

Business Opportunities in a MTB'ing Destination

Welcome!

- Why government loves mountain biking
- Let's talk about Derby

Kevin Turner

Regional Development Coordinator



Why government loves mountain biking

Alice Springs
Red Centre Adventure Ride
\$12m

Collie
\$10m

Warburton
\$11.3m



Harcourt
\$2.5m

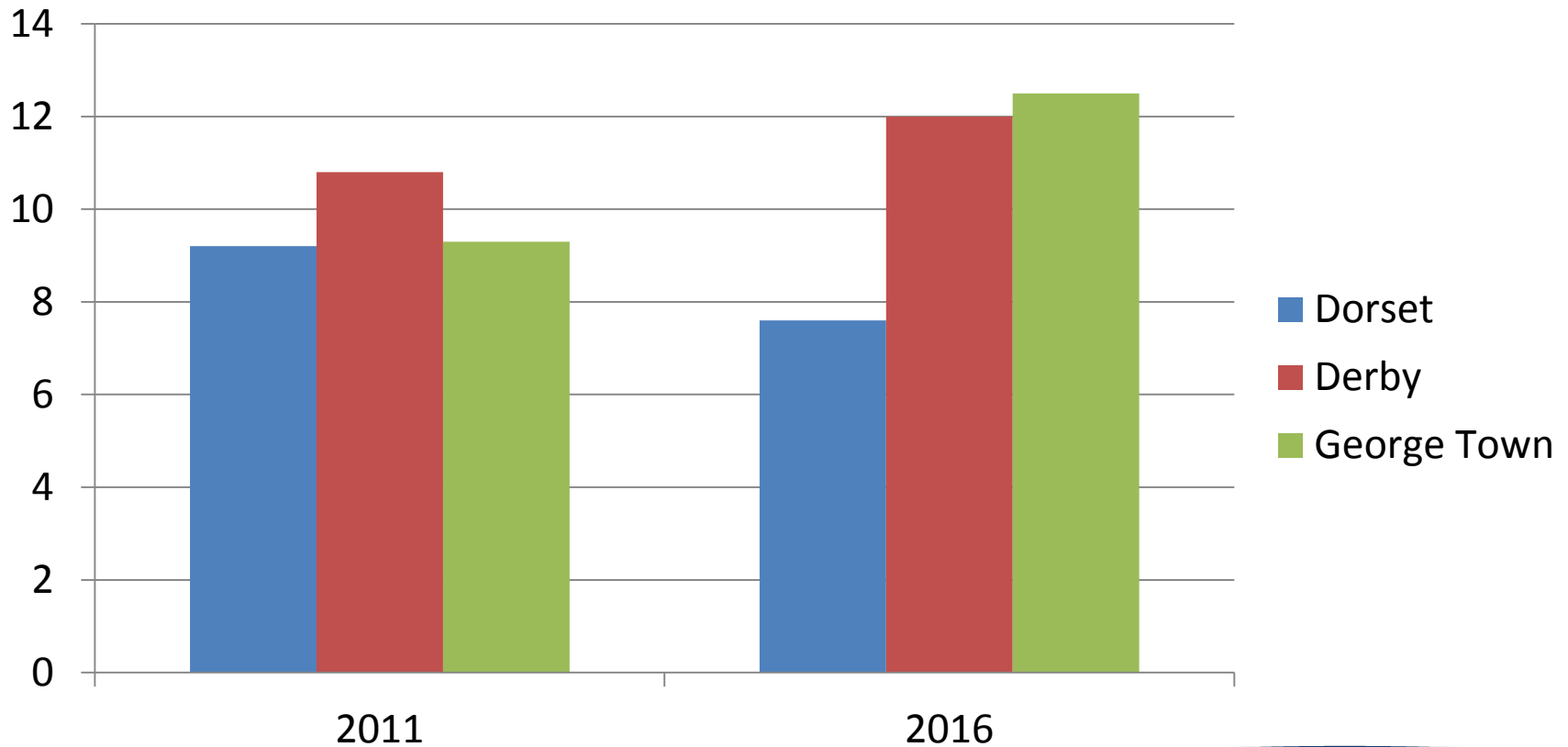
Wangetti
Trail
\$41.4m

Thredbo
Valley Track
\$9.8m

Derby
\$5.5m
Wild Mersey
\$4.1m
St Helens
\$4.5m
George
Town
\$4.4m

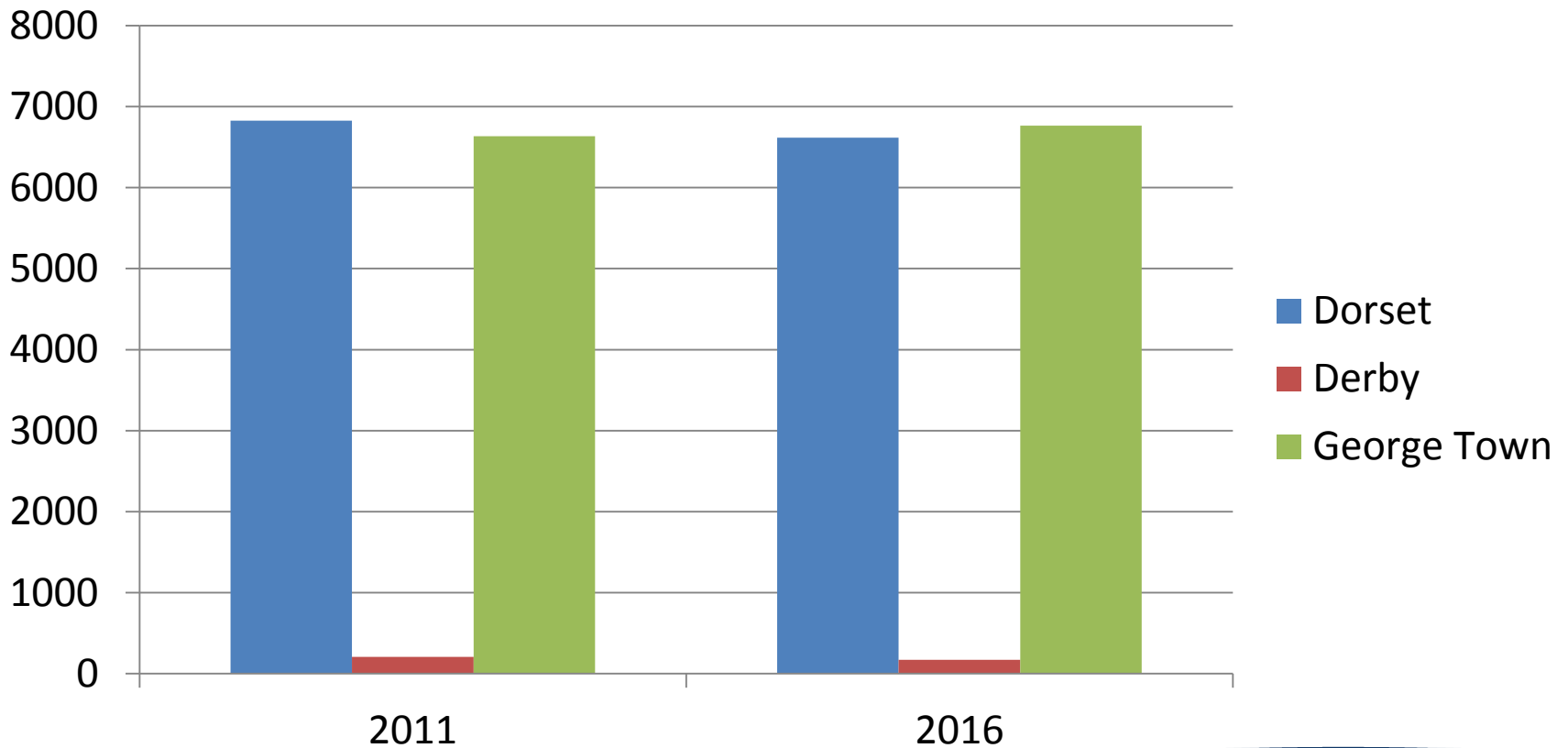
Let's talk about Derby

Unemployment Rate (Census data)



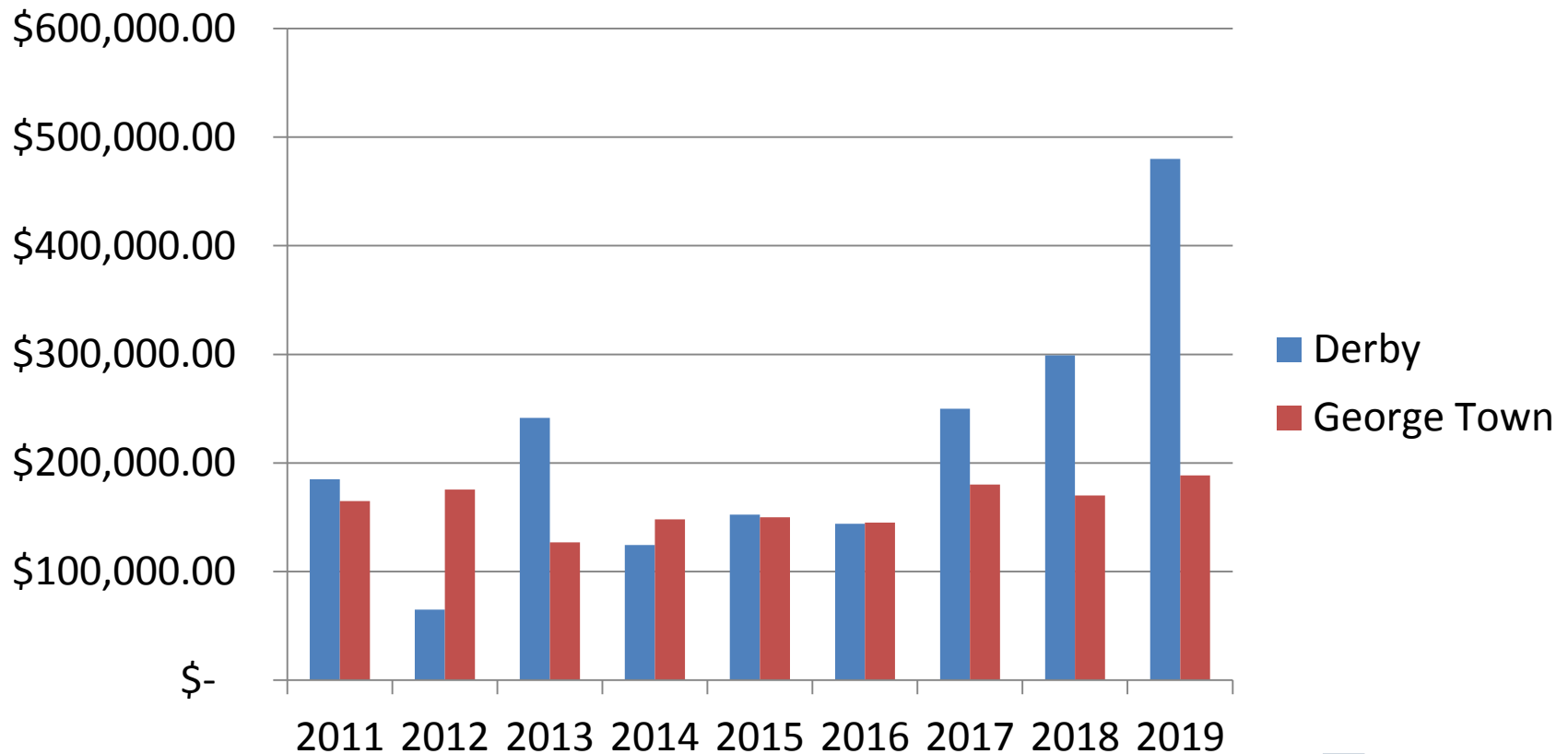
Let's talk about Derby

Resident Population (Census data)



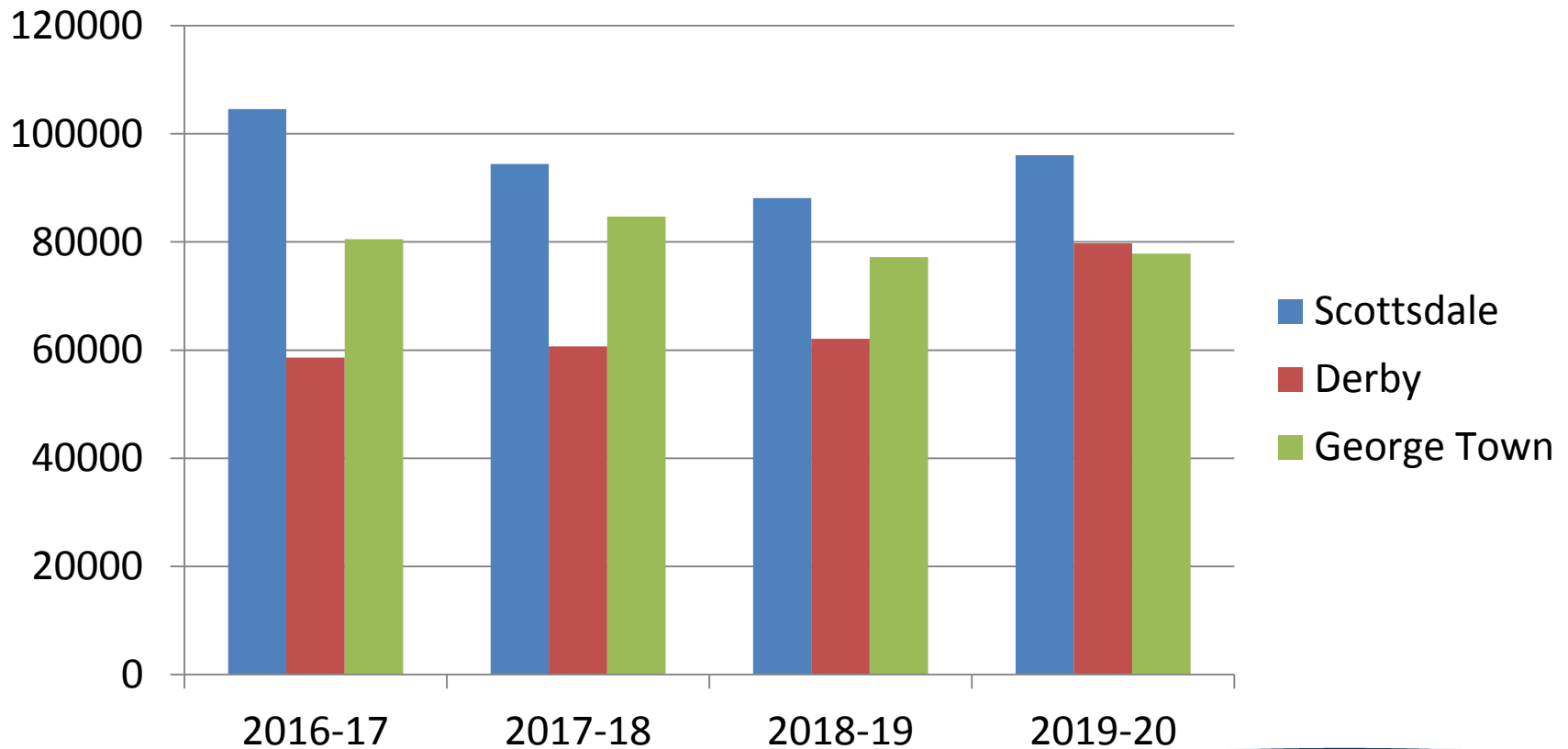
Let's talk about Derby

Median Sale Price (REIT data)



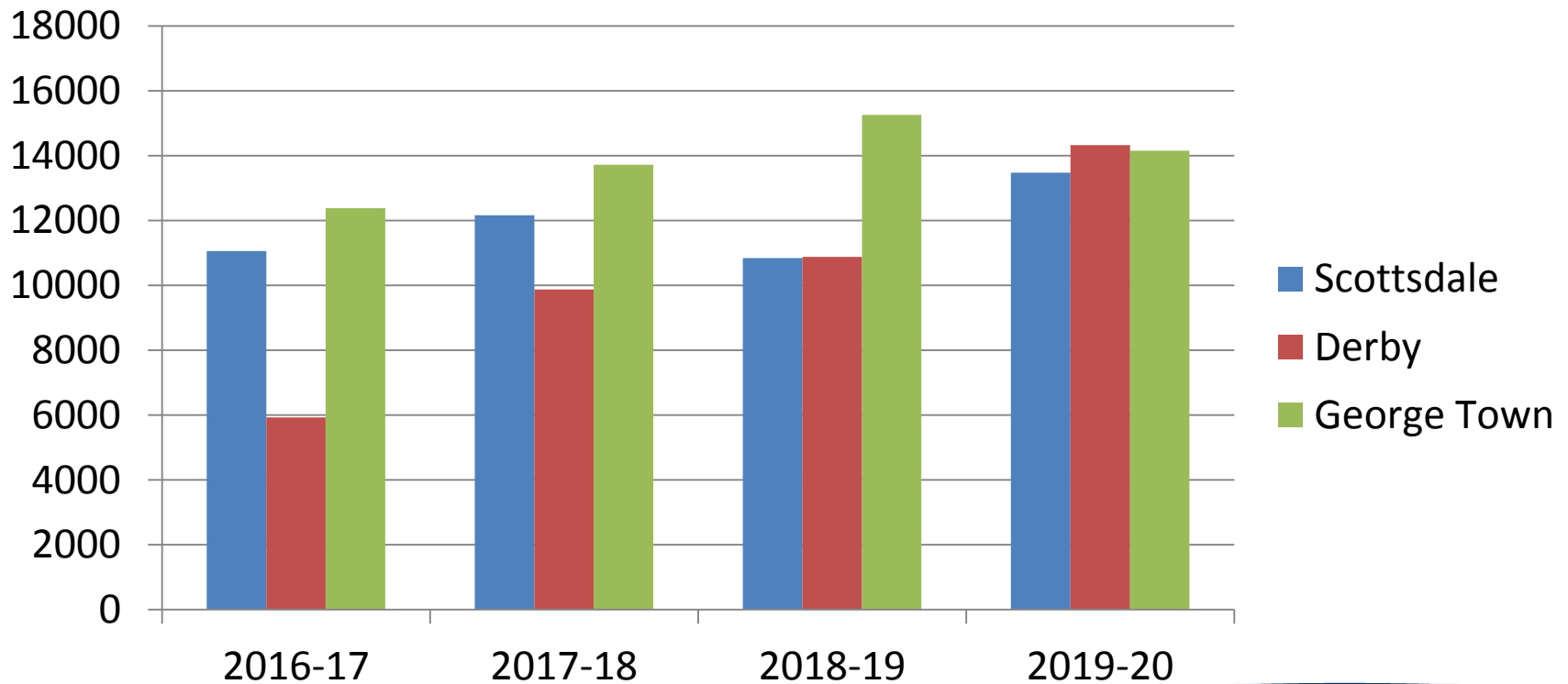
Let's talk about Derby

Places Visited on this Trip (Tasmania Visitor Survey data)



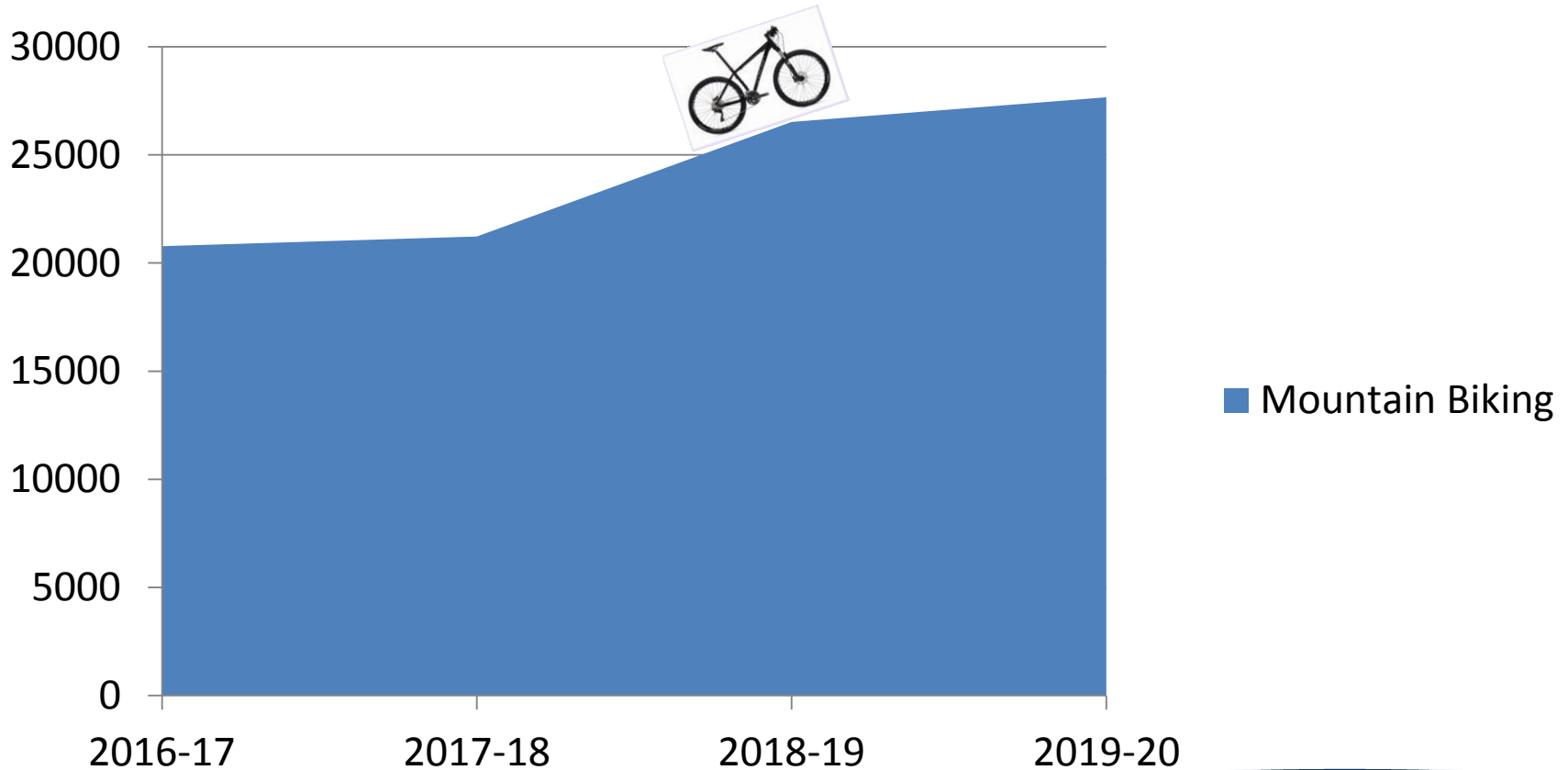
Let's talk about Derby

Places Stayed Overnight on this Trip (Tasmania Visitor Survey data)




Let's talk about Derby

Total Visitor Attractions (Tasmania Visitor Survey data)



Business Opportunities in a MTB'ing Destination

1. Pie is growing
 2. Best of the best trails
 3. Local population
 4. Direct and indirect business opportunities
 5. Create your own unique experience
- 
- A decorative graphic at the bottom of the slide consisting of two wavy, overlapping lines. The top line is dark blue and the bottom line is green, creating a stylized horizon or landscape effect.