

Tropical North Queensland Tourism Trails

The premier track and trail destination
in the Asia Pacific region



Why Tropical North Queensland

- Amazing variety of trails.
- Opportunity identified in various reports, such as the TNQ Repositioning Report and experience development workshops undertaken as part of the National Landscapes designation.
- Supports the growth, diversification and dispersal of the tourism dollar in the region and help to build resilience and capture new high yielding markets.
- Supports the active contemporary presentation of our World Heritage values, whilst securing meaningful economic and social outcomes.



Our global point of difference

- Worlds only rainforest Mountain Bike destination.
- Worlds most sustainable tracks and trails.
- We are “known” globally to the MTB tribe.
- Trail ‘heritage’ - Cairns hosted the 1996 World Downhill Mountain Bike championship.
- Strong existing events calendar, with potential for further growth.
- Region already geared for tourism – we already have the support services and infrastructure.

Value of MTB tourism

- Year round visitation
- Strong regional dispersal and expenditure
- Fastest growing participation sport globally and a travel motivator
- Virtually “shock proof” tourism segment very resilient market
- Excellent community benefits

Mt Buller, Victoria: Value N/A Visitors 40,000 approx

www.mtbuller.com.au

Rotorua, NZ: Value \$12m Visitors 10,000

www.riderotorua.com

Whistler, Canada: Value \$65m Visitors 280k pa

www.mtba.ca/assets/pdfs/mtbguide08_web.pdf

Seven Stanes, Scotland: Value \$105m Visitors 400k pa

www.7stanesmountainbiking.com



Grass routes trail development

- Cairns MTB Club: Founded 1980's. Produced many elite riders on world circuit. Bought 1996 world champs to TNQ. Homebase Smithfield MTB Park. 30-40km cross country plus downhill tracks.
- Tableland Cycle Sports: Incorporated Club operating through Qld Cycling and Mountain Bike Australia. Integrated with TIMBa. 3 years of work developing integrated tracks and trails network across Tablelands. Funding support already secured from State Govt.
- Mareeba Mountain Goats: 2 years history. Established excellent track at Davies creek 18km trails. Work with other clubs to deliver regional MTB events.



Cairns and the TNQ region has a critical mass of cycle sports and adventure trail orientated retail outlets who are currently servicing a strong local industry and expanding to service visitors. The region has excellent accommodation and transport networks for tourism looking at diversity opportunities.

MTB Events in TNQ

- The Crocodile Trophy: October. 10 day event. Globally renowned as longest, hottest, hardest. 20 year history. An icon event.
- RRR MTB Race: June. Part of the Cairns Adventure festival. 21 years history. 35k classic and 70k endurance. Domestic icon race.
- Herberton 8 Hour: 8 hour endurance. In Atherton Tablelands. Solo and teams.
- Gravitate MTB Festival: September. Week long celebration of MTB culture. Cairns MT club run variety of rides and demonstrations. 2nd year.
- The FN Epic: A conceptual 100km epic point to point endurance race. Joint initiative Cairns and Mareeba.



The suite of well renowned events in the region and their long standing history have positioned the region as a key destination globally. Events Queensland have commenced negotiations to enable securing of 2014, 2016 and 2018 Nationals and World Cup event leading to bid for World Championships



Variety through key precincts

- The Downhill and Fun Precinct: Smithfield, Kuranda and the Barron Gorge corridor. Existing tracks, growth potential for Skyrail and KSR, world class rainforest environment.
- The Single Track Touring Precinct: The Tablelands network of trails linking Kuranda, Atherton, Mareeba, Malanda, Herberton. Rural, Rainforest, rail trails and linked accommodation services. Mixture of existing and development trails, with future links to coastal areas.
- The Accessible Family Precinct: A new concept to significantly develop the Mt Whitfield area with variety of level trails in the heart of the Cairns hub.
- The Adventure Precinct: Port Douglas and Daintree and surrounds featuring the classic experiences of the bump track and the rainforest and reef environment.

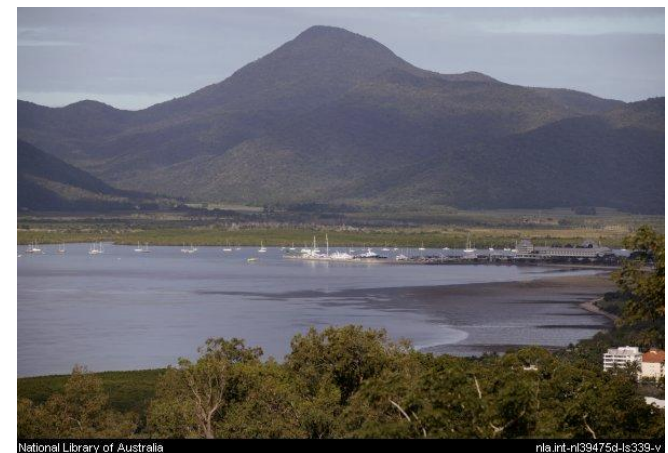
Existing trailheads are in place. However substantial investment in development and coordination is required including major trail building efforts. Employment and training opportunity a potential added benefit



The Infrastructure Investment needs

- Reinststate the Downhill track and precinct access, signage and facilities at **Smithfield** to host Nationals, World Cup and eventually World Champs. Possible JCU JV project.
- Develop integrated network of tracks and trails throughout the **Tablelands** Precinct in partnership with council, Queensland Parks and Wildlife Service and landowners. Support services and signage.
- Develop the entire **Mt Whitfield** precinct as a world best practice greenfield project for MTB, supplementing existing tracks and trails.
- Drive training and skilling outcomes in partnership with indigenous employment agencies. Signage. Site well service by existing community. Economic benefit creation opportunities for existing industry.

The approach to ongoing development should fit with a longer term regional vision. The key opportunity that exists is to invest in the immediate term in trail development for those areas where detailed track identification and design has commenced – these are 'shovel ready'.



Supporting and connected Organisations

- State Agencies: Department of State Development, Infrastructure and Planning, Department of Tourism, Small Business, Major Events and the Commonwealth Games, Department of National Parks, Sport, Recreation and Racing, Tourism Queensland, Events Queensland, QTIC.
- FNQ Regional Association of Councils and individual Councils.
- Mountain Biking Clubs including CMTB, TIMBA and Mareeba.
- Tourism Tropical North Queensland and Tourism Tropical Tablelands.
- Advance Cairns and Tablelands Futures Corporation .
- Regional Development Australia
- Industry and Associations. Choice, QR and KSR, Alliance for Sustainable Tourism, Skyrail, Down Under Tours

Key reference reports of planning significance....

- TNQ Tourism Opportunity Plan 2010
- TNQ Events Strategy 2010-2015
- TNQ Regional Economic Plan (TNQREP)
- TNQ "Future Proofing" report 2009

Key Next Steps

- Present discussion paper to the boards of Advance Cairns, Tourism Tropical North Queensland and also discuss with RDA.
- Develop with partners a TNQ Mountain Biking “Prospectus” paper to engage with government and industry sectors.
- Nominate a lead organization to champion the opportunity and to coordinate communications with key development agencies and government.
- Quantify the economics of the opportunity and build funding cost model around the required investment, building on work already undertaken
- Develop a long term and staged implementation process and strategy paper.