

2012

BAROSSA REGION CYCLE TOURISM STRATEGY



Cycle Tourism Working Party &
RDA Barossa

WHY CYCLE TOURISM?

The Barossa as a region is a desirable cycling destination, attracting visitors drawn to its landscape, climate and cultural heritage mixed with a rich and authentic food and wine culture.

The region is showcased each year with the Tour Down Under bringing thousands of cyclists and supporters into the region. This level of destination promotion drives the region's association with cycling and offers the chance to drive future branding for cycle tourism.

Recent investment in shared use path between Nuriootpa and Angaston and future development of the Gawler to Tanunda shared use path (Jack Bobridge Track), is a catalyst to advance cycle tourism in the region. Similarly, future urban growth will also become a catalyst for infrastructure investment.

The Cycle Tourism Working Group has suggested many potential opportunities including new experiences such as adventures trails and gourmet wine paths, better consumer information; packaging together accommodation, wine, food and bike hire; maps and QR code information at key destination points; better route signage; and support infrastructure such as shelters and rainwater tanks.

To advance cycle tourism requires collective action towards a vision, and strategies to outline the way forward and to communicate the opportunities for Government and the Tourism Industry.

This strategy takes that role and brings together the insights, economic drivers and business opportunities to grow cycle tourism in the Barossa Region.

WHAT IS CYCLE TOURISM?

Cycle tourism visits are considered to be for the purpose of holidays, recreation, pleasure or sport; and to include either overnight stays, or day trips to other tourism regions during which the visitor either engages in active cycling, or is a spectator at a cycling event. (*SATC Cycle Tourism Strategy, 2005-2009*)

SOUTH AUSTRALIAN VISION FOR CYCLE TOURISM

“For South Australia to provide outstanding cycling lifestyle experiences for the benefit of visitors and residents.”

Cycling is one of the most popular recreational activities for local people and visitors that complement the drive market, whether in the mass market or niche sense (*South Australian Tourism Plan 2003-2008*). Consumer research identifies cycling as a key opportunity with visitors showing a growing interest in the outdoors and healthy lifestyles.

In 2011, over 780,000 spectators attended the TDU with over 37,000 event specific visitors who travelled to the SA specifically to attend the event. So participation, however you look at it, has close to doubled over the past 5 years. The economic benefit has more than doubled from \$16M in 2006 to over \$43M in 2011. There is a clear growth in participation of support events over this time that highlights consumer interest in 'active and healthy holidays' and 'sports tourism'.

For South Australia, the Tour Down Under is a light house event with strong brand recognition across Australia. This event has accelerated the investment in new infrastructure, consumer research and created strong destination awareness of South Australia as a place to cycle.

SOUTH AUSTRALIAN STRATEGIC PLAN AND STATE PRIORITIES

This Plan guides individuals, community organisations, governments and businesses to secure the wellbeing of all South Australians. With the State Strategic Plan there are Seven Strategic Priorities which help to focus our efforts and drive the work of government. Two strategic priorities are covered by the Barossa Region Cycle Tourism Strategy:

1). Safe Communities and Healthy Neighbourhoods: many of our local neighbourhoods and connection between towns have been designed for cars. They do not promote people coming together in public spaces, or physical activity, and so contribute to lifestyle diseases like obesity. Developing safe cycling routes and shared path networks can make our neighbourhoods safer, and encourage more people to spend time outdoors, enjoying the recreation facilities and visitor attractions in our region.

2). Premium Food and Wine in our Clean Environment: the South Australian food and wine industry is worth over \$14 billion and accounts for 36% of South Australia's total merchandise exports. South Australia is recognised globally for its premium food, beverages and culinary-tourism. Developing our tourism industry to take advantage of our premium food and wine requires developing new tourism experiences that connect people with food and wine as a complementary product. Cycle Tourism provides an 'activity and reward' typology where people are looking for healthy activities that balance out the indulgence of food and wine. Further to such experiences, cycling connects people at a more intimate level to the agrarian landscape. Cycling past vineyards, wineries, horticulture, remnant vegetation and broad acre farming all provides the sights, smells and sounds that educate and connect people to the physical landscape that is the base to our food and wine related industries.

RDA BAROSSA REGIONAL ROADMAP 2012

The Regional Roadmap identifies "Cycle Path Networks and linking up of existing paths" as a key regional infrastructure priority (p.35). In the Medium to Long Term Objectives it also states the need for "Diversified tourism and visitor experiences driven by excellence (p.41)." The complementary benefit of cycle tourism is that it relies on the same infrastructure that supports community health and wellbeing. This also addresses the Roadmap infrastructure priority "Health and Recreation facilities" (p.41).

Why focus on Cycling? – Fast Facts about Cycle Tourism



People who Cycle

- Over 1.9 million people cycled in Australia in 2010
- 55% of cyclists have been cycling for more than 11 years (experienced)
- 25% of cyclists have been cycling between 1-5 years (still significant number of newcomers)
- 1-5 times a year people engage as cycle tourists



How they participate

- The average group size is 2-3 people
- The average duration of a ride by a cycle tourist is 1.5hrs to 4hrs
- The average distance covered is 20km to 60km per day



Economic Benefits

- Cycle Tourists from interstate stay for 7.5 nights on average (SATC, 2007)
- Cycle Tourism, through events and trails, generates \$254M per year in Australia (CPF, 2012)
- Riesling Trail contributes an estimated \$1.08 million in direct expenditure to the Clare Region annually from over 12,000 visitors (Market Equity, April 2004)
- Every \$ spent on tourism in the economy generates another 98 cents (DRET, 2012)

South Australian Tourism Commission Destination Action Plan for the Barossa

The Destination Action Plan (DAP) for the Barossa region identifies cycle tourism as a priority opportunity for product development based on current asset investment and alignment with wine and food experiences that have appeal and which complement the cycling experience.

Cycle Tourism dovetails into other priorities including the development of a regional events strategy, improving regional signage, and the upgrade of the Butcher Baker Winemaker package.

Cycle Tourism Objectives

The primary objectives for pursuing cycle tourism in the broader Barossa Region are-

1. To market and promote the region as a cycling destination to maximise visitor yield;
2. To diversify and optimise the economic base of the tourism industry;
3. To enhance the visitor experience and satisfaction by encouraging cyclists to explore the region more intimately and at a slower pace;
4. To improve health and wellbeing through active recreation;
5. To increase environmental sustainability by replacing short trips in a car, with short trips on a bike.

A study by the British Medical Association found the health risks of inactivity, such as diabetes and obesity to be 20 times greater than the health risk posed by a potential accident on a bike.

To achieve these objectives requires a focus on three areas of activity.

1. Infrastructure Investment and Maintenance
2. Product Development
3. Communications

These three areas focus to increase appeal to visit the Barossa Region and enhance the ways visitors can experience the region in a safe and rewarding way. Cycle Tourism has potential to enhance the visitor experience in tandem with the focus on food and wine, natural environment and family friendly experiences. The challenge is the integration of cycling into everyday infrastructure development – cycling as a mindset when improving road infrastructure and approving new land divisions or upgrading public spaces.

INFRASTRUCTURE INVESTMENT AND MAINTENANCE

A number of location specific infrastructure opportunities exist across the Barossa and broader Wakefield Region.

Jack Bobridge Track: capitalize on current infrastructure investment and delivery and use it as a primary driver (product and experiences) to engage the recreation and leisure cyclist. It becomes a new way to engage the region at a different pace, its tourism experiences, the landscape and cultural heritage. Opportunity to have loops and spur trails to connecting surrounding tourism experiences.

Gawler: a gateway to the Barossa but also a destination point for cyclists staying in the Barossa. Gawler as a hub with spokes to neighbouring communities: North Para to Concordia; South Para to Gawler East; Stuart O’Grady Way to Angle Vale; Gawler Rail Line to Playford, Salisbury and Adelaide; Jack Bobridge Track to Sandy Creek, Lyndoch and Tanunda. As a hub cycling access has been improved with the Gawler River Shared Path network (Tapa Pariara). Additional funding for further development of the riparian space and trail network will further enhance the linkages with the above mentioned network.

Gawler has long term opportunities as a ‘hub’ with ‘spoke’ connections to towns within the Wakefield region using the disused rail corridors linked to Roseworthy including:

- Wasleys to Hamley Bridge and Balaklava;
- Tarlee to Riverton, Auburn and Clare;
- Freeling to Kapunda and Eudunda.

Nuriootpa to Angaston Rail Trail: the opportunity is to enhance the linkages to the trail heads as well as the public spaces around the Nuriootpa and Angaston Railway Stations, pending disposal of Crown Land to the care and control of The Barossa Council. There is the longer term opportunity to connect to Stockwell and onto Truro should population growth activate further infrastructure investment. The recent investment in the Nuriootpa to Angaston rail trail has provided safe cycling options for families and people new to cycling who are not confident to ride on local roads. Enhancing this network by creating destination points at each end will further enhance this asset. Community recreation and event spaces that complement the rail heritage and improve the public space are needed to encourage healthy and active communities. It also provides a tourism experience that connects people to the region's history, landscape and identity.



Nuriootpa to Tanunda Shared Path: an immediate need is to upgrade the path surface and extend an off-road link from Kroemers Crossing along the rail corridor to the REX Fitness and Aquatic Centre at Magnolia Road and the Tanunda Railway Station for recreation and leisure cyclists. This important link will increase the cycling safety at the Kroemers area on the outskirts of Tanunda which is a high risk junction point.

Kapunda to Freeling and Roseworthy Rail Trail: connecting the outskirts of town growth areas with the town centre and utilizing railways sidings as public space is a significant opportunity. In the longer term and with population growth the real potential is connecting all three towns to Gawler using the rail corridor while also creating a biodiversity corridor to improve farm ecology.

Pewsey Vale/Kaiserstuhl Forest: network of signed loop trails for mountain biking would enhance the region's mountain biking opportunities. Designated places to ride, plus parking and signed access points would help facilitate such an opportunity. A strategic link is needed between the forest and Rifle Range Road to improve access from Tanunda and provide a scenic loop circuit connecting the Mawson Trail.

Amy Gillett Way: the development of the disused rail network between Balhannah and Charleston is programmed to eventually extend to Birdwood and onto Mt Pleasant. Supporting the gradual extension of this network provides an important tourism asset that links the Barossa Region with the Adelaide Hills. The network connects communities

to improve safe access for kids riding to school as well as improve community recreation options. The Torrens Valley has a number of small tourism business from accommodation to wine, food producers and artisan wares that can be linked using the Amy Gillett Way. Linkages to the network would enhance the tourism opportunities over time, along with trail infrastructure such as signage and rest areas to improve the trail experience.

Common to all location specific opportunities is the need for further trail infrastructure. The preference is to capitalise on existing private and public infrastructure prior to introducing new infrastructure to minimise recurrent asset management costs. This is particularly the case for large capital items such as toilets and bridges. The location specific opportunities require an asset needs assessment.

General Infrastructure

Signage: a consistent regional signage system (branding and look) for cycling, both interpretive and directional is a core infrastructure item to position the Barossa as a cycle ready destination. Key waypoint signs that coincide with tourism attractions can incorporate QR codes to feed information on demand using digital technologies. Developing shared paths should include signage information such as distance, estimated ride time and a name for each section or destination points based on locality names so they relate to other regional maps. This helps to segment longer trails for easier way point identification and navigation. Key access points, rest points and attractions (with a grid reference) should be identified on signs to aid navigation and emergency response. For an example refer to the River Torrens Linear Path. Signs should co-habitat with existing signage infrastructure to reduce asset costs.



Examples of network and interpretive signs

Parking and Access: key parking points at trail heads and key destination points on linear trails is important to engage cycling opportunities at different advantage points and spreading the economic impact. Parking and trail access points need to be identified on maps as well as signed off major road networks. Parking points should consider infrastructure such as toilets, shelter and offer simple single bar bike racks in high use locations. Cyclists looking to begin a ride appreciate somewhere to park their bike while they get ready, a seat or table to sort their tools, food, water and somewhere to sit and put on their cycling shoes. The same after the ride when they unload their pockets, change shoes or sit for break before packing their bike and leaving.



Public Spaces: are important for events, holding races, a gathering or resting point after a ride. Some towns are historically well equipped with public spaces close to public toilets, a café, bakery or corner store, which makes them a preferred rest point. Equally town institutes or church halls provide a very useful base for cycling events. Some public spaces simply lack seats or somewhere to leave the bike and as a result are unfavourable.

COMMUNICATIONS

Publicly accessible information is a critical element identified in submissions with a number of comments that visitors' find local cycling networks confusing to navigate, nor well sign posted.

Information needs to be a collective of online, print and signage systems on the ground that communicate a route, a local story, a place to visit, or complimentary experiences.

Barossa.com is the best information hub to service the needs of cycle tourists.

Digital: Smartphone Apps and downloadable GPS routes for bike navigation devices are seen as an increasingly popular way to inform cycle tourists about cycling routes. This has potential with the Tour Barossa App and popular online mapping sites such as Bikely,

Bikemap or Map my Ride. In Europe, bike hire often includes hire of a GPS system with pre-loaded routes to aid navigation and this option has potential in the Barossa Region.

Information should include five recommended road and off-road cycling experiences that are GPS mapped and signed to allow self-navigation. A series of cycle routes for different levels of ability, experience and that captures a cross section of what the region offers. A “Barossa Region Cycling App” is one opportunity to explore with Bicycle Australia.

Print: Hard copy publications are still a popular tool for many tourists. Guidebooks and maps not only have a value while riding or planning a ride, they become a tool that is passed onto other people or used to talk about a trip to friends – a reference tool. So they have an ongoing life as a promotional tool as well as a navigation device.

Currently the Barossa Region and surrounds is covered by the “Where to Ride Adelaide” guide written by Barossa resident and local cyclist, Gerri Nelligan. This publication provides the most comprehensively researched and detailed guidebook on cycling experiences in the region currently.

The ‘Where to Ride Adelaide’ guide is published by Bicycling Australia, www.bicyclingaustralia.com.au

Hard copy guidebooks such as the Ride Guide for North East Victoria, print 20,000 to 30,000 guides per batch before updating for a reprint. The Guide provides web links to many tourism operators and businesses as well as their own website www.murraytomountains.com.au

A combination of print and digital media ultimately works best for most cycle tourism destinations. It allows pre-trip planning as well as download maps or ride profiles that are informative during the ride. See www.otagocentralrailtrail.co.nz as an example.

PRODUCTS, EVENTS & EXPERIENCES

Some suggestions made by the cycle Tourism Working Party for potential new products, events and experiences are listed below.

While many visitors are happy to find web-based information to plan their trip, there are also people who prefer to pick a tour package that takes out all the guesswork in trip planning and logistics.

New Products

Yellow Brick Road: a cycling route such as the Jack Bobridge Track or the Seppeltsfield loop where families can tick off a list of ‘find and collect’ items along their journey.

Barossa by Bike Tour: a 1-2 day annual tour event with an emphasis on enjoying the Barossa with stops at wineries, points of interest, places with pre-organised

entertainment and food. A gourmet weekend for recreation and leisure cyclists with a focus on health, family and friends.

Food and Wine by Bike: similar to or an extension of the Butcher Baker Winemaker Trail but with a 'collect the goods' along the route after pre-purchase of a tour package from the Barossa Visitor Information Centre or accredited Tourism Operator.

Bike ED Barossa: use local shared use paths to support school bike education.

Holiday Packages: there is the opportunity to package accommodation, bike hire, restaurant experience, winery tour and other non cycling products for interstate visitors and inbound tour operators. On most occasions the market for such a package are recreational riders who prefer to ride for half a day a to stay fit and healthy, but who also like to indulge and reward themselves with other activities. So cycling is an important activity but the combination with other non-cycling experiences is equally important along with good accommodation, comfortable bikes and support services.

Cycle Sports Package: more serious and dedicated sports cyclists will look for destinations for training, competition and indulgence. Cycling Clubs, cycling mates weekend away, and domestic racing teams often travel to places such as Bright in Victoria as a base for these types of activities. Typically in Europe there are "Sports Hotels" that specialize in cycling or multi-sport training and events. They provide group facilities for self-catering and offer backup and mechanical support or offer a full week training program with massage therapy, catering, coaching and options for other group activities. Hotel facilities have secured bike rooms, cleaning areas and in some cases fitness testing facilities. While training may be the order of the day, there is still a focus on enjoying food and wine. The market is predominantly male, however, there are women only groups and professional teams. This type of arrangement has potential in the Barossa, particularly leading up to and including the Tour Down Under.

Sport Events: sports events that involve cycling provide the opportunity to regularly promote the Barossa Region as a cycling ready tourism destination. The exposure of local businesses to the size and depth of the cycling market on a regular basis encourages those businesses to cater for their needs as a tourism market segment. The region has an excellent network of quiet roads (by Metropolitan Adelaide standards) and a variety of terrain to suit the different types and categories of racing. Cycling Clubs are look for new circuits that are safe and accessible from Adelaide. The one single event that drives interstate cyclists to visit the Barossa region is the Tour Down Under. This event provides 260 broadcast hours bringing \$150 million worth of media coverage and a State economic benefit of \$40 million. Other potential cycling events include:

Tour of the Barossa - a club racing event over 3 days with a combination of criterium, time trial and road race.

CycloX at the Chateau - cyclo-cross event in partnership with Chateau Tanunda inclusive of a food and wine event onsite.

Club Cycling Events - there are a number of locations with a suitable circuit for road racing and time trials. The opportunity is understanding the needs of club cyclists, their clubs, the South Australian Cycling Federation, and how local business and community groups can benefit and support sports cycling events. Locations currently used include:

Williamstown, Lyndoch, Keyneton, Wilton, Greenock/Seppeltsfield and Mt Pleasant. An events policy would help clarify parameters for holding events on public roads and agreed circuit locations as there is some confusion currently around notification versus permission and risk management measures for sanctioned cycling events.

- ✓ South Australia has 12 cycling clubs that organise races within our State. Australia has 114 cycling clubs altogether.
- ✓ The Norwood Cycling Club is the oldest and was founded in 1883 and has over 380 members.
- ✓ The Tour Down Under is rated by Australian cyclists as the best cycle tourism event.

Tour Down Under - Tanunda, Angaston and Gawler have featured in Australia's biggest stage race. Start and finish points have requirements for Events SA and the Australian Cycling Federation/Union Cyclist Internationale. This means some towns such as Gawler and Nuriootpa are best hosting a start where Tanunda and Angaston are better to host a finish. The opportunity is investigating how to capitalized on this event, how visitor needs, both spectators and cyclists, can be met such as bike parking, maps and destination information to encourage repeat visitation.

Charity Rides - the Barossa Region each year over the past 10 years has hosted the 'Ride to Cure Diabetes'. Regular events create a bond with the target market and create the opportunity to draw in new participants to the region. Government and business support in hosting such events also creates community pride and positive media stories for the host destination.

Barossa Duathlon - This iconic event in the Barossa Valley is in it's third year. The event in 2012 incorporated the Australian Duathlon Championship and South Australian Duathlon Championship being held by Triathlon South Australia. The event is part of the Australian Duathlon Series and also incorporated the Oceania Championships for Elite competitors. A feature of the course is the ride over Menglers Hill used in the Tour Down Under. The feature event consists of 10km run followed by a 40km bike and completed with a 5km. There is also a shorter event consisting of a 2.5km run, a 20km bike and a 2.5km run. Many competitors stay within the region over the weekend to prepare for the event.

Priority Opportunities in the Barossa Region

1. **Further Leveraging the Tour Down Under:** the award winning sporting event attracts thousands of spectators and cyclists to South Australia. It showcases the Barossa Region creating significant destination awareness. The opportunity exists not just with local tour operators, but the many businesses that feature food, wine and regional culture. Understanding how to engage the sports cyclist as a high yield visitor is needed and requires more targeting consumer information that encourages return visits for other festivals and events, as well as communicate cycling events and training opportunities at other times of the year.



2. **Gawler to Angaston Bike network:** this trail asset is a huge benefit to the region. It engages the local community to become healthy and active as well as link key tourism assets to create a tourism experience that can become exceptional over the next 10 years. The gradual investment in trail infrastructure (seats, picnic areas, interpretive signage) will need to be matched by a trail guide to inform visitors how to engage the trail network. This could be a combination of online and printed information.
3. **Barossa by Bike Guidebook:** informative guide to food, wine, history, safe cycling routes and regional highlights. An opportunity to connect the Butcher, Baker and Winemaker Trail with a package tailored for cyclists. The guide over time needs to extend to include cross regional cycling opportunities including the Riesling Trail, Mawson Trail, Amy Gillett Way and other trail networks as they develop around the Wakefield region.
4. **Cycling Tours and Bike Hire:** Being able to hire bikes locally also allows spontaneous choices to engage the region and it's attracts in a different way. Visitors are looking to maintain healthy and active lifestyles and to balance their indulgence in food and wine. Tour operators providing guided tours allow visitors to go cycling

without having to worry about logistics, navigating their way or transporting goods they purchase. Simply, cycling as a holiday choice is made easy. The region has a number of businesses that collectively offer organised and incidental cycling opportunities. What supports the growth of their business is improvement in cycling safety through improved road infrastructure, developing separated path networks and increasing support infrastructure such as signage, seating and access to amenities. A regional trails guide is a priority to support growth in self guided cycle tourists.

5. **Tour Down Under Host Packages:** along with a continued focus to successfully host the event is the opportunity to hosting cycling groups as an accommodation base to experience the lead-up to the event. Social groups, cycling clubs and their families often arrive the week before the event to train and to experience riding behind professional teams to immerse themselves in the dream of being 'a professional'. While during the event many visitors will base themselves in Adelaide, there is the opportunity to broaden their training options by promoting the Barossa region as the place to be based before and during the event. This opportunity simply relies on working with local tourism accommodation operators to develop a week-long package for 'club cyclists'.
6. **Club Racing:** the Barossa region hosts over 20 events each year, mostly for South Australian Cycling Clubs. One day racing and 2 day tours attract hundreds of visitors to the region, many who chose to include an overnight stay and spend money in local towns during and after the event. Cycling clubs look for new circuits, which are safe, easy to marshal and close to Adelaide. The opportunity exists to work with clubs to improve road conditions and public amenities to both secure these events in the region and to build the cycling profile of the Barossa Region. Courses are required for road racing, time trials and criterium racing. One potential new area is Cyclo-cross, which requires a 'cross country' circuit with obstacles to get riders off their bike and on foot.
7. **Social Club Rides:** socially based club rides such as Team Barossa and Gawler Wheelers are the perfect way for new riders to a region to get to know 'the local rides' and tap the knowledge of local cyclists. This opportunity needs to be promoted through local tourism information networks and future guidebooks.

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| <ul style="list-style-type: none">✓ 93,898 bicycles were sold in South Australia, Northern Territory and Broken Hill in 2005 (CPF)✓ Cycling is the fourth most popular physical activity in Australia after walking, aerobics and swimming (ORS, 2012) |
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Timeframe for Priorities

Immediate Priority¹ (within 12 months)

- Jack Bobridge Track: signage, information, and product development.
- Cycling component in 'Butcher, Baker Wine Maker Trail' as a bookable and commissionable product.
- Develop business and Tourism Barossa web content on cycling experiences in the Barossa Region.
- Promote Bicycling Australia's "Where to Ride Adelaide" which cover cycling routes in the Barossa Region.
- Support the development of a three-day women's cycling race (Skinny Lattes).
- Update Barossa Visitor Guide with cycle tourism content.
- Investigate the development of Pewsey Vale Forest as a designated Mountain Bike area.
- Investigate providing secure bike parking for the Tour Down Under and destination information for visiting cyclists.
- Prepare a 'Tour Host Package' to approach interstate cycling clubs to be based in the Barossa during TDU or to host training camps.
- Prepare a calendar of regional cycling events and to identify their operational needs, and the capital investment needed to secure, improve and attract new events.
- Map existing and potential future trail networks across the Barossa and Wakefield Region.

Medium Term Priority² (1-5 years)

- Develop a tourism focused "Barossa Ride Guide"- a pocket sized guide with information on tourism operators, cycling friendly businesses and suggested regional rides.
- Investigate the potential of a "Barossa Region Cycling App" with Bicycle Australia.
- Develop a signage system for 'top 5' routes using regional branding.
- Enhance the development of 'Trail Head' access and parking for key trails.
- Enhance Trail Head locations at Angaston Railway Station & Nuriootpa Railway Station.
- Improve trail linkages between Kroemer's Crossing, the REX and Tanunda Town Centre.
- Investigate the feasibility to develop a shared use trail on the rail corridor within the town boundaries of Kapunda, Freeling and Wasleys.
- Investigate the development of a public/private trail connecting businesses along Seppeltsfield Road.
- Develop the 'Yellow Brick Road' self guided tour package for families.
- Encourage DPTI to develop the Birdwood to Mt Pleasant section of the Amy Gillett Way.

¹ Capitalising on existing grant funding and expertise to deliver safe and practical cycle tourism experiences.

² Requires further research, grant funding and promotion in Government budget processes

- Investigate and expand the Gawler River Urban Trails network to improve linkages.
- Provide linkages to the Pewsey Vale Forest and the Mawson trail from Tanunda.

Long Term Priority³ (5-10 years)

- Tour of Barossa, CycloX @Chateau, Barossa by Bike Tour: event opportunities needing a driver and sponsorship.
- Development of a rail trail from Gawler to Kapunda.
- Develop a loop trail connecting Gawler East and Hewitt to Concordia and the Jack Bobridge Track (Connecting North and South Para Rivers with the Gawler River to make a loop).
- Develop and enhance 'loop trails' in towns to connect the backbone of linear paths.
- Investigate the potential of recreational cycling as part of the Warren Reservoir proposal by The Barossa Council.
- Investment on the Wakefield Region cycling network based on the 'hub and spoke' proposal.

³ Requires further investigations in terms of scope and viability; need to be identified in Government Strategic Plans; requires community and business support

Appendix A - Maps to be prepared and inserted (subject to funding): A series of GIS based maps are proposed to capture spatial information to support the development of grant applications, visitor information and strategic planning for Government.

1). Wakefield Region Cycling Network Opportunities: covering Gawler up to Clare and Balaklava with network connections to the Barossa.

2). Barossa Region – Recommended Rides for Visitors:

- Off-Road Cycling Routes
- Road Cycling Routes
 - Local Loops
 - Long Rides
- Food and Wine Cycling Routes
- Family Friendly Trails

3). Sports Cycling (Competition Circuits) in the Barossa Region

Appendix B - What cyclists want? A summary of research findings.

- Recreational bike riders prefer to cycle 1 to 2 hours on dedicated sealed paths or compacted gravel tracks. (Bluemoon Research and Planning 2006)
- What attracts Overseas Cyclists:
 - The Australian people;
 - The Australian lifestyle;
 - The Australian landscapes.
- The most important destination attributes include scenery, safe drinking water, bike friendly accommodation, safety and quality of roads and trails.
- The majority of cyclists undertook a cycling holiday for fitness, health and recreation with mass participation rides being very popular as a draw card (60% participated in one in the last 12 months).
- Professional Cycling Events: appeal is seeing bike riders up close, seeing the scenery, experience the atmosphere (embodiment) - experience the challenge, riding the route, enduring the pain, feeling the challenge. It's about authenticity, place identity, experiencing the history first hand. (Dr Matt Lamont, Southern Cross University)
- Two thirds of cyclists undertook a cycling holiday in the last 12 months with a preference for outdoor and active holidays which are adventurous, stimulating, exciting and helps to maintain fitness.
- Traffic free route are a big preference (85%) for recreational cyclists with less experience.
- 29% will choose to ride on the road but more experienced.
- Perception of safety effects women, families and new participants/ inexperienced
- Circular routes are popular but more people drive to the start.
- Wide paths are more popular because they are more socialable for groups
- Scenery, accessibility and connectedness (engaging the product to be easy)
- Multi-day trails are popular, along with easy access, support services, and safe routes,
- Different segments require different trails and challenges.
- Barriers are available cycling information, safety (perception), support services - food, accommodation, and educating local businesses on the needs do cyclists.
- Reputation as a destination; distance to location (travel) important for accessibility; as well mystique of destination. Variety and varying difficulty in trail is important plus 'flow'- the smooth rhythm of a trail where little pedalling is required - "Flow Trails". (Blake Roswell, University of North British Columbia, Canada)

How do we communicate to Cyclists?

China Market

- Cycle tourism blogs by Chinese cycle tourists talking about their travel experiences have a strong following by young Chinese. Chinese culture is collective but people still like individual activity as well as group cycling. (Ms Jun Shao, Beijing Forestry University, 2012)

Cycling Tourism Information and Guidebooks

- Need to be more than information on where to ride but how to ride, and how to enjoy the experience.
- Collaboration with business and operators to promote the destination is needed and the more successful this is the better the information becomes and you can then invest more to improve the information network.
- Guidebooks can stimulate and motivate the occasional cyclist or general tourist to give cycling a go as a way to experience a destination or engage a short journey that connects a number of attractions.
- Guidebooks can also engage non cycling activities, products and businesses, and cross promote activities using Smart Phone Apps, QR Codes for destination information. Hard copy guidebooks gives more dollar return to cover research and publishing costs but online guidebooks give more exposure but there is the expectation that it's free. (Bruce Ashley, The Environment Works, 2012)

- Route maps and guides books important but experienced cyclists don't want to stop regularly to confirm their route (Daniel Carruthers, Cycle Tourism in NZ, 2012)

Online Communications

- 50.3% use social media, mostly recreational riders for on-road details, route profiles, weather, so it's about safety and confirmation of what to expect - trip planning.
- 75% use online mapping (Google 75%' Bikely 50%, map my ride 30%, GPS - 52.9% own one either phone or portable unit (Garmin) and 63%use it on their bike (of the 52.9%)
- (D. Puniard, University of Canberra, 2012)

Asset Management

- Need to demonstrate to Government how experiences are assets, not just infrastructure as an asset, and then how they are assigned an economic value as a commodity. Alongside this is 'place commodification' and how 'place' is part of the value chain for the experience economy when developing cycle tourism.
- In the field of cycle tourism there is a lot of discussion around the benefit of 'normalising' cycling, making it mainstream and encouraging sectors of cycling to working together as one in research, infrastructure investment and advocacy. Advocacy at the big end of town is important, engaging politicians and engaging other allied agendas such as road safety, community health, active transport and the environment.
- Cycle events in Australia, such as the Tour Down Under, Around the Bay in a Day, Amy's Ride etc., have accelerated the growth of cycle tourism across Australia and the need to improve cycling infrastructure is a result of this demand and participation.