



MOUNTAIN BIKING

IS COMING TO GEORGE TOWN

what are we going to do?

How to prepare your business

UNDERSTAND THE NEEDS OF A CYCLIST

BECOME BIKE FRIENDLY ACCREDITED

BUILD YOUR KNOWLEDGE

CREATE A WELCOMING CULTURE

LEARN ABOUT THE VARIOUS TRAILS

What does it take to be a bike friendly business?

- Offering a warm welcome to cyclists
- Assurance to cyclists that they will be assisted with their needs
- Keeping abreast of cycling news and developments that affect your area
- Knowledge of local trails and events

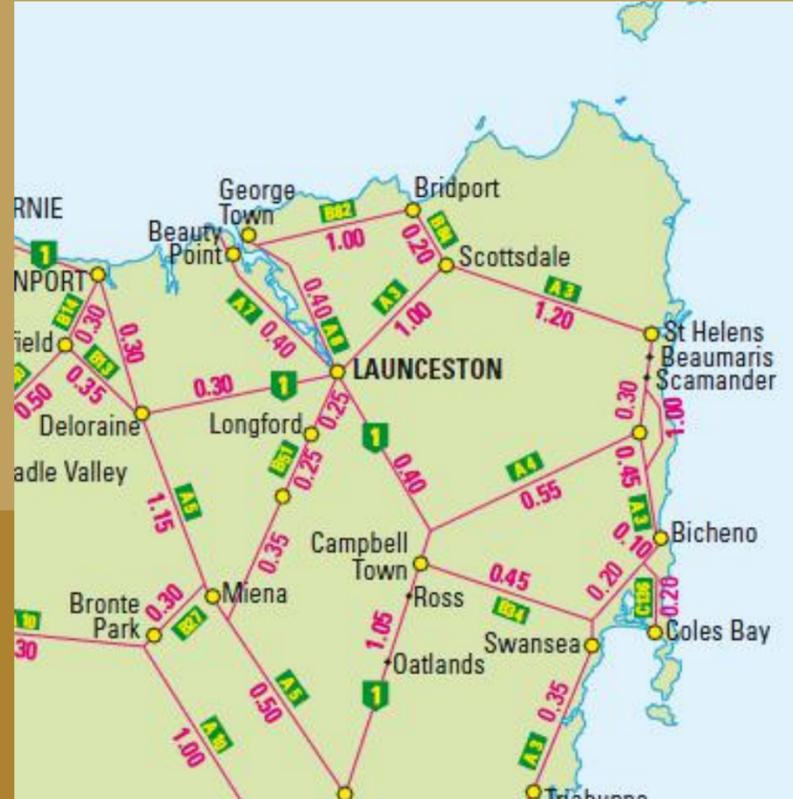


WHAT SHOULD YOU KNOW?



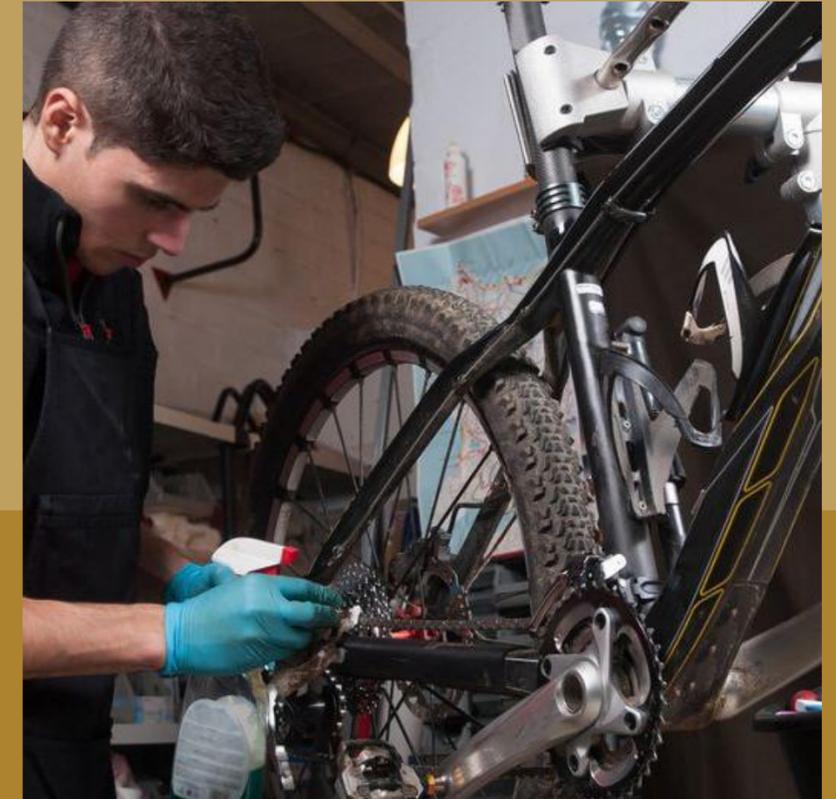
TRAILS

Where they are, where to park, any tips that might help visitors have a great experience.



DRIVE TIMES

how long does it take to drive to the trails. How long does it take to get to various important places (ie. gateway, supermarket, coffee etc)



SHOPS/SERVICES

Where are the local bike shops? What are their opening hours? Can you help by stocking useful items?

WHAT CAN YOU OFFER?



BIKE STORAGE

Bikes are expensive. If you don't want them stored in the room, having somewhere secure to lock them up overnight is very appealing.



CLEANING FACILITIES

Mountain bikes get dirty - somewhere to wash them can be useful. You just need a hose, a drain, a bucket and a sponge.



REPAIR

A quality repair kit can come in very handy. A portable bike stand and pump are a great investment.

OTHER CONSIDERATIONS

1

Groups

MTB riders often travel in a group.
Rooms, bedding, tables, shuttles.

2

Communal areas

A place to gather and debrief after a
day's ride. Kitchen or BBQ area.

3

Activities/attractions

Know what else is there to do around
the area

4

Dining options

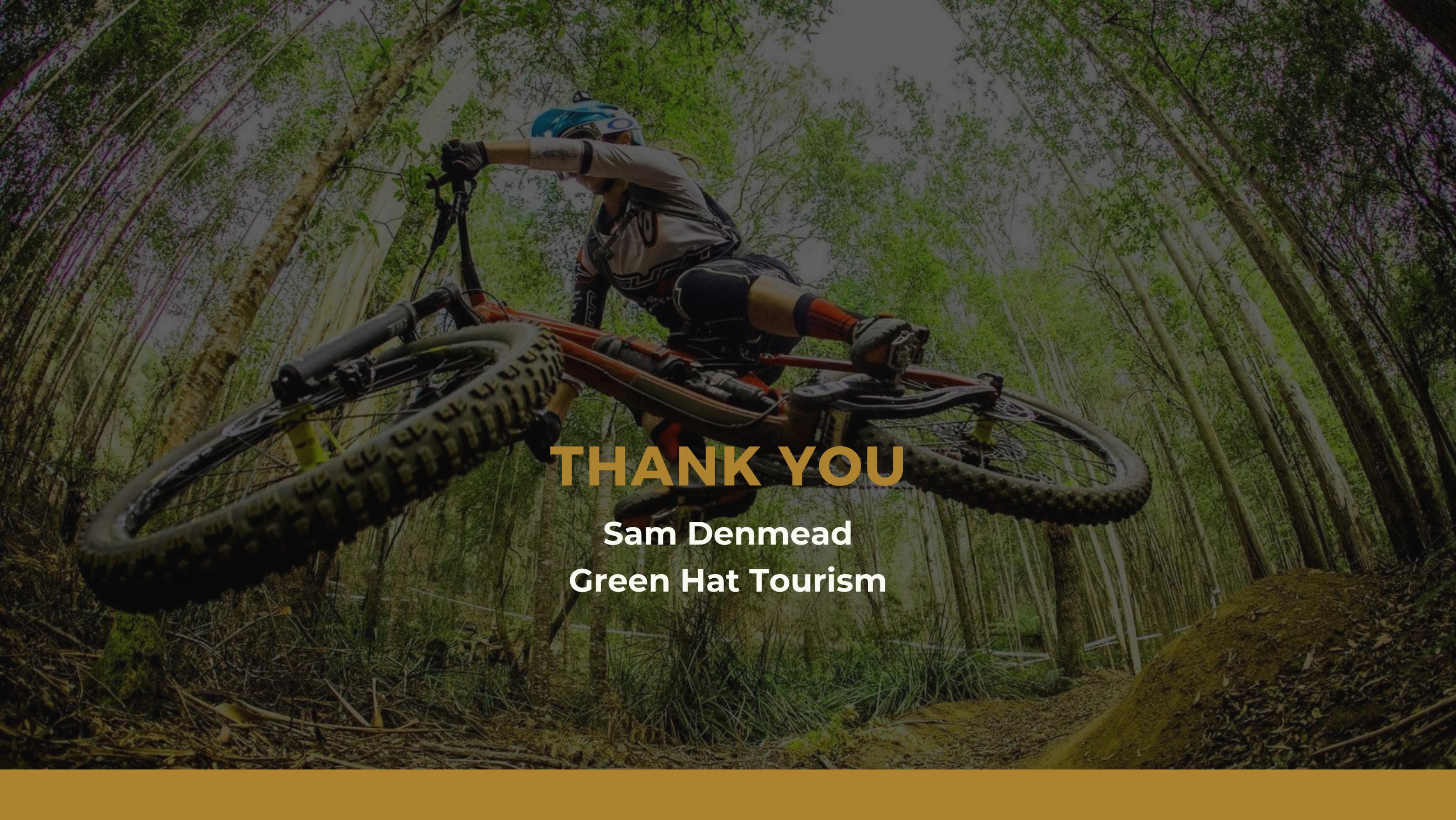
Know where MTBers can eat at night.
Or where can they buy food to cook.

The tourism industry

Who's who

- Local council - George Town
- Local tourism association (LTA) - LTVTA
- DAP group
- Regional tourism organisation (RTO) - Visit Northern Tasmania
- State Tourism Organisation (STO) - Tourism Tasmania
- Tourism Industry Council Tasmania - TICT
- Australian Tourism Data Warehouse - ATDW
- MTB Network Tas





THANK YOU

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