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World mountain bike championships contributes almost \$8 million to local economy

An analysis of the 2009 UCI Mountain Bike and Trials World Championships held last September at Stromlo Forest Park has revealed the event contributed \$7.9 million to the ACT economy, Minister for Tourism, Sport and Recreation Andrew Barr announced.

“The UCI Mountain Bike and Trials World Championships were a huge success for Canberra,” Mr Barr said. “An independent report by Ernst and Young found the event injected \$7.9 million to the local economy.”

Other key findings of the report included:

- 55% of those who attended the event were non-ACT residents, 38.7% were ACT residents and 6.3% were international visitors;
- 97.8% of interstate visitors and 96.8% of international visitors travelled to Canberra specifically for the event;
- 42.6% of the event’s spectators stayed in a hotel or motel while in the ACT; and
- 83% of interstate and 100% of international visitors intended to visit other Canberra attractions.

“The number of interstate spectators illustrates the success of the Government’s strategy in supporting large-scale cycling events as a strong driver for tourism income to the ACT.

“The event also provided wonderful exposure to Canberra, with it being screened to an estimated global TV audience of over 34 million people and an online audience of over 100,000 people. A total of 223 journalists from around the world were accredited to cover the event, which was broadcast in numerous countries throughout Europe, Asia and the United Kingdom.”

Mr Barr said there were 45,000 day visits during the six-day event period. The event attracted 685 participants from 45 different nations that competed in the four biking disciplines (4X, downhill, Olympic cross country and observed trials).

“The success of the event has proven that the purpose-built Stromlo Forest Park can capably host world-class events and the Government will continue working hard to attract other large-scale cycling events to the venue.”

The Championships were held from 1 to 6 September 2009.

The post-event report is available for download online at www.stromloforestpark.com.au