

Bike tourism opportunities  
in Queensland

Supplementary report:

# Holiday Riding



Supplemental to *Bike Tourism in  
Queensland — Research Report*



Queensland  
Government

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## Key bike tourism opportunities

Bike tourism – or bike riding on leisure trips – is a popular activity enjoyed by many, and can be a powerful reason to choose to visit a destination. Bike riding also delivers a more positive in-destination experience for visitors, leading to repeat visitation and recommendations to family and friends.

There are many types of bike riding, however there are four key opportunities for Queensland:

 <p><b>Trail riding</b></p>	<p>Riding a dedicated path or trail through a scenic location. The surface – paved, dirt, gravel – doesn't matter, as long as it is separated from traffic. Includes single day and multi-day rides.</p> <p><i>Example: Brisbane Valley Rail Trail</i></p> <p>588,000 adults went trail riding while on a trip in the last 12 months.</p>
 <p><b>Mountain biking</b></p>	<p>Riding bikes on single off-road tracks, usually graded green (easiest) through to double black (extreme).</p> <p><i>Example: Nerang National Park Trails</i></p> <p>177,000 adults went mountain biking while on a trip in the last 12 months.</p>
 <p><b>Holiday riding</b></p>	<p>Casual bike riding experiences, usually done spontaneously. Holiday riding is an activity done in a destination.</p> <p><i>Example: Riding along the Cairns Esplanade</i></p> <p>1.2 million adults went holiday riding while on a trip in the last 12 months.</p>
 <p><b>Road cycling</b></p>	<p>Riding road bikes on the road.</p> <p><i>Example: The Gap to Mount Glorious (via Mt Nebo)</i></p> <p>323,000 adults went road cycling while on a trip in the last 12 months.</p>

*Note: Individuals can participate in multiple types of riding.*

This report supplements *Bike Tourism in Queensland – Research Report*. It provides detailed data about the holiday riding market, traveller motivations and behaviours.



## Holiday riding

- The experiences enjoyed by holiday riders can overlap with trail riding experiences, however by definition, holiday riders did not choose a destination for that ride; it is an activity to do.
- Holiday riding can have a strong positive impact on the overall experience in a destination. More than three in four holiday riders had a better time in a destination as a result of the bike riding.
- Holiday riding experiences can also grow visitation, both directly (more likely to visit a destination) and indirectly (more likely to recommend a destination).
- For holiday riding to directly grow visitation, travellers must know about the experience in advance, so it can influence destination choice.
- Only great holiday riding experiences will influence destination choice. These experiences will encourage people to choose a destination, deliver a better overall experience in the destination, and grow promotion through positive word of mouth.
- Almost one third of holiday riding experiences were had overseas. There is a significant gap in participation on domestic holidays compared to overseas holidays.
- Australian destinations, in particular Queensland, lag international destinations at delivering great holiday riding experiences. A key barrier here is the ease of finding out information about the ride.
- Holiday riders are not necessarily enthusiast bike riders. More than one in four ride a bike at most a couple of times a year, and many only do so when on holidays.

# What is the market?

## Destination of last trip

Destination visited	State of residence			
	Total market	Queensland	New South Wales	Victoria
Queensland	22%	46%	11%	16%
New South Wales	20%	9%	37%	7%
Victoria	16%	7%	6%	39%
Other interstate	12%	5%	14%	9%
Overseas	31%	33%	32%	29%

## Performance by state (last trip)

	Very Satisfied	Very likely to recommend	Very likely to return	Easy to find information
Queensland	25%	25%	42%	11%
New South Wales	19%	23%	29%	9%
Victoria	32%	35%	49%	13%
Other interstate	39%	54%	29%	36%
Overseas	50%	55%	22%	32%

- Result is significantly below the total
- Result is significantly above the total



Almost one third of holiday riding experiences were overseas. However, Queensland performs well domestically.

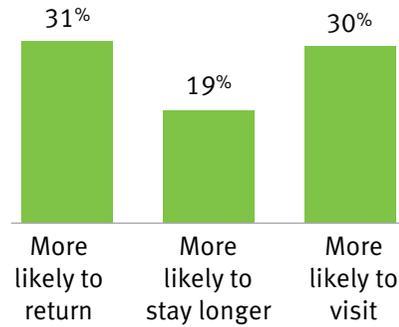
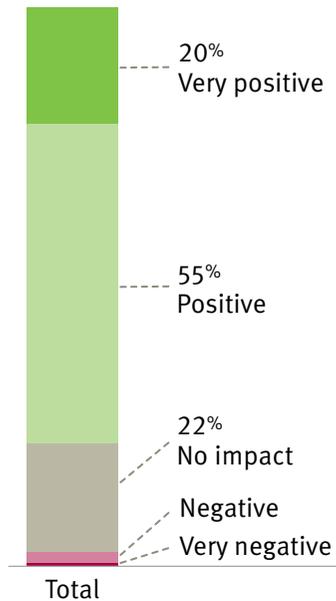


Travellers are much more satisfied with their overseas experiences than domestic, especially in Queensland.

A key driver of the difference is the ease of finding out information about the ride. Queensland underperforms in this area.

## Impact on behaviours

Impact of holiday riding on in-destination experience

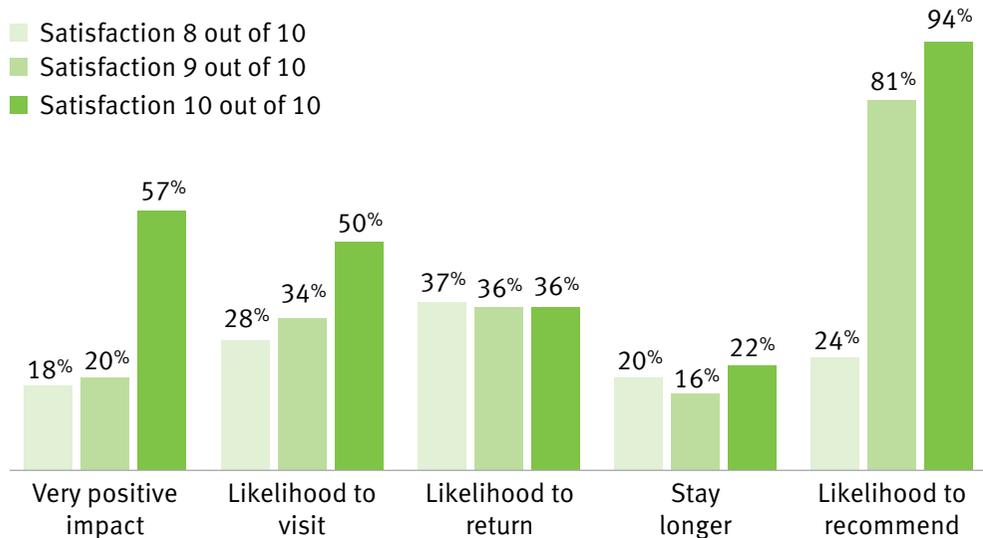


**1.2 million adults** went holiday riding while on a trip in the last 12 months

**8%** Holiday riding (% of adults)



 Great experiences deliver the greatest impact.



# Who is the market?

## Profile of holiday riders



Frequency of riding bikes	Bike ride
More than once a week	18%
Once a week	13%
A few times a month	17%
About once a month	11%
Once every two to three months	13%
Less often	28%

## Age Total

18 to 24 years	15%
25 to 29 years	15%
30 to 34 years	16%
35 to 39 years	10%
40 to 44 years	10%
45 to 49 years	6%
50 to 54 years	8%
55 to 59 years	8%
60 to 64 years	4%
65 to 69 years	5%
70+ years	2%

## Household structure

Household structure	Total
Living alone	14%
A couple with children at home	31%
A couple without children at home	36%
Single with children at home	2%
Shared household of adults	8%
A shared household of family	8%
Other	0%

## Household income

Household income	Total
Under \$49,999	8%
\$50,000 - \$59,999	3%
\$60,000 - \$69,999	3%
\$70,000 - \$79,999	6%
\$80,000 - \$89,999	4%
\$90,000 - \$99,999	7%
\$100,000 - \$109,999	8%
\$110,000 - \$119,999	4%
\$120,000 - \$129,999	4%
\$130,000 - \$139,999	4%
\$140,000 - \$149,999	8%
\$150,000 - \$199,999	16%
\$200,000 - \$249,999	11%
\$250,000+	13%
Prefer not to say	1%

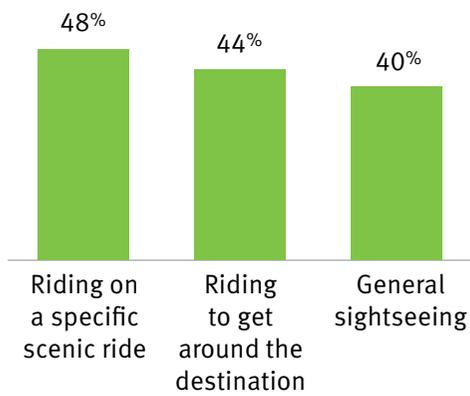


\* High Value Travellers engage in domestic leisure (holiday or visiting friends and relatives) travel, spend more than average on leisure trips, and are interested in the type of leisure experiences Queensland has to offer.

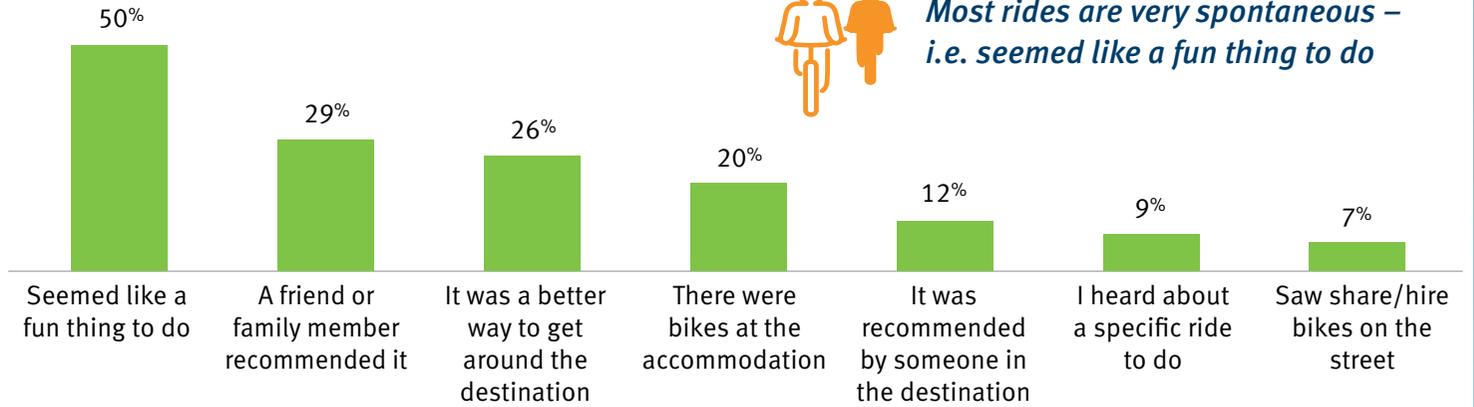
Please note if percentages do not add up to 100% it is due to rounding, not missing responses.

# Understanding the market

## Purpose of holiday rides



## Prompted the ride



**29%** rented bikes from a shop  
**21%** used bikes at accommodation  
**20%** travelled with own bikes

