This research was conducted by EY Sweeney on behalf of Tourism Research Australia and Tourism Victoria between 25th March and 8th April 2015. The survey included 2,000 respondents from Victoria, New South Wales, South Australia, Queensland, and the ACT. Respondents completed a 15-20 minute online survey and data has been weighted to reflect gender, age, and localization distribution.

CYCLING TOURISM: 2015 MARKET DYNAMICS

MARKET BEHAVIOUR

15% of participants in our survey had engaged in a cycling experience, while on holiday.

- **41%** DAY TRIPS
- **40%** OVERNIGHT (1 - 3 NIGHTS)
- **18%** OVERNIGHT (4+ NIGHTS)

TOP ACTIVITIES

- Sightseeing: 41%
- Cycling on foreshore, river or lake: 35%
- Day trip along metro paths: 25%

TOP REASONS FOR PARTICIPANTS

- 50% Health and fitness
- 42% Enjoy being outside
- 42% Relaxation

ATTITUDES AND KNOWLEDGE

ATTITUDES TO VICTORIA AS CYCLING TOURISM DESTINATION

- **POSITIVES**
  - 55% Scenic scenery
  - 36% Make it easy to find places to visit
  - 35% Lots of choice for different cycling experiences

- **NEGATIVES**
  - 36% Don’t know where to find information
  - 35% Weather is unpredictable

BEST CYCLING DESTINATION STATE

Victoria is the number 1 ranked state. However, 34% were unable to determine which state would be best for cycling tourism.

OPPORTUNITIES

CONSIDERATION OF CYCLE TOURISM

- Would consider a cycling tourism experience in the next 5 years:
  - Anywhere*: 54%
  - Victoria: 30%
  - Regional VIC: 21%

*This includes 29% who would consider and a further 26% who were unsure.

TOP IDEAS TO ENCOURAGE CYCLING TOURISM IN VICTORIA

- 38% Want downloadable maps
- 37% Want accessible online information
- 37% Want extensive cycle paths & trails
- 36% Want websites that provide comprehensive info for planning a trip