



Cycle tourism in 2024

This Tourism Research Australia (TRA) report provides insights on cycle tourism in Australia, shining a spotlight on tourists engaging with cycling activities and the impact of trips that involved cycling activities in 2024.

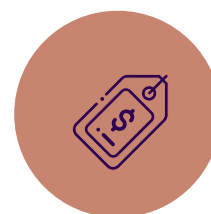
In 2024, trips involving one or more cycling activity accounted for:



4.6 million
trips

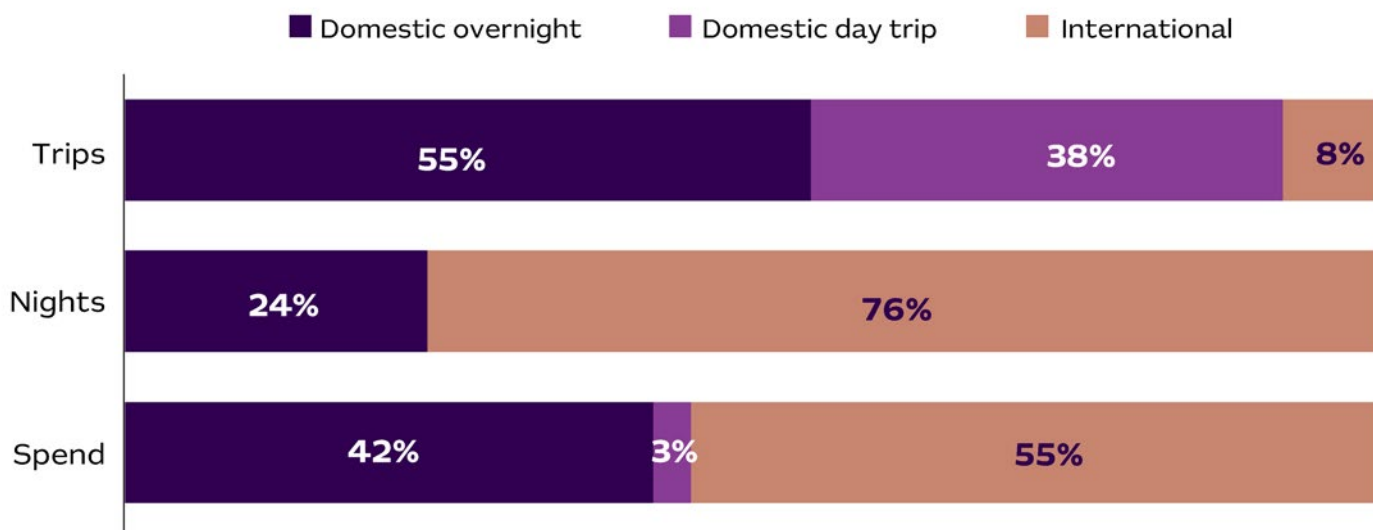


42 million
nights



\$6.0 billion
Total trip spend in Australia

Domestic overnight travellers accounted for the majority of trips, while international visitors – though fewer in number – make up a significant portion of spend, making them a key market.



1 in 45

Domestic travellers participated
in a cycling activity while on
their trip

\$1 in every \$36

Spent on domestic trips was by
travellers who took part in a cycling
activity during their trip

1 in 20

International visitors to Australia
participated in a cycling activity while
on their trip

\$1 in every \$10

Of international spend was by travellers
who took part in a cycling activity
during their trip



International travellers

The United Kingdom, New Zealand, China alone accounted for 1 in 3 international trips that included cycling and almost \$1 in \$4 dollars spent by international visitors in Australia on trips involving cycling in 2024.

Top 5 markets of origin for cycle tourism

	Visitors	Total trip in spend in Australia
United Kingdom	44,300	\$274 million
New Zealand	38,200	\$107 million
China	37,000	\$876 million
India	22,700	\$243 million
United States of America	20,900	\$93 million

Cycling activity overview

Cycle tourism offers a year-round activity, with different peaks and troughs by cycle sub-groups. Road cycling peaks in December and March, mountain biking in June and March, while rail trail cycling sees more consistent engagement throughout the year.

Trips involving	Trips	Nights	Total trip in spend in Australia
Road cycling	2.4 million	28 million	\$3.8 billion
Mountain biking	1.8 million	7.5 million	\$1.5 billion
Rail trails	1.05 million	4.5 million	\$862 million
Cycling event	397k	1 million	\$259 million

With millions of dollars invested in cycling infrastructure, and more planned, cycle tourism is well positioned for continued expansion, offering benefits to regional Australia and the broader visitor economy.

Read the full **Cycle tourism in Australia Report** at tra.gov.au

Cycle tourism plays a key role in Australia's economy, with each trip contributing to local businesses and communities.

Data sources

- Tourism Research Australia, International Visitor Survey (NVS and IVS)

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated October 2025.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au