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New tourism venture, Ride Canberra, set to entice interstate and international mountain bikers to Canberra

Ride Canberra, an exciting new tourism venture dedicated to attracting interstate and international mountain bike visitors to Canberra, will be launched today, Friday 4 September, at the UCI Mountain Bike and Trials World Championship at Stromlo Forest Park.

The first phase of Ride Canberra includes the launch of a dedicated website, the first of its kind in Australia, devoted to mountain bike based tourism.

“Ride Canberra is a one-stop-shop for interstate and international mountain bikers visiting Canberra. The website includes ride friendly accommodation and booking facilities, trail information, directions, trail reviews and maps, restaurants and bars, bike gear and tours,” said Ride Canberra founder and mountain bike enthusiast, Clint Wright, of Threesides.

Ride Canberra is an initiative of two small businesses, Threesides and Early Bird Marketing and Events. The two Canberra based businesses have worked with the ACT Government through Territory Venues and Events and Australian Capital Tourism, to ensure the concept is able to leverage off the Stromlo Forrest Park Development, Mountain Bike World Championships in Canberra, and tourism industry development activity.

“With the international standard Stromlo Forest Park as its centrepiece, Canberra is fast becoming Australia’s number one mountain biking destination. The recent World Cup event, National Championships and this weekend’s World Championship, are firmly placing Canberra in the mountain bike spotlight,” said Neale Guthrie, General Manager of Territory Venues and Events.

“We are pleased to support Ride Canberra as it’s an innovative new concept that takes advantage of Canberra’s place on the map as Australia’s capital of mountain biking. It will help us draw more interstate and international visitors, both professional riders and those looking for an active family weekend away, and no doubt that will flow on positively to Canberra’s tourism and business community,” said Mr Guthrie.

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Ride Canberra will initially be delivered via a dedicated website, with plans to expand to a booking centre onsite at Stromlo Forest Park and a printed guide to mountain biking in Canberra. The business model is based on similar international models in Canada, Wales and New Zealand that Mr Wright, being a passionate mountain bike rider himself, experienced first-hand.

“Coming back to Canberra from overseas and riding Stromlo Forest Park, as well as all the other trail areas we are lucky enough to have on our doorstep, provided the inspiration to team up with Earlybird Marketing and Events and the ACT Government to see what we could do to develop the mountain bike tourism scene in Australia – and what better place to start than our own backyard,” said Mr Wright.

More information on Ride Canberra can be found at www.ridecanberra.com.au

KEY FACTS ON MOUNTAIN BIKING IN THE CANBERRA REGION

- Canberra and the region is home to over 150kms of purpose built mountain bike trails.
- Stromlo Forest Park is the host of the 2009 UCI Mountain Bike and Trials World Championships 1-6 Sept 2009.
- Canberra has five dedicated mountain bike areas to suit all riding levels.
- Canberra is home to Australia’s largest mountain biking clubs – the Canberra Off Road Cyclists (CORC) www.corc.asn.au
- The ACT Government has now invested just over \$10 million to develop Stromlo Forest Park recreation area.
- Mountain Biking is one of the fastest growing sports in Australia.
- Interstate and international mountain bike events are often hosted in Canberra.
- Canberra has more bike shops per capita than any city in Australia.

For more information, images or to arrange an interview, please contact Clint Wright, Threesides, 0430 582 583 or clint.wright@threesides.com.au

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