



Australian Government

Australian Trade and Investment Commission

Tourism Research Australia

Cycle tourism in Australia

October 2025



A close-up photograph of a person's arms and torso, adorned with traditional Indigenous Australian body paint. The person is holding a bundle of green eucalyptus leaves and a red stick, performing a ritual medicine dance in a desert landscape with red sand and rocks.

Acknowledgement of Country

We acknowledge the Traditional Custodians of lands throughout Australia and pay our respects to their Elders past and present. We recognise the enduring connection of First Nations people to land, sea and waters, and their deep care for Country over 65,000 years. We honour the enormous contribution First Nations cultures and traditions make to the visitor experience in Australia and commit to protecting and nurturing these cultures in partnership with First Nations communities.

A man of the First Nations people of Australia performing a ritual medicine dance.

Image © Austrade

Contents

Executive summary	04
Pedal Performance: Cycle tourism by the numbers	05
Pedal Personas: Profiling road, mountain, trail and event cyclists in 2024	13
Conclusions	19

Cover image:

Cable Beach, Broome.
Image Courtesy of Tourism Australia.

Cover graphic:

We acknowledge Noongar artist Bradley Kickett for the use of his artwork Trade Grounds. The graphic devices featured in Austrade's visual identity are formed using elements from Trade Grounds, which was commissioned by Austrade as part of our Reconciliation Action Plan.



*Nowa Nowa, Victoria.
Image © Tourism Australia*

Executive summary

Cycle Tourism 2024: Key Insights and Sector Highlights

This report provides insights on cycle tourism in Australia, shining a spotlight on the engagement and impact of trips that involved a cycling activity in 2024, using Tourism Research Australia (TRA) data.

In 2024, there were 4.6 million trips, 42 million nights, and \$6.0 billion in spend attributed to trips involving a cycling activity. Domestic overnight travellers accounted for the majority of trips, while international visitors – though fewer in number – contributed a substantial share of expenditure, highlighting a key opportunity for future growth.

7 in 10 trips involving a cycling activity occurred in regional Australia and captured 41% of the \$6 billion spend.

Victoria and New South Wales are the top states and territories for trips involving a cycling activity. Queensland, while attracting fewer trips, delivered a higher proportion of nights and spend, indicating its appeal as a cycling destination.

Profiling of travellers on trips involving a cycling activity reveals a strong propensity to engage in multiple experiences, from eating out and bushwalking to sightseeing and shopping, further amplifying their economic impact.

Road cycling, mountain biking, rail trails, and cycling events each bring unique characteristics and opportunities. Road cycling dominates in trip numbers and spend, while mountain biking and rail trails contribute to regional dispersal and niche growth.



High Country Harvest Festival, Victoria.
Image © Tourism Australia

A full-page background image showing two cyclists riding mountain bikes on a grassy trail. The cyclist in the foreground is wearing a red long-sleeved shirt and black pants, leaning forward. The cyclist in the background is wearing a dark shirt and light-colored pants, also leaning forward. They are riding on a dirt path that winds through a grassy field with scattered trees. In the background, there are rolling hills covered in dense vegetation. The sky is bright blue with some wispy clouds. A large, light gray, wavy-edged shape is overlaid on the right side of the image, containing the title text.

Pedal Performance

Cycle tourism by the numbers

*Melrose, Flinders Ranges.
Image © Tourism Australia*



Cycling tourism in Australia is driven largely by domestic overnight travellers however international travellers, despite lower trip numbers, 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 a trip involving a cycling activity

1 in 20

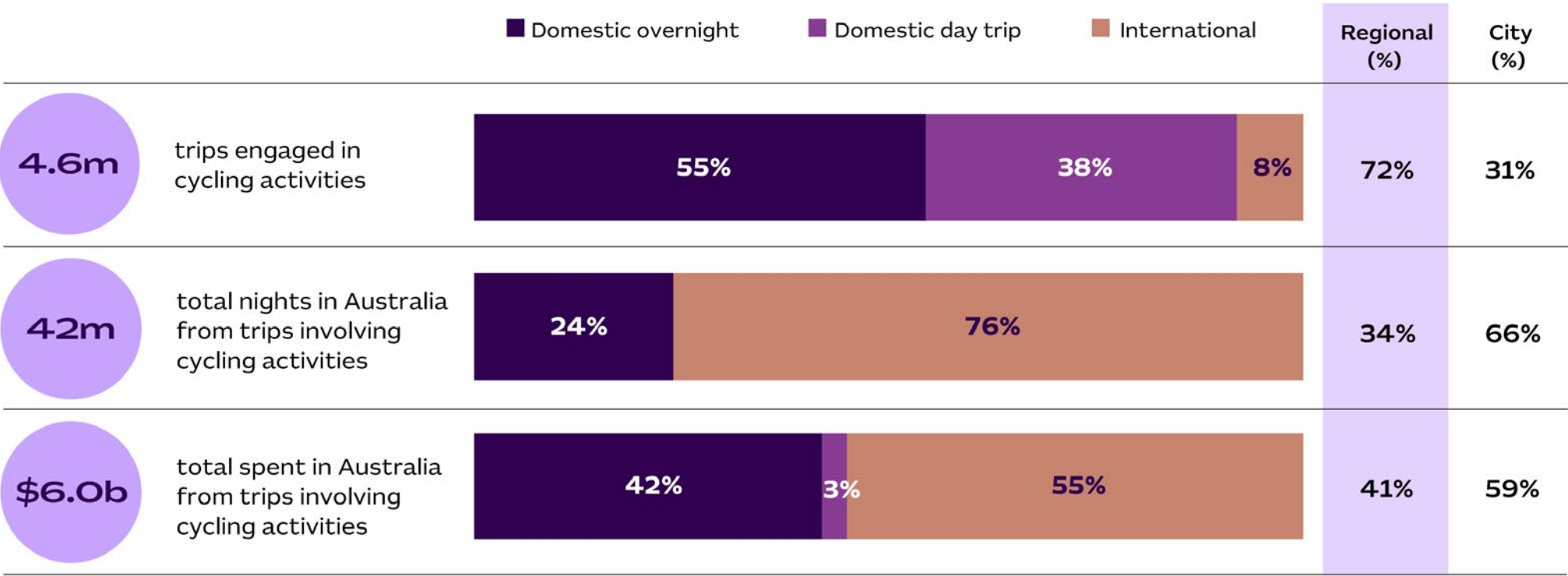
International visitors to Australia participated in a cycling activity while on their trip

\$1 in every \$10

Of international spend was by travellers who took a trip involving a cycling activity

In 2024, there were 4.6 million trips that included a cycling activity, with travellers spending a total of \$6 billion on cycling-inclusive trips

Regional Australia accounted for 7 in 10 trips involving cycling and captured 41% of the \$6 billion spend.



Due to data collection methods, the numbers used in this report relate to trips that include one or more cycling activities. If any cycling activity takes place on a trip, all nights and spend for that trip are counted in the figures reported. The contribution of cycling activities specifically cannot be captured due to the way the data is collected.

Tourism Research Australia, IVS and NVS. 2024.

Domestic overnight trips including cycling activities have higher spend and nights per trip than overall travellers in 2024, making them great contributors to regions across Australia.

\$998 Average spend per trip
(\$959 overall travellers in 2024)

\$246 Average spend per night
(\$278 overall travellers in 2024)

4 nights Average nights per trip
(3.5 nights overall travellers in 2024)

International trips including cycling activities have over 2x higher spend and nights per trip than overall international travellers in 2024.

\$9,223 Average spend per trip
(\$4,311 overall travellers in 2024)

\$104 Average spend per night
(\$112 overall travellers in 2024)

89 nights Average nights per trip
(39 nights overall travellers in 2024)

Higher spend and nights are due to the larger number of international travellers in Australia for short term education.



Sunshine Coast Hinterland, Sunshine Coast.
Image © Tourism Australia

Those on a trip that includes cycling are much more likely to spend money on accommodation, food and drink than overall travellers

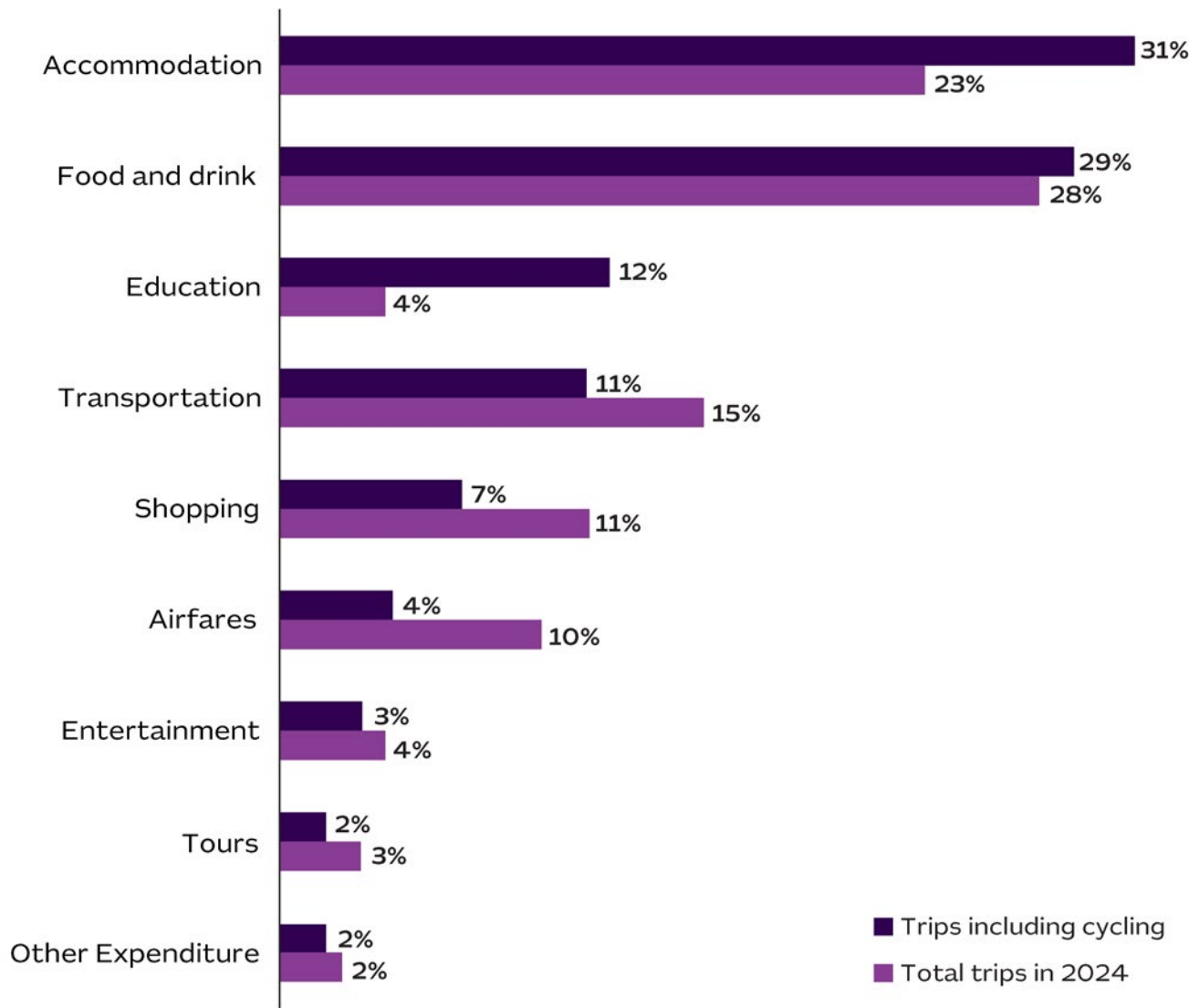
The spending habits of travellers on trips that involve cycling indicate that cycling tourism supports a diverse range of local industries.

Domestic overnight travellers that cycle on trips spend more on accommodation at 36% and food and drink at 34% than other traveller types.

Domestic day trip travellers that cycle on their trips are much more likely to spend on transportation at 31%, food and drink at 48% and entertainment at 11%.

International travellers that cycle on their trip over index in spending on education at 23%. 1 in 7 international travellers that cycle on their trip are travelling for short term education, which accounts for the spend on education.

Spend by item in 2024 (%)

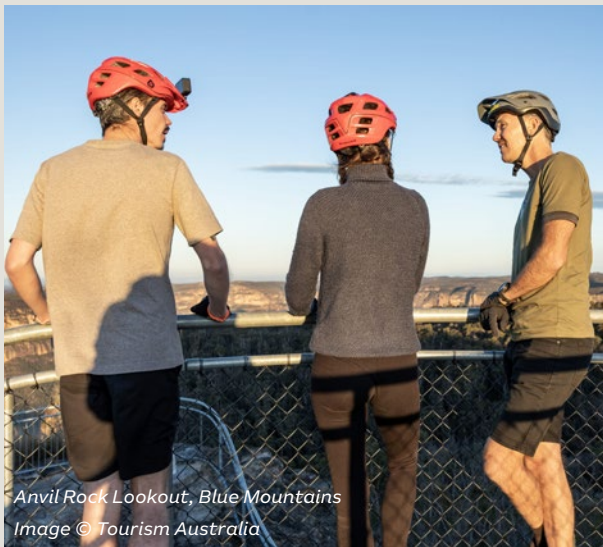


Source: Tourism Research Australia, IVS and NVS. 2024.

Victoria and New South Wales are the primary states visited for trips including cycling experiences

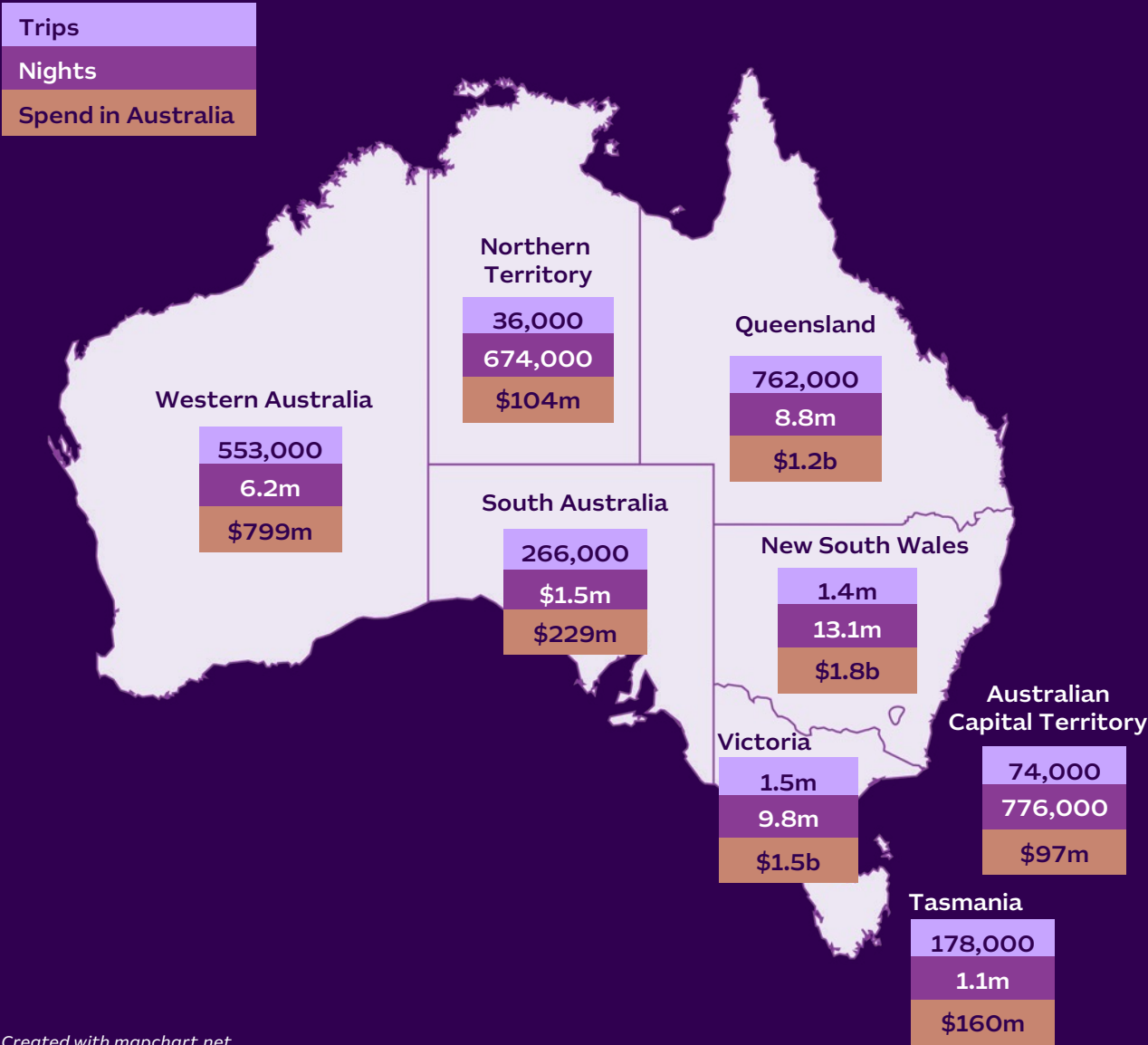
Victoria is a key destination attracting among the highest numbers of trips involving cycling in 2024. Despite these high trip numbers, there were a lower proportion of nights and spend on trips involving cycling activities.

Queensland made up only 16% of trips involving cycling activities, however accounts for 1 in 5 nights and dollars spent.



Source: Tourism Research Australia, IVS and NVS. 2024.

Number of trips, nights and spend involving a cycling experience by state and territory



Created with mapchart.net

Those cycling on trips do more activities on their trips than average including eating out, going to the beach, and visiting national or state parks

Travellers who participate in cycling activities are adventure seekers, engaging in more activities per trip, suggesting that cycling tourism can be a catalyst for broader visitor engagement.

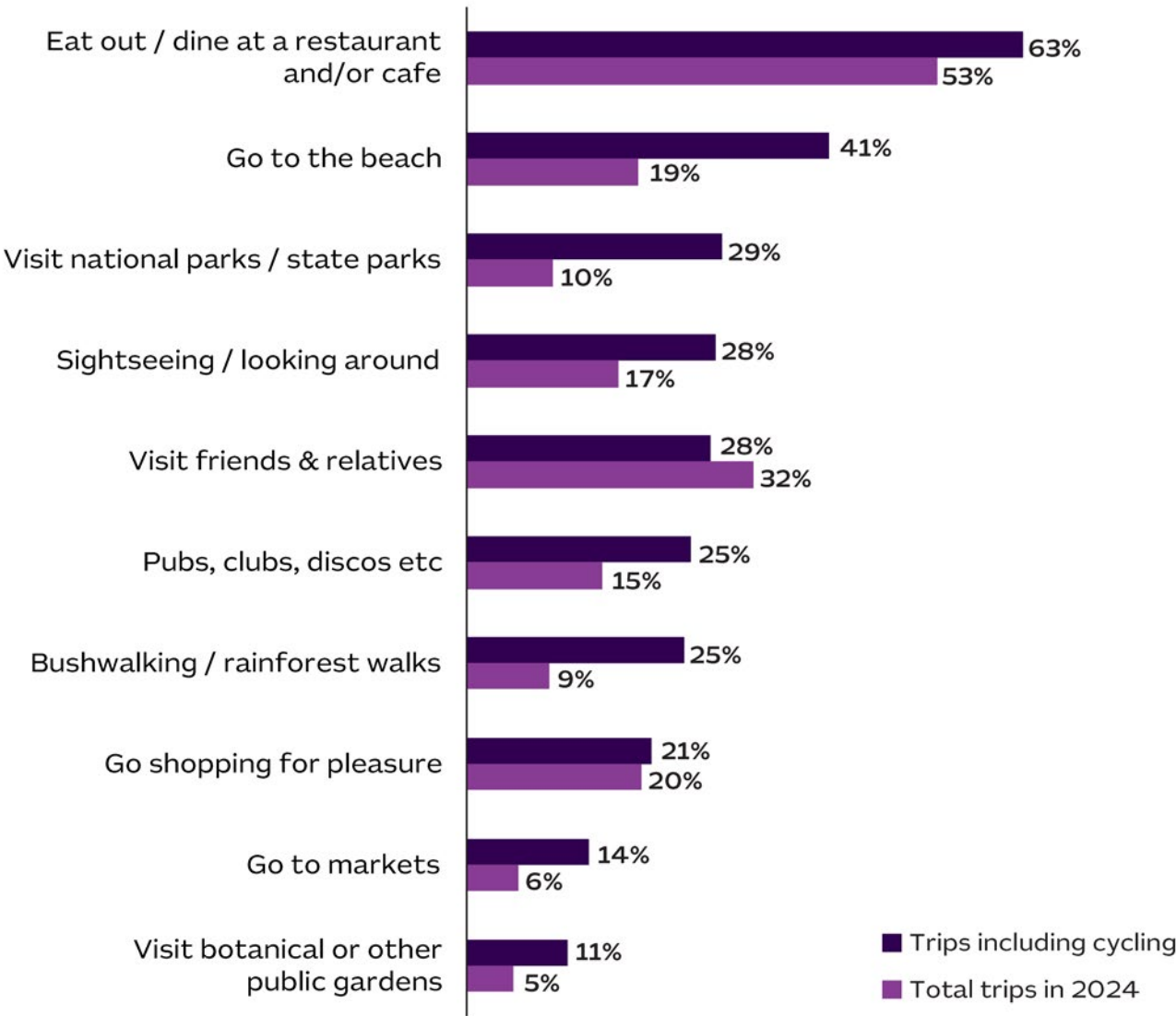
Domestic overnight travellers that cycle on trips are more likely to eat out (72%), do bushwalking/rainforest walks (31%), and go sightseeing/ looking around (34%).

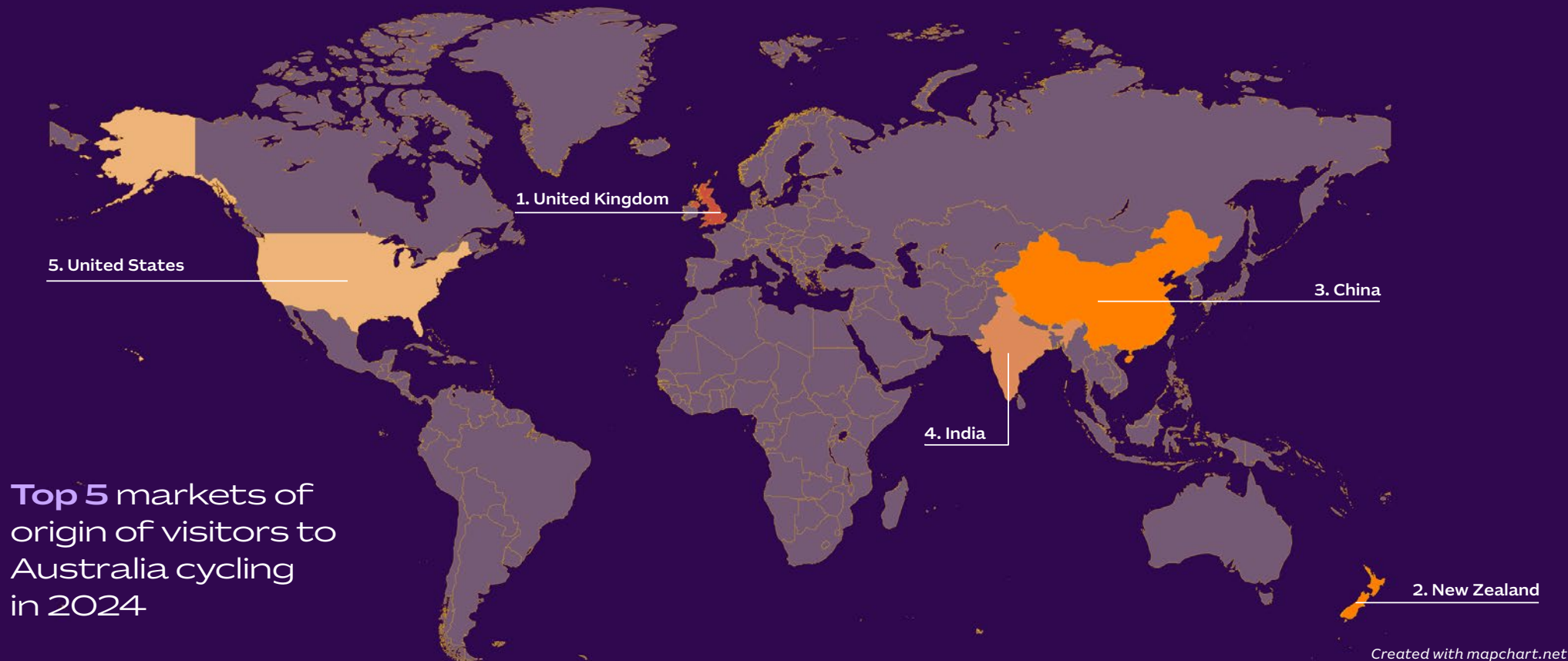
International travellers that cycle on their trip report above average numbers in going shopping for pleasure (90%), sightseeing (90%), and going to markets (75%).

Note: Data for domestic day trip travellers is too low to publish individually.

Source: Tourism Research Australia, IVS and NVS. 2024.

Activities (%)





The United Kingdom, New Zealand, and China were the top 3 markets for cycling visitation in 2024

These top 3 markets account for 1 in 3 international trips that include cycling and almost \$1 in \$4 dollars spent by international visitors in Australia on trips involving cycling.

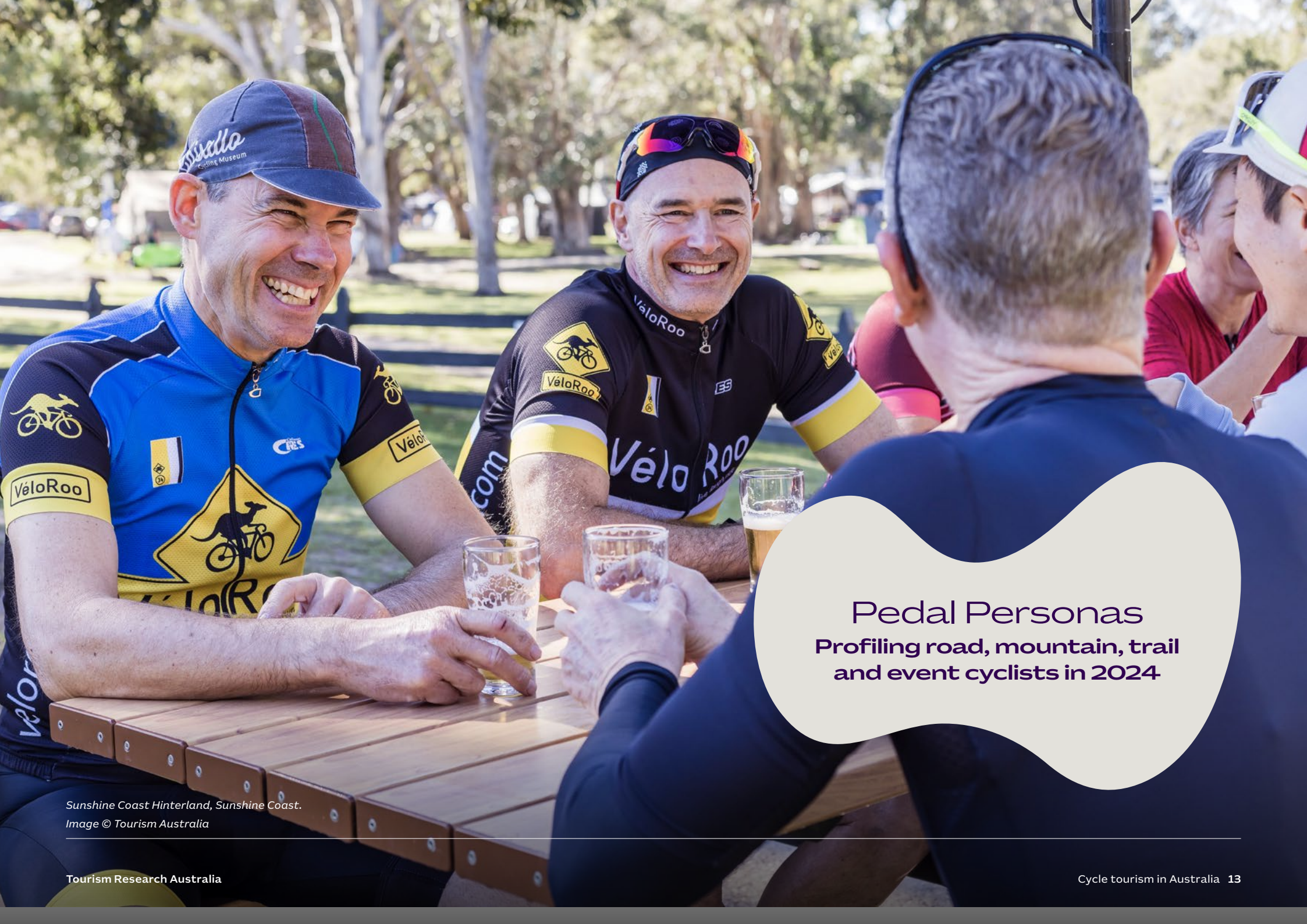
In 2024, these 3 markets contributed \$1.25 billion to Australia through trips that included cycling.

International visitors who enjoy cycling on their trips are mostly visiting Australia for a holiday (43%), or to visit friends and family (29%).

Short term international students accounted for 13% of visitors cycling in 2024, a much higher proportion than total international visitors in 2024, contributing to the overall higher spend in Australia

Top 5 markets of origin for cycling

	Visitors	Expenditure
United Kingdom	44,300	\$274m
New Zealand	38,200	\$107m
China	37,000	\$876m
India	22,700	\$243m
United States of America	20,900	\$93m



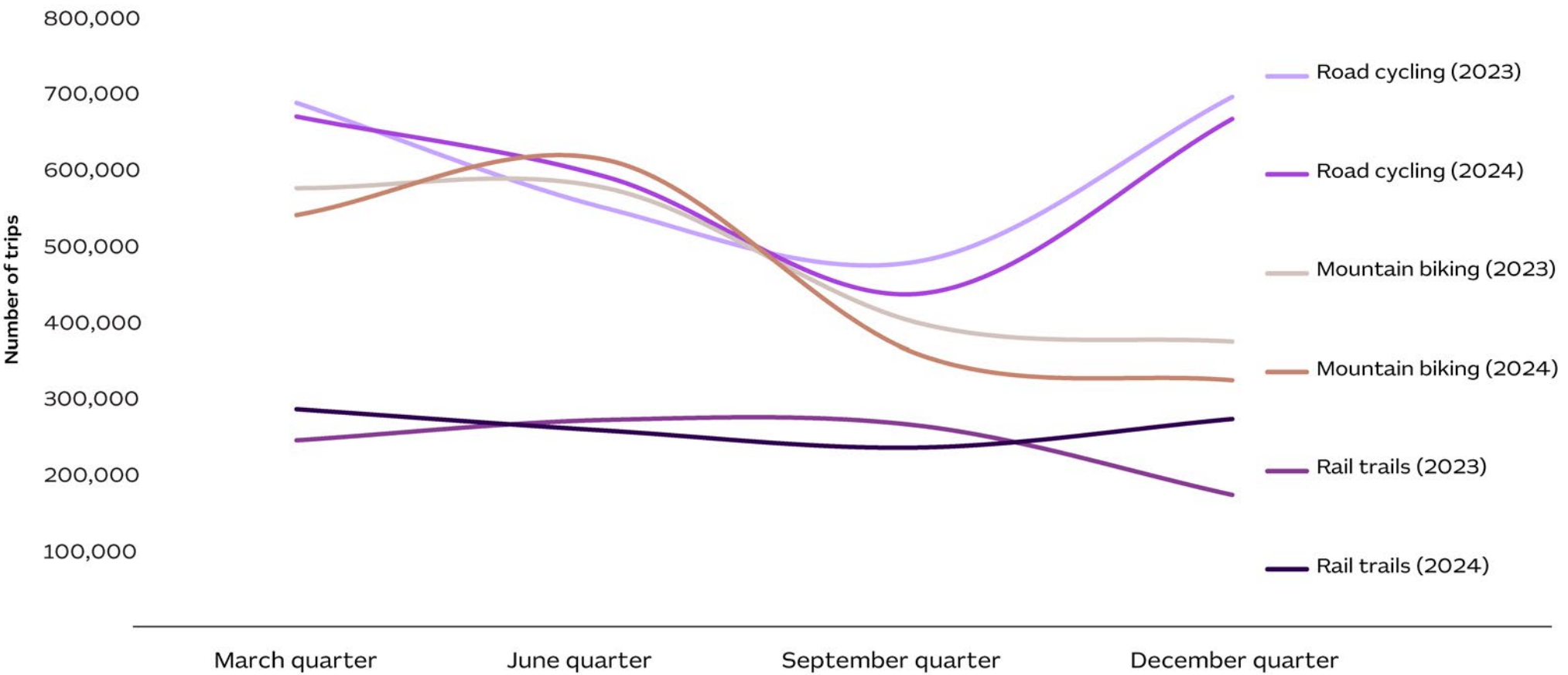
Pedal Personas

Profiling road, mountain, trail
and event cyclists in 2024

Sunshine Coast Hinterland, Sunshine Coast.
Image © Tourism Australia

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



Source: Tourism Research Australia, IVS and NVS. 2024.

Trips that included road cycling accounted for 2.4 million trips and \$3.8 billion in spending in 2024, with NSW and VIC being top destinations

Trips:

2.4 million

223k International

1.26m Domestic overnight

878k Domestic day trip

Nights:

28 million

22.3m International

5.7m Domestic overnight

Spend in Australia:

\$3.8 billion

\$2.1b International

\$1.6b Domestic overnight

\$52m Domestic day trip

Regional trips:

69%

Capital city trips:

34%

Top destinations (domestic travellers only):

- 1. New South Wales (32%)
- 2. Victoria (30%)
- 3. Western Australia (13%)
- =. Queensland (13%)



Source: Tourism Research Australia, IVS and NVS. 2024.

Trips that included mountain biking accounted for 1.8 million trips and \$1.5 billion in spending in 2024, with VIC and NSW being top destinations

Trips:

1.8 million

30k International

1.0m Domestic overnight

766k Domestic day trip

Nights:

7.5 million

3.1m International

4.4m Domestic overnight

Spend in Australia:

\$1.5 billion

\$322m International

\$1.1m Domestic overnight

\$94m Domestic day trip

Regional trips:

78%

Capital city trips:

24%

Top destinations (domestic travellers only):

- 1. Victoria (29%)
- =. New South Wales (29%)
- 3. Western Australia (14%)
- =. Queensland (14%)

Source: Tourism Research Australia, IVS and NVS. 2024.



Blue Mountains, New South Wales
Image © Tourism Australia

Trips that included rail trail cycling accounted for 1.05 million trips and \$862 million in spending in 2024, with VIC being a top destination

Trips:
1.05 million
21.7k International
605k Domestic overnight
425k Domestic day trip

Nights:
4.5 million
1.5m International
3.0m Domestic overnight

Spend in Australia:
\$862 million
\$111m International
\$699m Domestic overnight
\$52m Domestic day trip

Regional trips:
77%

Capital city trips:
23%

Top destinations (domestic travellers only):
1. Victoria (48%)

Source: Tourism Research Australia, IVS and NVS. 2024.



Orbost, Gippsland
Image © Tourism Australia

Trips that included cycling events accounted for almost 400,000 trips, and \$259 million

Trips:

397k

Nights:

1 million

Spend in Australia:

\$259 million

Regional vs Capital city trip:

n/a (sample size too small)

Top destinations

(domestic travellers only):

n/a (sample size too small)

Source: Tourism Research Australia, IVS and NVS. 2024.



Santos Tour Down Under, Adelaide, SA
Image © Tourism Australia

Conclusion

Cycle tourism impact and opportunity

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

In 2024, trips including a cycling activity accounted for 4.6 million trips, 42 million nights, and \$6.0 billion in spend. Seven in ten trips involving cycling took place in regional Australia, and 41% of total spend was generated in these areas, highlighting the sector's importance for regional communities.

Each cycling sub-group brings its own flavour to Australia's tourism landscape – from the endurance of road cyclists, to the thrill of mountain bikers, the scenic journeys of rail trail riders, and the community spirit of event participants. While trips involving a cycling activity attract visitors year-round, trips involving road cycling peak in December and March, trips involving mountain biking sees its highest engagement in June and March, and trips involving rail trail cycling maintains consistent participation throughout the year.

Engagement with cycle tourism in 2024 highlights the potential of trips involving a cycling activity to drive future growth, diversify tourism offerings, and support local communities across Australia.



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

*Mountain Bike, Atherton Tableland
Image © Tourism Australia*

About Austrade

The Australian Trade and Investment Commission (Austrade) helps grow Australia's prosperity by delivering quality trade and investment services to businesses, accelerates growth in Australia's tourism sector and promotes Australia's education to the world.

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