

# The Munda Biddi Trail

Cycle Tourists are Coming – Are We Ready ?



The Munda Biddi Trail Foundation

Western Australia's world-class, long distance, off-road cycling trail

## The Munda Biddi Trail

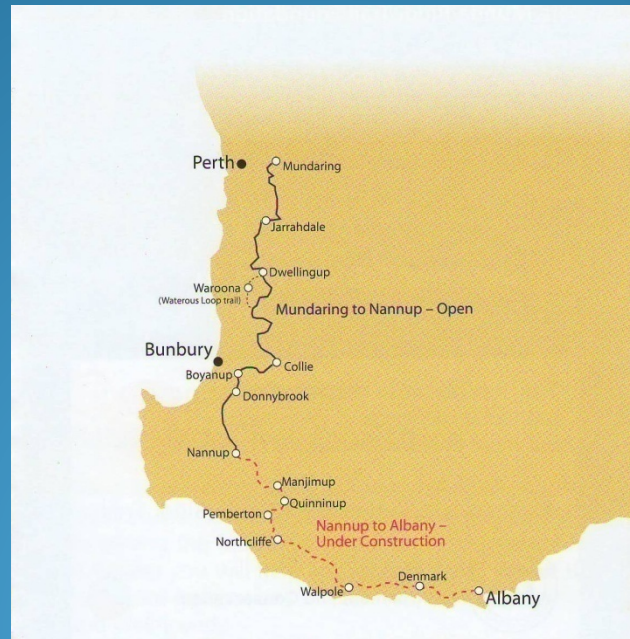
What and Where is The Munda Biddi Trail ?





# The Munda Biddi Trail

The Munda Biddi Trail is an off road cycle trail that when completed in early 2013 will run from Mundaring to Albany – a distance of over 1000 km



## The Munda Biddi Trail

Originally conceived in 2002 the trail has been a labour of love for many hundreds of bike enthusiasts since that time.

Supported by the State Government through the Department of Environment & Conservation the trail is a unique and iconic bike trail of international interest.



# The Munda Biddi Trail

Video

## The Munda Biddi Trail

Free Campsites Every  
50 km





## The Munda Biddi Trail

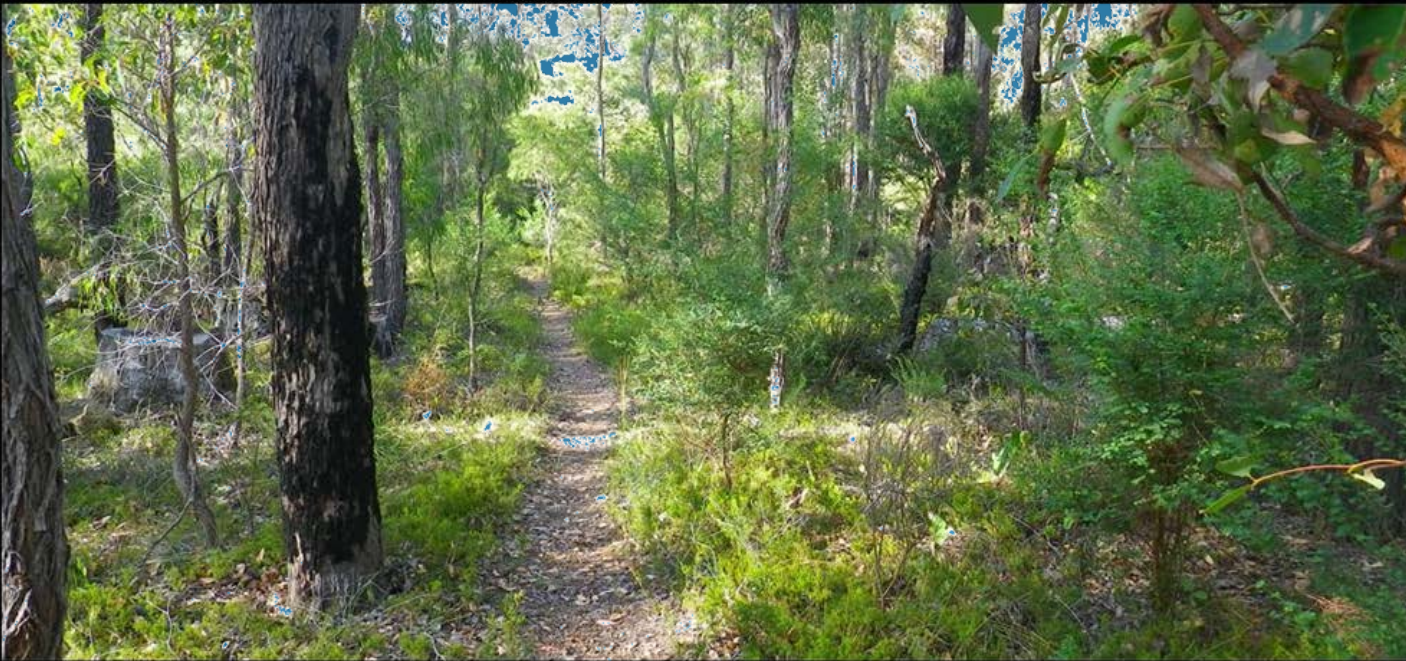
### Single Trail Construction including Bridges





## The Munda Biddi Trail

### Mixed Trail Structure – Constructed Single Trail





## The Munda Biddi Trail

### Mixed Trail Structure – Old Rail Trails



## The Munda Biddi Trail

### Mixed Trail Structure – Existing Roads





# The Munda Biddi Trail

## It's Almost Finished

In 2007 the State Government allocated \$3 Million of Royalties for Regions funding to complete the trail's last leg from Manjimup to Albany and prepare the business community for the growth in cycle tourism activity. This project will be completed in early 2013 and provide the longest off road bike trail of its type in the world.



# Cycle Tourism – And The World Knows About Us

National Geographic – Travel – Top 10 Cycle Routes

1. La Route Verte, Canada
2. Underground Railroad Bicycle Route, U.S.A./Canada
3. Ruta Austral, Chile
4. **Munda Biddi Trail, Western Australia**
5. Hanoi to Ho Chi Minh City, Vietnam
- 6 to 10 – **Other somewhat pedestrian cycle routes in Europe and the America's**



## The Emergence of Cycle Tourism

Europe – Cycle tourism is expected to increase in value to approximately A\$37.3 billion in 2020

Canada – Along Route Verte tourists spent a total of A\$134 million in 2006 generating an estimated 2800 jobs

New Zealand – It is estimated that cycle tourism is worth more than the cruise ship industry because of the length of stay of cycle tourists

Australia- Domestic cycle tourists spend an estimated A\$213 Million per year.

## Cycle Tourism – Who Benefits

- Accommodation
- Cafes, restaurants, hotels
- Tourist attractions
- Other transport



# Cycle Tourists – What Do They Bring to the Local Economy?

- Cycle tourists can generate significant economic benefits in host destinations - unlike tourists travelling by car they tend to travel light and are more reliant on local services.
- In 2007 cycle tourists in NSW stayed on average 5.1 nights compared to all other types of tourists who stayed an average of 3.5 nights
- Cycle tourists in the same year engaged in an average of 6 activities during a trip compared with 3 activities for total tourists, making them a great source of income for regional communities.

# Cycle Tourists – Preparing The Way

- Creation of the Cycle Friendly Business program
- Funded by the SWDC and the GSDC
- Designed to make businesses Cycle Tourist ready
- An accreditation program





# The Munda Biddi Trail

## Current Use and Projected Use

- Estimated 21,000 current users
- Projected to rise to 25,000 users in 2013
- Current economic benefit estimated to be \$13 million pa

# The Munda Biddi Trail



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Supported By



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