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# Cycle tourism in Australia

October 2025

Table of Contents

[Executive summary 2](#_Toc211341047)

[Pedal performance: Cycle tourism by the numbers 2](#_Toc211341048)

[Pedal personas: Profiling road, mountain, trail, and events cyclists in 2024 6](#_Toc211341050)

[Conclusion 8](#_Toc211341051)

## Executive summary

This report provide 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 brings 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.

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.

## Pedal performance: Cycle tourism by the numbers

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 contributed in 72% of trips involving cycling and captured 34% of nights involving cycling, and 41% of the $6 billion spend.

|  |  |  |
| --- | --- | --- |
| **Trips** | **Nights** | **Total trip spend**  |
| 4.6 million | 42 million | $6.0 billion |

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.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Domestic overnight** | **Domestic day trip** | **International** |
| Trips | 55% | 38% | 8% |
| Nights | 24% | 0% | 76% |
| Spend | 42% | 3% | 55% |

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 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.

Trips including cycling activities have much higher spend and nights per trip than overall travellers in 2024, making them great contributors to Australia’s visitor economy

|  |  |  |
| --- | --- | --- |
|  | **Domestic overnight trips including cycling activities** | **International trips including cycling activities** |
| Average spend per trip | $998($959 overall travellers in 2024) | $9,223($4,311 overall travellers in 2024) |
| Average spend per night | $246($278 overall travellers in 2024) | $104($112 overall travellers in 2024) |
| Average nights per trip | 4 nights(3.5 nights overall travellers in 2024) | 89 nights(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.

#### Those on a trip that includes cycling are much more likely to spend money on accommodation, and 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.

|  |  |  |
| --- | --- | --- |
|   | **Trips including cycling** | **Total trips in 2024** |
| Accommodation | 31% | 23% |
| Food and drink | 29% | 28% |
| Education | 12% | 4% |
| Transportation | 11% | 15% |
| Shopping | 7% | 11% |
| Airfares | 4% | 10% |
| Entertainment | 3% | 4% |
| Tours | 2% | 3% |
| Other Expenditure | 2% | 2% |

#### 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 in Victoria due to the number of domestic overnight leisure travellers who have shorter average trip length and overall trip expenditure.

Queensland made up only 16% of trips involving cycling activities, however accounts for 1 in 5 nights and dollars spent. Queensland attracted a higher proportion of international visitors on their trip in 2024, who spend more and stay longer, but represent a smaller number of trips.

**Number of trips, nights and spend in Australia on trips involving a cycling experience by state and territory**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Visitors (000)** | **Nights (000)** | **Expenditure** |
| Victoria |  1,544  |  9,811  |  $ 1.5b  |
| New South Wales |  1,478  |  13,126  |  $ 1.8b |
| Queensland |  762  |  8,754  |  $ 1.2b  |
| Western Australia |  553  |  6,216  |  $ 799m  |
| South Australia |  266  |  1,547  |  $ 229m  |
| Tasmania |  178  |  1,118  |  $ 160m  |
| Australian Capital Territory |  74  |  776  |  $ 97m  |
| Northern Territory |  36  |  674  |  $ 104m  |

#### 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%).

|  |  |  |
| --- | --- | --- |
|  | **Trips including cycling** | **Total trips in 2024** |
| Eat out / dine at a restaurant and/or cafe | 63% | 53% |
| Go to the beach | 41% | 19% |
| Visit national parks / state parks | 29% | 10% |
| Sightseeing/looking around | 28% | 17% |
| Visit friends & relatives | 28% | 32% |
| Pubs, clubs, discos etc | 25% | 15% |
| Bushwalking / rainforest walks | 25% | 9% |
| Go shopping for pleasure | 21% | 20% |
| Go to markets | 14% | 6% |
| Visit botanical or other public gardens | 11% | 5% |

### International travellers

#### The United Kingdom, New Zealand, China, India and USA were the top 5 markets for trips involving cycling in 2024

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.

In 2024, these 3 markets contributed $1.25 billion in spend 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 of trips involving cycling.

| **Top 5 markets of origin for agritourism** | **Visitors** | **Expenditure ($M)** |
| --- | --- | --- |
| United Kingdom | 44,300 | $274 |
| New Zealand | 38,200 | $107 |
| China | 37,000 | $876 |
| India | 22,700 | $243 |
| United States of America | 20,900 | $93 |

## Pedal personas: Profiling road, mountain, trail, and events cyclists in 2024

#### 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

Cycle tourism impact and opportunity

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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **March quarter** | **June quarter** | **September quarter** | **December quarter** |
| Road cycling (2023) | 686,791 | 547,741 | 479,325 | 694,560 |
| Road cycling (2024) | 669,569 | 588,981 | 435,774 | 666,405 |
| Mountain biking (2023) | 574,991 | 574,365 | 397,152 | 373,149 |
| Mountain biking (2024) | 539,318 | 610,804 | 356,696 | 323,752 |
| Rail trails (2023) | 244,249 | 270,947 | 263,143 | 173,077 |
| Rail trails (2024) | 285,750 | 257,493 | 235,554 | 272,898 |

#### 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 including road cycling accounted for 2.4 million trips.

* 223k International
* 1.26m Domestic overnight
* 878k Domestic day trip
* 69% of trips went to regional Australia.
* 34% of trips went to capital cities.

There were 28 million nights on trips that included road cycling.

* 22.3 million international nights
* 5.7 million domestic overnight nights

Total trips expenditure on trips that include road cycling was $3.8 billion.

* $2.1 billion international total trip spend
* $1.6 billion domestic overnight total trip spend
* $52,000 domestic day total trip spend

The top destinations for road cycling (based on domestic travellers only) were

1. New South Wales, 32%
2. Victoria, 30%
3. Western Australia, 13%, & Queensland, 13%

Trips that included mountain biking accounted for 1.8 million trips and $1.5 billion in spending in2024, with VIC and NSW being top destinations

Trips including mountain biking accounted for 1.8 million trips.

* 30k International
* 1.0m Domestic overnight
* 766k Domestic day trip
* 78% of trips went to regional Australia.
* 24% of trips went to capital cities.

There were 7.5 million nights on trips that included mountain biking.

* 3.1 million international nights
* 4.4 million domestic overnight nights

Total trips expenditure on trips that include mountain biking was $1.5 billion.

* $321m international total trip spend
* $1.1 billion domestic overnight total trip spend
* $94m domestic day total trip spend

The top destinations for mountain biking (based on domestic travellers only) were

1. Victoria, 29%

=. New South Wales, 29%

1. Western Australia, 14%

=. Queensland, 14%

Trips that included rail trail cycling accounted for 1.1 million trips and $862 million in spending in2024, with VIC being a top destinations

Trips including rail trail cycling accounted for 1.1 million trips.

* 21.7k International
* 605k Domestic overnight
* 425k Domestic day trip
* 77% of trips went to regional Australia.
* 23% of trips went to capital cities.

There were 4.5 million nights on trips that included rail trail cycling.

* 1.5 million international nights
* 3.0 million domestic overnight nights

Total trips expenditure on trips that include rail trail cycling was $862 million.

* $111m international total trip spend
* $699m domestic overnight total trip spend
* $52m domestic day total trip spend

The top destinations for rail trail cycling (based on domestic travellers only) were

1. Victoria, 48%

Trips that included cycling events accounted for almost 400,000 trips, 1 million nights, and $259 million in spending in 2024.

## Conclusion

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.