

Economic Transformation Hunter Cycle Tourism

Our Ask

Invest \$1.6m to implement the Hunter Cycle Tourism Action Plan.

Context

- Tourism Research Australia found the domestic cycle tourism market spend more and stay longer, making them a high value economic driver.
- Tourism is a higher economic multiplier than mining and the Hunter needs to diversify it's economy.
- The Hunter Region offers various excellent cycling opportunities. While popular with the local community, there is limited demand and utilisation from regional or international visitors due to the lack of promotion.
- The creation of new experiences and clustering existing ones for promotion is essential to help catalyse the economic opportunities.
- The Victorian Government has made significant, multi-million dollar investments in cycle tourism, particularly focused on developing regional Victoria into a premier cycling destination.
- One example in Victoria includes a \$12m initiative for the High Country (announced in 2017 with ongoing projects) which helped boost cycling visitors to 263,000 by 2022, injecting over \$176 million into the local economy.
- We need to diversify our economy in the Hunter region, and cycle tourism is low hanging fruit. We have the product, we need support to market the region.

