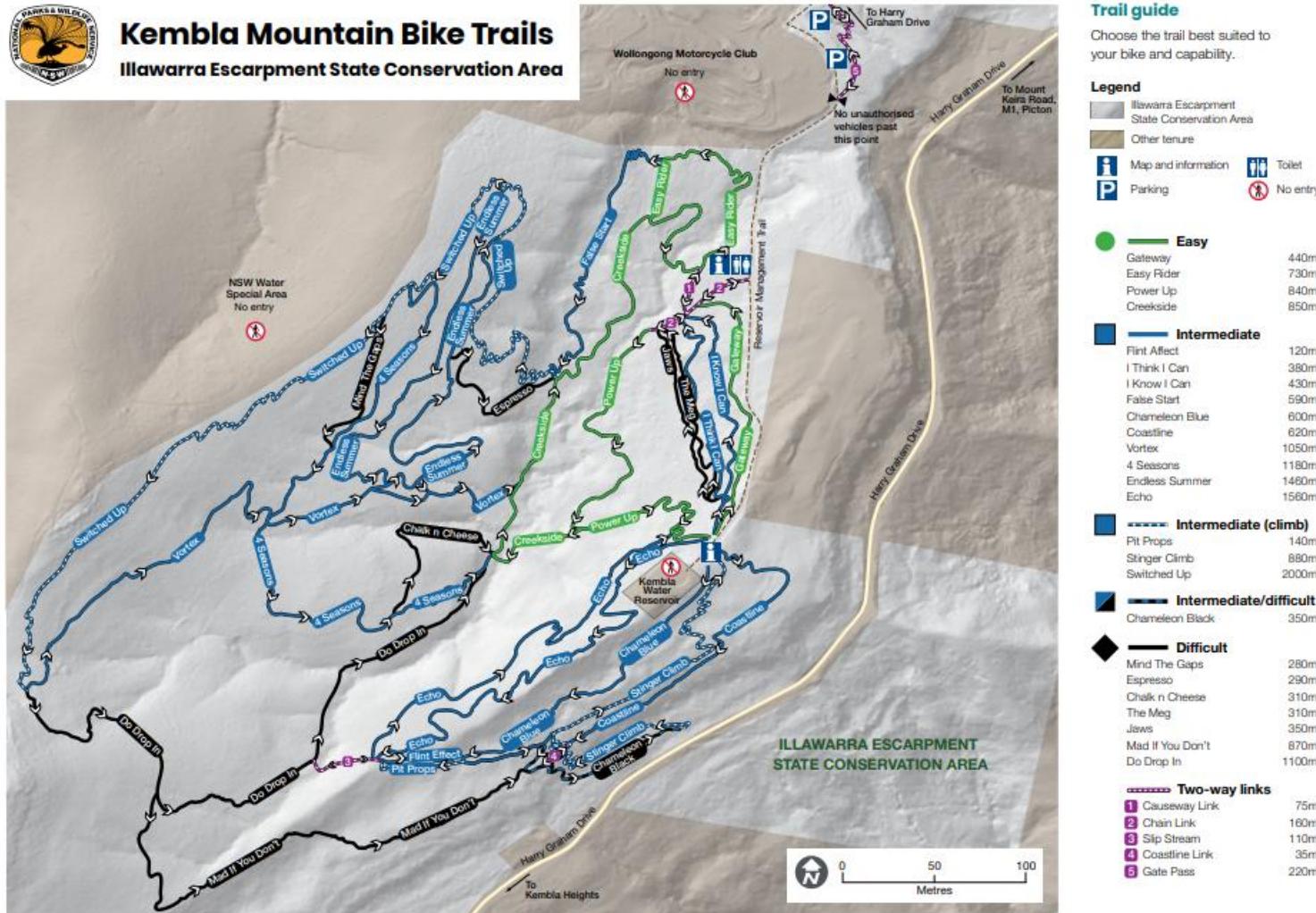
Private \$

Thredbo, Buller, Falls, Maydena, Spicers



Kembla Mountain Bike Trails

Illawarra Escarpment State Conservation Area



Trail guide

Choose the trail best suited to your bike and capability.

Legend

Illawarra Escarpment State Conservation Area	
Other tenure	
Map and information	Toilet
Parking	No entry

Easy

Gateway	440m
Easy Rider	730m
Power Up	840m
Creekside	850m

Intermediate

Flint Affect	120m
I Think I Can	380m
I Know I Can	430m
False Start	560m
Chameleon Blue	600m
Coastline	620m
Vortex	1050m
4 Seasons	1180m
Endless Summer	1460m
Echo	1560m

Intermediate (climb)

Pit Props	140m
Stinger Climb	880m
Switched Up	2000m

Intermediate/difficult

Chameleon Black	350m
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Difficult

Mind The Gaps	280m
Espresso	290m
Chalk n Cheese	310m
The Meg	310m
Jaws	350m
Mad If You Don't	670m
Do Drop In	1100m

Two-way links

1 Causeway Link	75m
2 Chain Link	160m
3 Slip Stream	110m
4 Coastline Link	35m
5 Gate Pass	220m



0

50

100

Metres

Trail name	Trail information	
Gateway 440m	Perfect for beginners with flowy turns, gentle rollers and small jumps. It's a great way to ease into jump-based riding.	
Easy Rider 730m	This trail features two large bridges and has climbing and descending corners. It connects to the central climbing section, introducing riders to jumpable rollers and steeper sections.	
Power Up 840m	With stunning coastal views, this scenic trail climbs follows the main creek and descends along the gas line, passing through wooded and grassy terrain before reaching the advanced trails—The Meg and Jaws.	
Creekside 850m	An easy, fun exit trail ideal for beginner riders, featuring smooth terrain with rollers, big turns, bridges, and rock features as it winds through the valley and loops around the main creek.	
Flint Affect 120m	Short, sweet and a test of precision. The steep descent with scattered rock boulders is a challenge to navigate and serves as a fun and dynamic link between descending levels.	
Pit Props (climb) 140m	Following an old log road this climb offers a short yet rewarding challenge. The trail twists and turns, connecting the front two eastern levels of the network.	
I Think I Can 380m	A progression-focused trail building on 'I Know I Can,' featuring larger jumps, rollers, berms and a flyover bridge—all rollable and perfect for advancing skills with smooth, controlled flow.	
I Know I Can 430m	A jump trail perfect for beginners to work on their airborne skills. It has larger berms, rollers, and jumps that you can roll over to gain confidence before taking flight.	
False Start 590m	A dynamic trail with tight climbing switchbacks leading to a rolling flow section featuring rollers, small tabletops, bridges, and rock-armoured segments, connecting to Creekside's main junction.	
Chameleon Blue 600m	A popular blue descent starting in pine forest, flowing onto a raised rainforest boardwalk, then transitioning into fast jumps and steep, rock-armoured turns for an adventurous ride.	
Coastline 620m	An exhilarating descent with coastal views, flowing through berms, step-downs and table-tops on a grassy hillside. Highlights include an iconic corner overlooking Lake Illawarra and a fast, jump-filled run into the Chameleon black trail finale.	
Stinger climb 880m	A scenic blue climb with challenging grades, this trail winds through temperate forest on smooth bench cuts, ascending to the heart of the trail network	
Vortex 1050m	Vortex delivers a thrilling 130m descent packed with spicy blue jumps, drops, step-downs, steep sections, tall berms, and dynamic flow—perfect for jump enthusiasts.	
4 Seasons 1180m	A long, varied descent with tabletops, rollers, rock armouring, and rollovers. Features include big bridges, tight bermed corners, a thrilling rock drop, and a rollable finish.	
Endless Summer 1460m	This upper XC loop follows the mid-ridge featuring technical rock sections, gully bridges and tight turns through varied vegetation. It links back via a climb, offering an alternate descent without dropping to the valley floor.	
Grade	Trail name	Trail information
	Echo 1560m	A cross-country trail with rocky climbs and descents, flowing through tight, fast sections in Lomandra bush and linking to trails on the network's edge.
	Switched Up (climb) 2000m	The main climbing trail in the central network guides riders to the peak of the network with 47 switchbacks winding through diverse vegetation.
	Chameleon Black 350m	The lizard has changed colour and picked up the pace. This adventurous descent becomes ever steeper before flattening out to one of our park entrances.
	Mind The Gaps 280m	A brief but thrilling black diamond trail with multiple gap jumps, fast, flowy sections, and steep descents.
	Espresso 290m	A short, steep, black-rated technical trail, including off-camber sections, rock drops, chutes, and a thrilling descent through a watercourse.
	Chalk n Cheese 310m	Starting off smooth and easy but guaranteed to get the heart pumping. This trail quickly skirts the gully before plunging into a short, intense rock-filled descent through lush rainforest.
	The Meg 310m	A challenge for advanced riders only. This trail has extensive gap jumps, larger shark fin-style features, huge berms, big drops and a thrilling flyover jump.
	Jaws 350m	For advanced riders only, this tough, black-rated jump trail has small gaps, shark fin-style jumps, big berms and drops. It's full of technical challenges for a thrilling and intense ride.
	Mad If You Don't 870m	A fast, technical black diamond descent through rainforest, featuring gaps over watercourses, big rocks, steep drops, and precision riding—linking back to the lower Chameleon trail.
	Do Drop in 1100m	A black diamond descent from the network's highest point, featuring rock and log drops, fast berms, rugged creek crossings, an 8-metre gully bridge and a technical rock-armoured finish along the main creek.

**Mick Ross**

03 Dec 2025

Mick rides Wollongong's new Kembla mountain bike trails and explores how the city's UCI Road World Championships legacy helped transform it into Australia's first UCI Bike City. From escarpment singletrack to coastal paths, here's why it's a brilliant time to ride in the Gong.

[Illawarra Escarpment | Pirate Shuttles to UCI Bike City](#)

WHAT IS THE UCI BIKE CITY LABEL?

The mission of the Union Cycliste Internationale (UCI) is to develop cycling at all levels, from elite competitions through to the use of bikes as a leisure activity and means of transport.



Experience has shown that these different levels of our sport are, in fact, closely linked: people who have the opportunity to witness an elite cycling event are more likely to be motivated to increase their own use of bikes.

Key Highlights



HOW TO REGISTER AS A PART OF THE PROGRAM:

- 1 Go to the Home Page of Destination Wollongong's website – www.visitwollongong.com.au
- 2 Click on the Cycling Tile and then the Bike Friendly Business tile.
- 3 Select the BFB Stream that best suits your business (Venue, Accommodation or Retailer)
- 4 If you comply with the essential criteria of safe and secure bike storage – complete the rest of the self-survey and submit it.

CONTACT US

For further enquires, please contact:
Kate Chapman - Destination Wollongong
Phone: 02 4228 0300
Email: kchapman@visitwollongong.com.au
Web: visitwollongong.com.au/cycling



BIKE FRIENDLY BUSINESS PROGRAM

Since winning the rights to host the 2022 UCI Road World Championships, Wollongong the city has been designated the UCI Bike City Status.

Wollongong's Bike Friendly Business Program, powered by Destination Wollongong aims to promote cycling and support local businesses.

Businesses that meet the program's criteria will be accredited as bike-friendly and benefit from the cycle consumers, marketing support, and collaborative marketing opportunities.

The program is available in four streams including:

- 1 **ACCOMMODATION** hotels, motels, B&B's, caravan parks, apartments etc
- 2 **ATTRACTIIONS** places of interest, performance venues, tour groups etc
- 3 **FOOD AND DRINK** cafes, bars, clubs, hotels, restaurants etc
- 4 **RETAIL AND SERVICES** bike shops, retail outlets, product services, etc



Benefits of the Free Community Program

Business listed on
[visitwollongong.com.au/
cycling](http://visitwollongong.com.au/cycling)

**Appealing to the
growing
number**
of people riding bikes

**'Bike Friendly
Friday'**
promoting one business
per week to Club Wollongong
STRAVA in a popular social cycling April

**Quarterly
Newsletter**
keeping your business up to date
with all things cycle related in and
around Wollongong

**Business featured on a
Google map**
for location reference

Window decal
provided to show
your support for the
popularity of cycling

“ Testimonials

NOVOTEL
WOLLONGONG
NORTHBEACH

"Being a bike friendly business in the Illawarra has been wonderful for Novotel Wollongong Northbeach. There are some great cycling tracks around the hotel that access lots of local amenities, and more bikes on the road mean less cars which is better for the environment."

lighthouse
A DIFFERENT LIGHT

"At Lighthouse we love being a bike friendly business because we love our community and our community loves to ride! With our proximity to the main train station & our attached café' we have loved welcoming cyclists from all around the world and from around town the last couple of months"

**Healthy
Cities**
Illawarra

We are proud of being a workplace that values and encourages cycling to work – for physical and environmental health. The Bike Friendly Business Program is an excellent opportunity to make a small but significant step towards happier and healthier staff and customers alike."



[visitwollongong.com.au/
cycling](http://visitwollongong.com.au/cycling)

Businesses should consider becoming bike-friendly for several reasons:

- 1 **Attracting more customers:**
By providing cycle-friendly facilities, businesses can attract customers who prefer to cycle. This includes providing bike racks, secure bike parking, and showers/changing facilities for cyclists. By accommodating these customers, businesses can increase foot traffic and revenue.
- 2 **Reducing traffic congestion:**
Encouraging employees and customers to cycle can help reduce traffic congestion around the business. This can make it easier for customers to access the business and improve the overall experience.
- 3 **Promoting healthy and active lifestyles:**
Cycling is a great form of exercise and promoting cycling can encourage healthier and more active lifestyles. This can lead to happier and more productive employees, which can ultimately benefit the business.
- 4 **Demonstrating environmental responsibility:**
Encouraging cycling can help reduce carbon emissions and demonstrate the business's commitment to environmental responsibility. This can improve the business's reputation and attract customers who value sustainability.

Fireside Chatters

- **Samara Sheppard** – UCI Bike City Coordinator – What is Wollongong doing to target the bike market
- **Josh Carlson** - Bike city ambassador - what's the big deal and opportunity
- **Mark Upton** - event consultant - Good example of upgrading your business and seeing the benefits
- **Craig Morris** - Wollongong Mountain bike club VP - why do people volunteer in clubs, how they work trail maintenance, why businesses should care about supporting clubs
- **Daine Blackburn** - Mt Kembla Village Motel - what they are doing to focus on providing a bike first experience and ‘tap’ the market

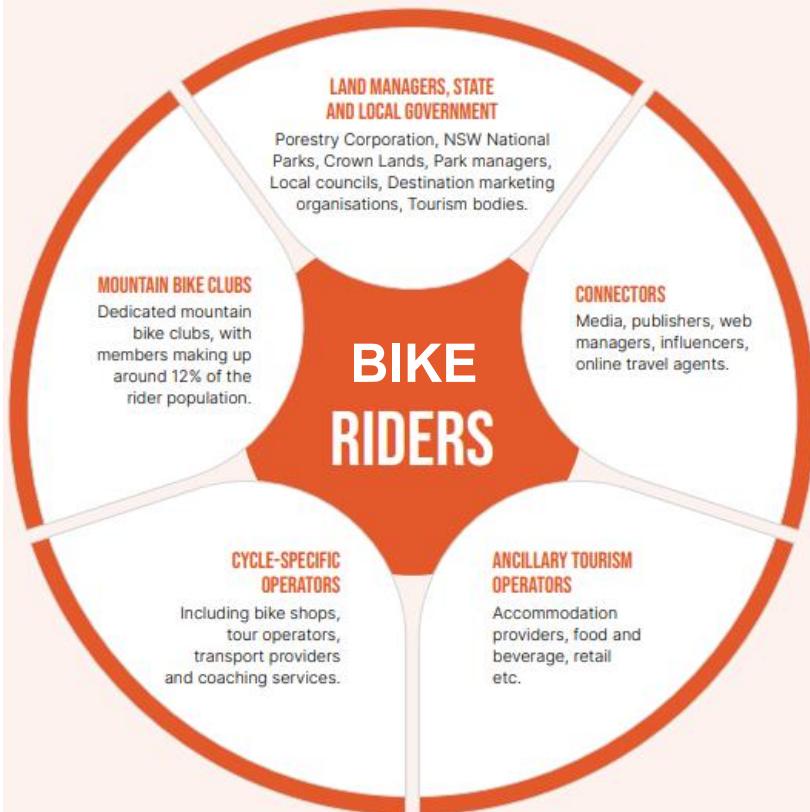
Understanding Riders

Who's who in the Zoo?

THE STAKEHOLDERS - WHO'S INVOLVED?

Like any sport/recreational activity, there's a whole range of players in the industry who could potentially help you develop, build and market your product. These are outlined below.

With mountain bike riders connecting all of these stakeholders, key touchpoints include:



Not ALL riders are created equal

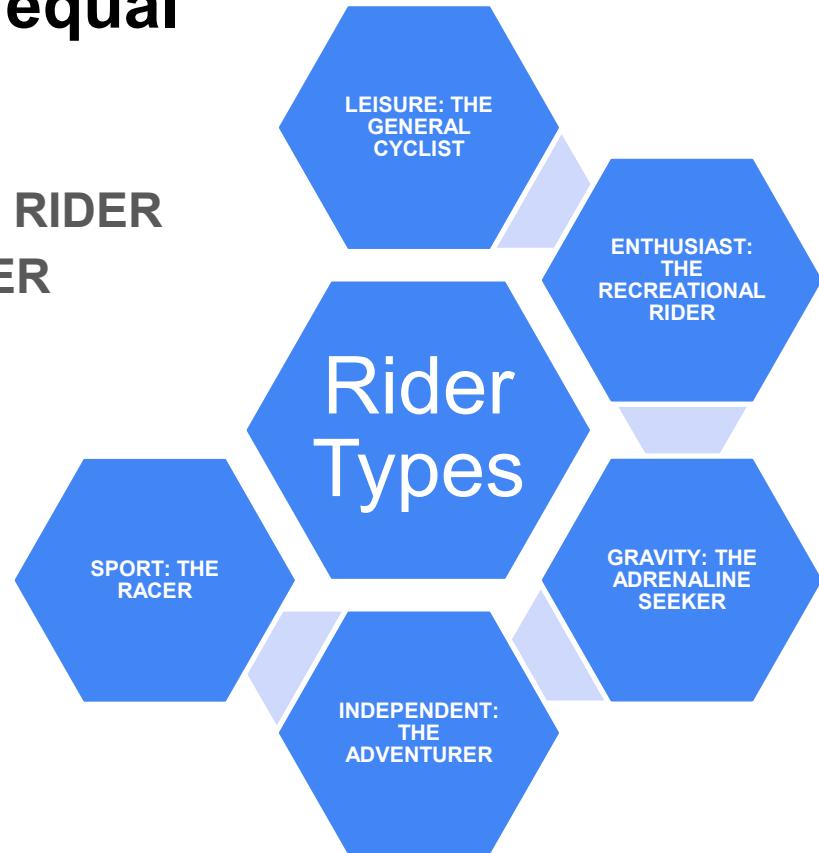
LEISURE: THE GENERAL CYCLIST

ENTHUSIAST: THE RECREATIONAL RIDER

GRAVITY: THE ADRENALINE SEEKER

INDEPENDENT: THE ADVENTURER

SPORT: THE RACER



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)
◆◆	Extremely Difficult (Very Advanced Riders)

Who are mountain bikers - what makes them different as a target market?

- 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.
- Group make up varies depending on type of riding and can be couples, groups of friends and/or family.



The MTB Culture



A MTB micro-culture

Values and beliefs

Adventure, environment, health

Fashion

On-mountain and off-mountain.

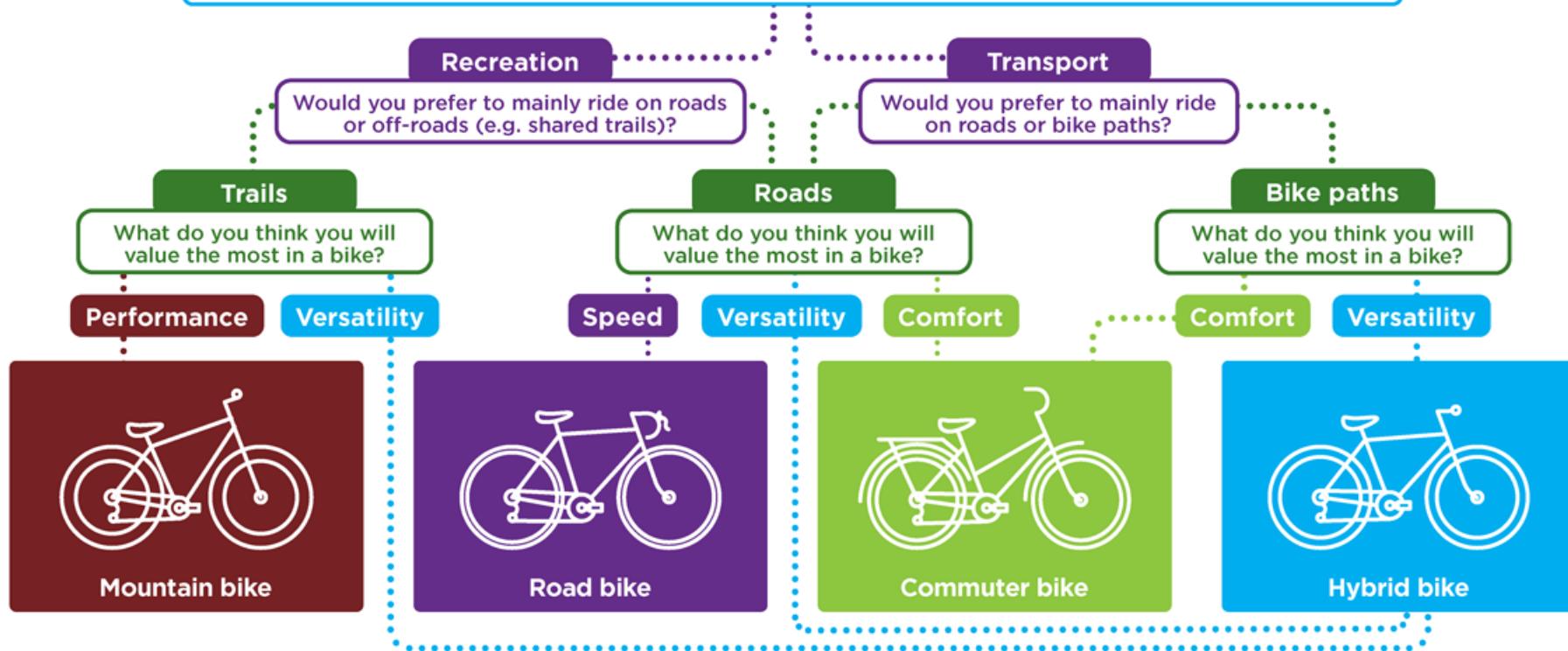


Bikes



What bike is best for you?

When you start riding will it be mainly for recreation or transport?



**Building a Bike
ready destination**

What makes a MTB / Road Bike 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
- ✓ Different riding experiences – can't be more of the same
- ✓ Other experiences – more than just biking

What makes a MTB destination work?



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

**Building a Ride
Ready business**

What does being 'Ride ready' in Tourism mean?

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

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



CAFE



Bike Parking



Water Refill



Coffee



Dining

HOTEL



Lodging



Secure locked storage



Cleaning Area



Self-Serve Repair Area

TOUR OPERATOR



Bike Tours



Shuttle Service



Bike Rentals



Tools/Parts for Sale

INFO CENTRE



Trail info



Wi-Fi



Charging



Public Restroom

BREWERY



Brewery



Water Refill



Wi-Fi



Floor Pump



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?

Speak to your local bike / MTB / Cycle Club



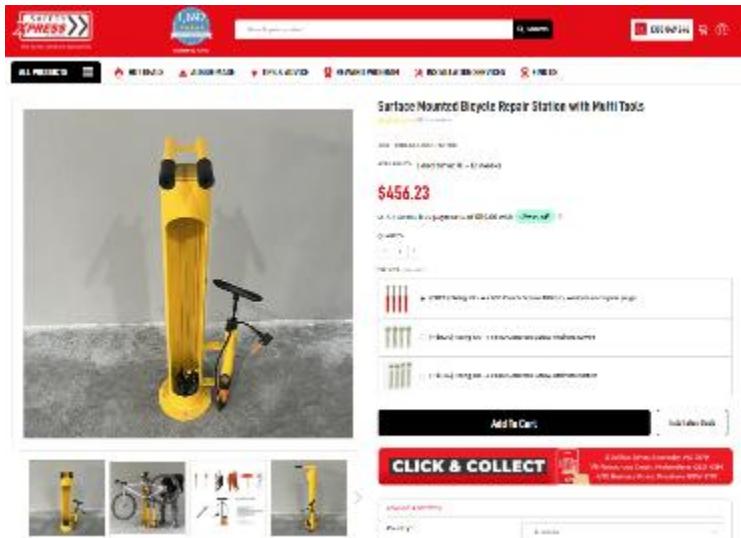
Next steps

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

Speak to Samara and join The bike friendly business program.

Useful links to buy gear to
upgrade your business

Upgrading your tools onsite

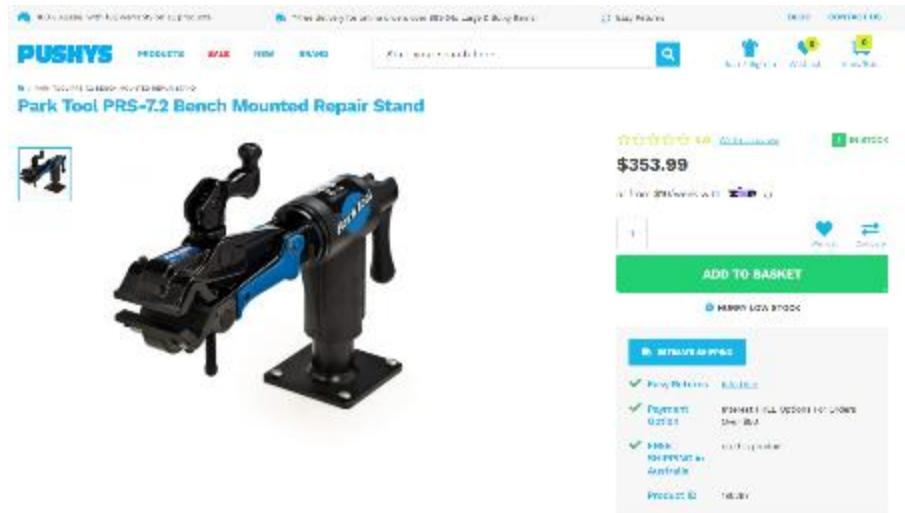


Surface Mounted Bicycle Repair Station with Multi Tools

\$456.23

CLICK & COLLECT

ADD TO CART



PARK TOOL PRS-7.2 Bench Mounted Repair Stand

\$353.99

ADD TO BASKET

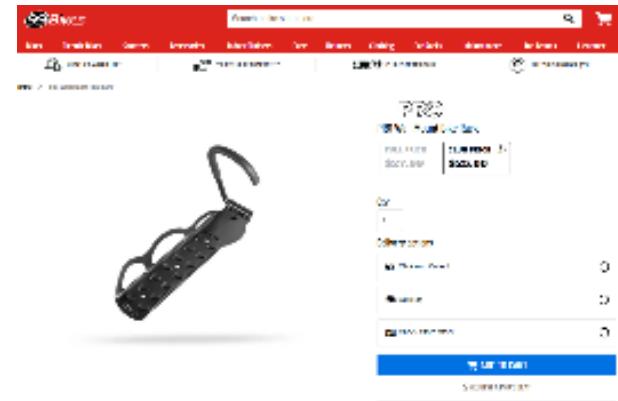
REVIEW

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

<https://www.pushys.com.au/park-tool-prs-7-2-bench-mounted-repair-stand.html>

Bike storage

- <https://www.99bikes.com.au/storage-hook-bbb-parkinglot>
- <https://www.99bikes.com.au/pro-bike-rack-wall-mount>
- <https://www.amazon.com.au/Staiko-Storage-Bicycles-Adjustable-Mountain/dp/B09PTX55NX/>
- <https://www.amazon.com.au/Steadyrack-Fender-Rack-Wall-Mounted-Solution/dp/B01CKD3L82/?th=1>



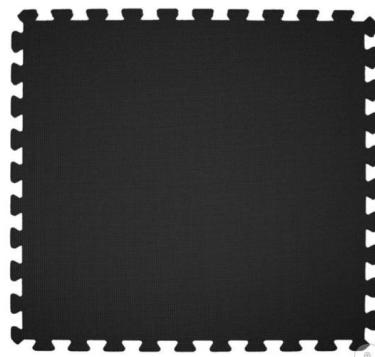
Clean it up

- [Bike Wash & Cleaners | MTB Direct](https://www.mtbdirect.com.au/bike-wash-cleaners)
- <https://www.pushys.com.au/park-tool-bike-cleaning-brush-set.html>
- <https://www.amazon.com.au/Cleaner-Cleaning-Maintenance-Sprocket-Mountain/dp/B099YYV1KV/>
- <https://www.bikeexchange.com.au/s/bike-cleaning-kits>
- <https://www.bikeradar.com/advice/workshop/best-bike-cleaning-products-a-buyers-guide/>



Room mats for storing bikes in rooms

- [Eva 50 x 50cm Black Solid Interlock Foam Mats - 4 Pack - Bunnings Australia](#)
- [https://www.pushys.com.au/muc-off-absorbing-bike-mat/?](#)
- [https://www.kmart.com.au/product/yoga-mat-42189695](#)



Bike Wash Stations

- [Bike Wash Australia - The World's Best Bicycle Cleaning Machines \(\\$18,000\)](#)
- [Public Bike Wash Station | all4cycling](#)



E-Bike charging posts/stations

- [E-Bike Power Post | all4cycling](#)
- [E-bike Charging Stations | all4cycling](#)
- [E-Charging Racks » Cora](#)



Read more research from around Australia

<https://www.auscycling.org.au/page/about/publications>

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

[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.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.fnqroc.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

Wollongong Bike Shops

Places

Rating ▾

Hours ▾



Wollongong Bike Hub
4.8 ★★★★★ (497) · Bicycle Shop
337 Keira St · (02) 4228 7366
[Open](#) · Closes 6:30 pm
 "Great crew of workers and fixed my bike quickly"



Local Cycle Co
4.9 ★★★★★ (54) · Bicycle Shop
Shop 1/13 Flinders St · (02) 4206 3779
[Open](#) · Closes 5:30 pm
 "Local Cycle is national team quality expertise and service."



Giant Wollongong
4.4 ★★★★★ (132) · Bicycle Shop
U3/9-15 Ellen St · (02) 4229 2317
[Open](#) · Closes 6 pm
 "The bike was A1 and the staff could not have been more helpful and engaging."

