



GEORGE TOWN MOUNTAIN BIKE TRAIL NETWORK

Naming Focus Group 2021

Development Overview

The George Town Mountain Bike Trail Development is aimed to diversify the existing tourism portfolio, boost the local business economy and improve economic, recreational and social opportunities for residents and the municipality.

It is a \$4.4 million federally funded project, which will enhance the George Town municipal area and East Tamar region – offering exciting opportunities to invest, live and visit.

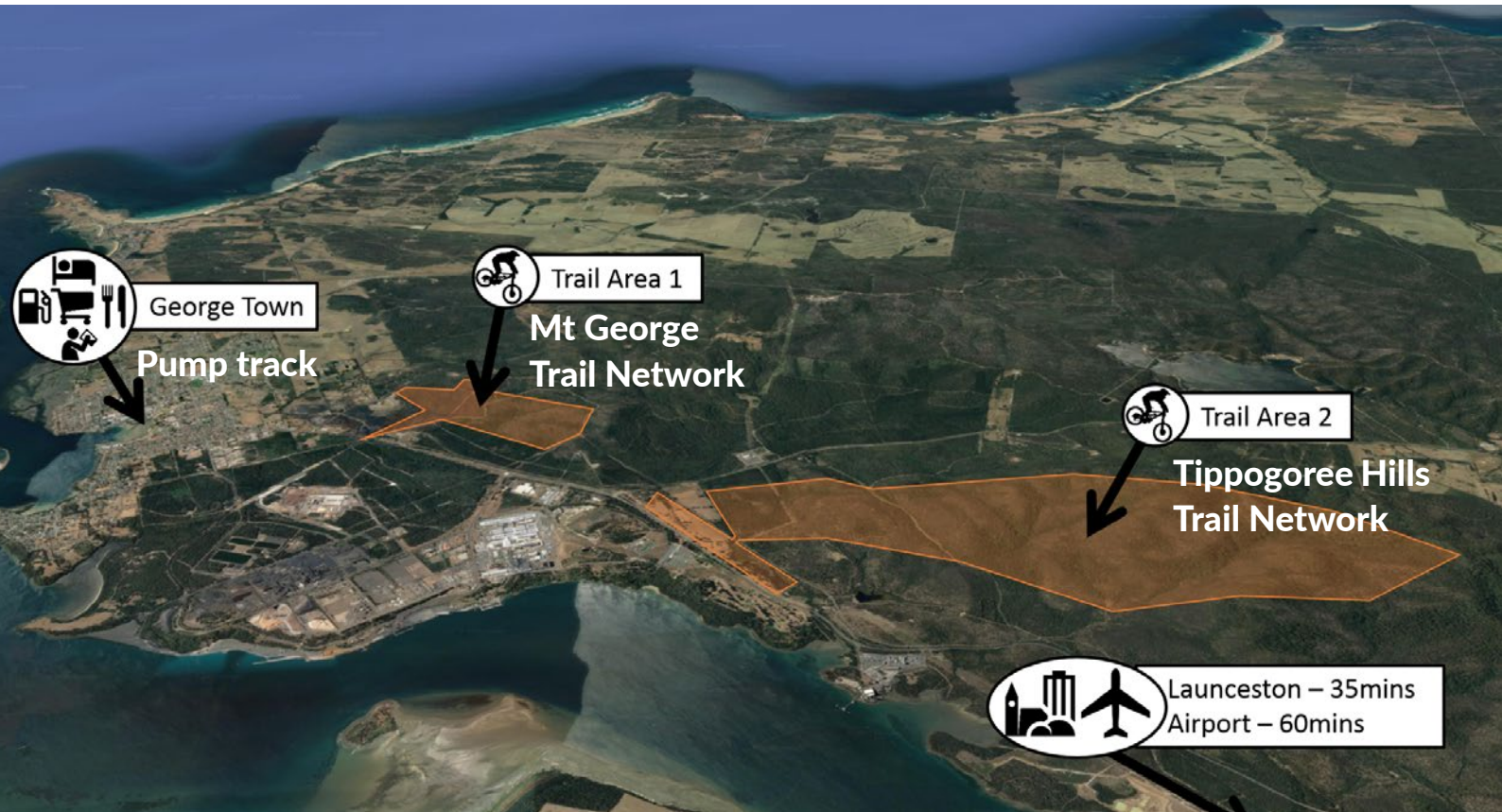
Construction of the trails is being undertaken by World Trail, the builders behind the Blue Derby and St Helens mountain bike trails.

The trail network will showcase 80km of purpose built mountain bike trails over two separate networks one on the flank of Mount George near the town centre and the second in the Tippogoree Hills, five kilometres south of the township.

This exciting project aims to complement and complete the mountain biking narrative in Tasmania, in particular the north east of the State.

The George Town Mountain Bike Trail Development project will launch the first stage at the end of March 2021 with completion set for October 2021.

The George Town Mountain Bike Trail Network



The objective for the focus groups' is to gather as much information and naming insights for the **Overarching Trail Network** name, the **Mt George Trail Network** name and **Tippogoree Hills Trail Network** name.



Trail Area 1
MOUNT GEORGE
TRAIL NETWORK

20.8kms 9 trails

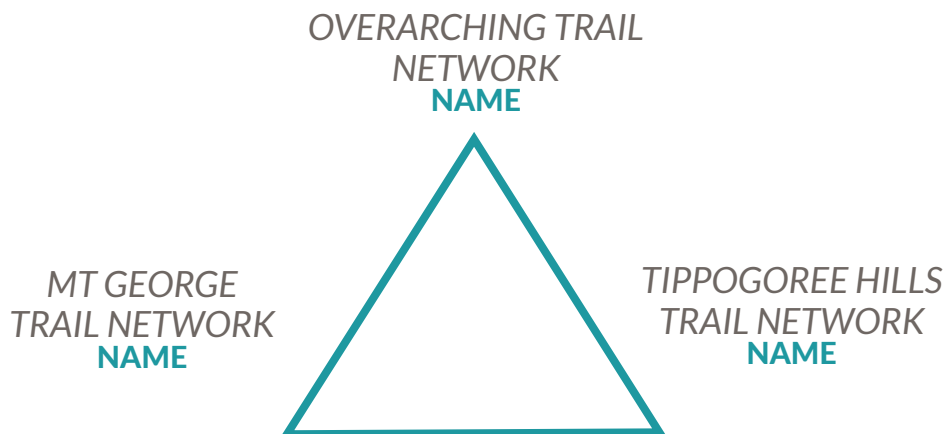


Trail Area 2
TIPPOGOREE HILLS
TRAIL NETWORK

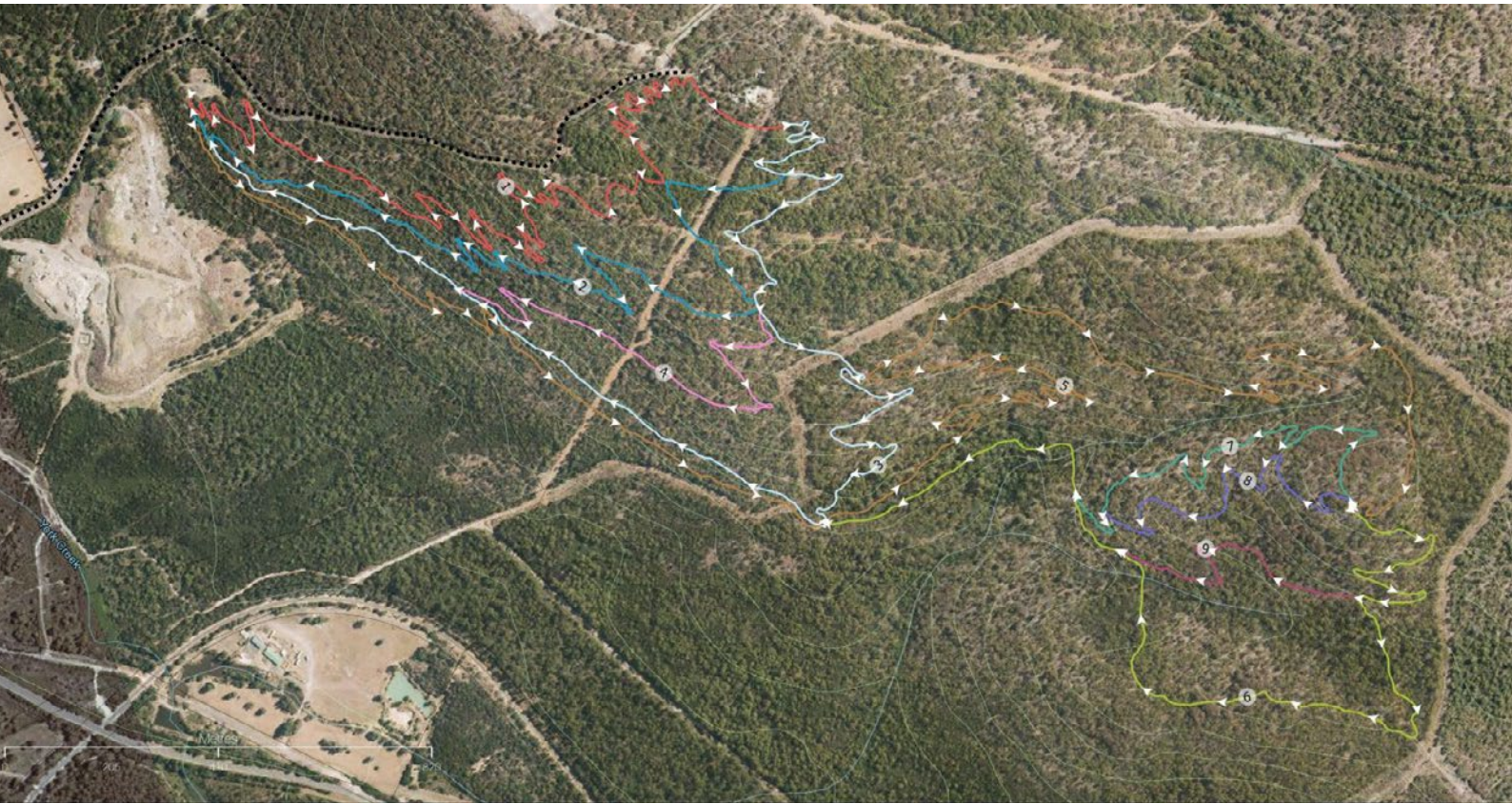
57.6kms 17 trails



George Town
PUMP TRACK FACILITY



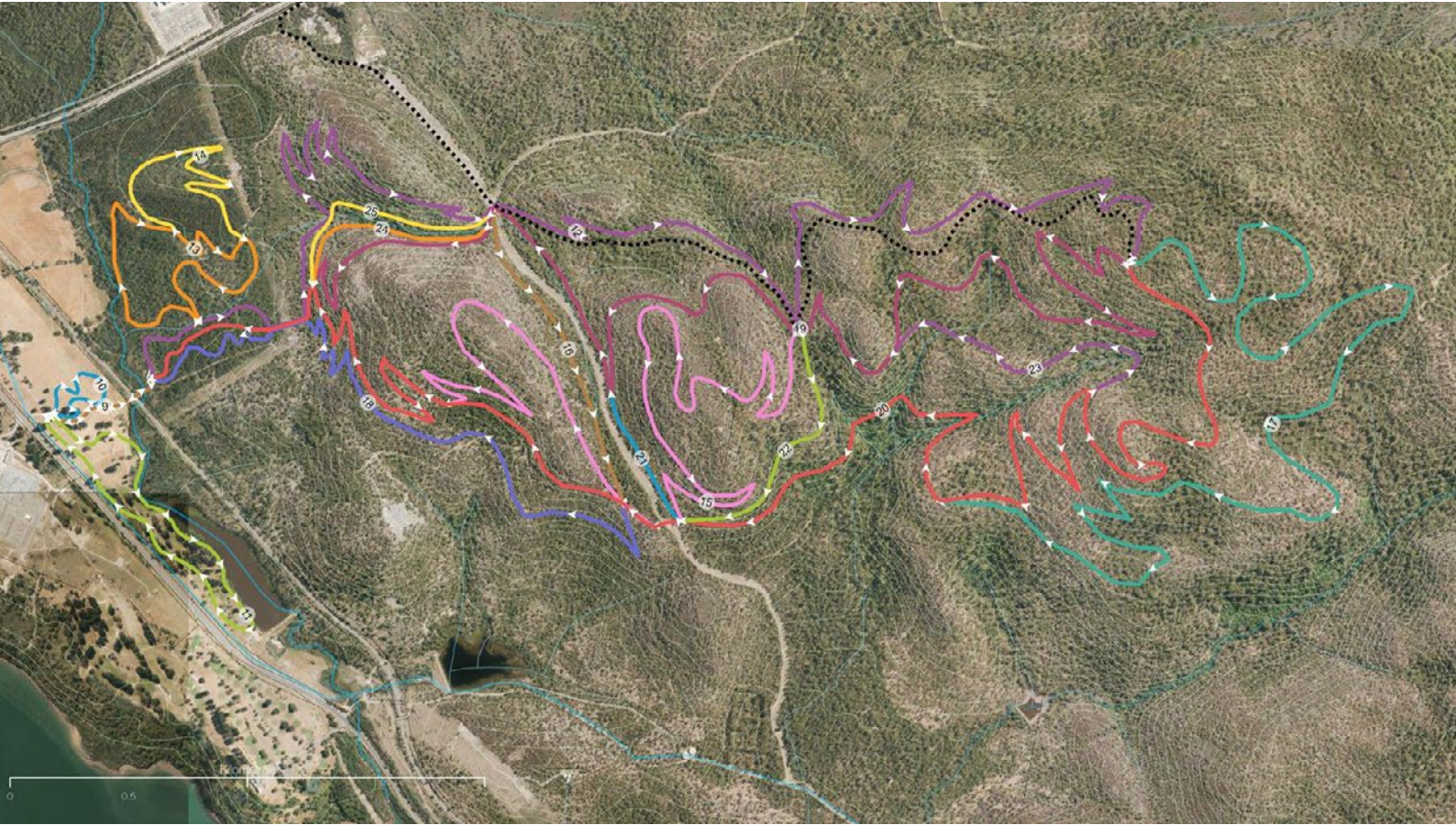
Mount George Trail Network



Quick facts

- 20.8kms across 9 trails
- 2 climbing trails, 7 descending trails
- Trail head and carparking area at old quarry site
- Secondary access at the lookout carpark
- Trails will focus on Green (*easy*) and Blue (*intermediate*) trail difficulty ratings with some sneaky tech/jump lines on the side.
- Trails will be a series of Airflow trails that allows for skills progression
- Trails will be highly accessible and versatile (*i.e. you won't have to ride all the way to the top of Mount George to enjoy the fun descents*)
- Super quick shuttle turnarounds so you can session your favourite trails
- Designed to be an easily accessible trail network for locals – not just for mountain biking, but also for walkers that wish to use the share-use climbing trail
- Shared use trail from the trail head to the lookout
- Shuttle service possible via Mount George Road

Tippogoree Hills Trail Network



Quick facts

- 57.6kms across 17 trails
- 1 climbing trail, 6 cross-country trails, 10 descending trails
- Trail head and carparking area at Lauriston Park on the corner of Bridport Road and East Tamar Highway
- Longer, higher, more adventurous trails
- Huge ocean views
- A full compliment of Green (*easy*), Blue (*intermediate*), and Black (*difficult*) trail difficulty ratings
- Sustained descents of up to 270m in elevation
- Some more technical, rocky descents
- Best thought of as the commercial tourism product (*as opposed to the local trails – which they will of course be as well*)
- Proposed private access road to accommodate shuttle services from Lauriston Park and George Town

Core Messages

Some other core considerations that we need to think about as we go through the process are:

- ✓ The trails offered are world class
 - complements and completes the North-East Tasmanian MTB narrative.
- ✓ George Town welcomes you!
- ✓ Some of the best beaches Tasmania has to offer.
- ✓ 40 minutes from Launceston.
- ✓ Trails for everyone.
- ✓ Full complement of services in town.
- ✓ Stay for the weekend! There's lots to see and do - *penguins, beaches, fishing, lighthouse, pilot station, museums, Regent Square, Bass and Flinders Centre, wineries and whiskey distilleries, farm gates, and berry farms.*

The name needs to strengthen and fit in with CORE messages!

A few things to think about

We would appreciate you giving the following some thought prior to the George Town Mountain Bike Trail Network naming focus group session.

Provide 5 or more words that you think describe or come to mind when you think of the George Town Mountain Bike Trails.

E.g. Fun, extreme, complete destination, accessible, scenic.

Why should Tasmanians and visitors to the State visit/use the GTMB Trails? What would you consider the main points of difference to other trail networks in the state?

Do you have any names that you feel would work for the Primary/Overarching Name?

Do you have any names that you feel would work for Mount George Trail Network?

Do you have any names that you feel would work for Tippogoree Hills Trail Network?

Any questions regarding any of the above, please feel free to contact Graeme Walker on 6341 1800 or email graeme@walkerdesigns.com.au