



# GRAMPIANS RDV CYCLING BRAND AND MARKETING FRAMEWORK



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# EXECUTIVE SUMMARY

In the quest to elevate the Grampians RDV region toward being recognised as a premiere cycling destination by 2028 a ten year Masterplan has been written.

This project entitled the 'Brand and Marketing framework' was identified in the Masterplan with the specific aim of creating a platform for marketing action plans across the region. Specifically the task was to:

*“Develop direction for the Grampians wide cycling and trails brand and positioning potential, including a marketing plan for promotion of completed projects and determine **very high level ideas** around whether the three clusters/hubs identified in the Masterplan could work better **cohesively** or **separately** to position the Grampians as a cycling destination. “*

These clusters were broadly identified as: Ballarat/Hepburn, Halls Gap, Ararat and Stawell, Horsham/Natimuk.

**This document delivers a strategic blueprint** that will build consistency across marketing of all products and create a bigger, more recognisable footprint for cycling in the Grampians RDV region. Via :

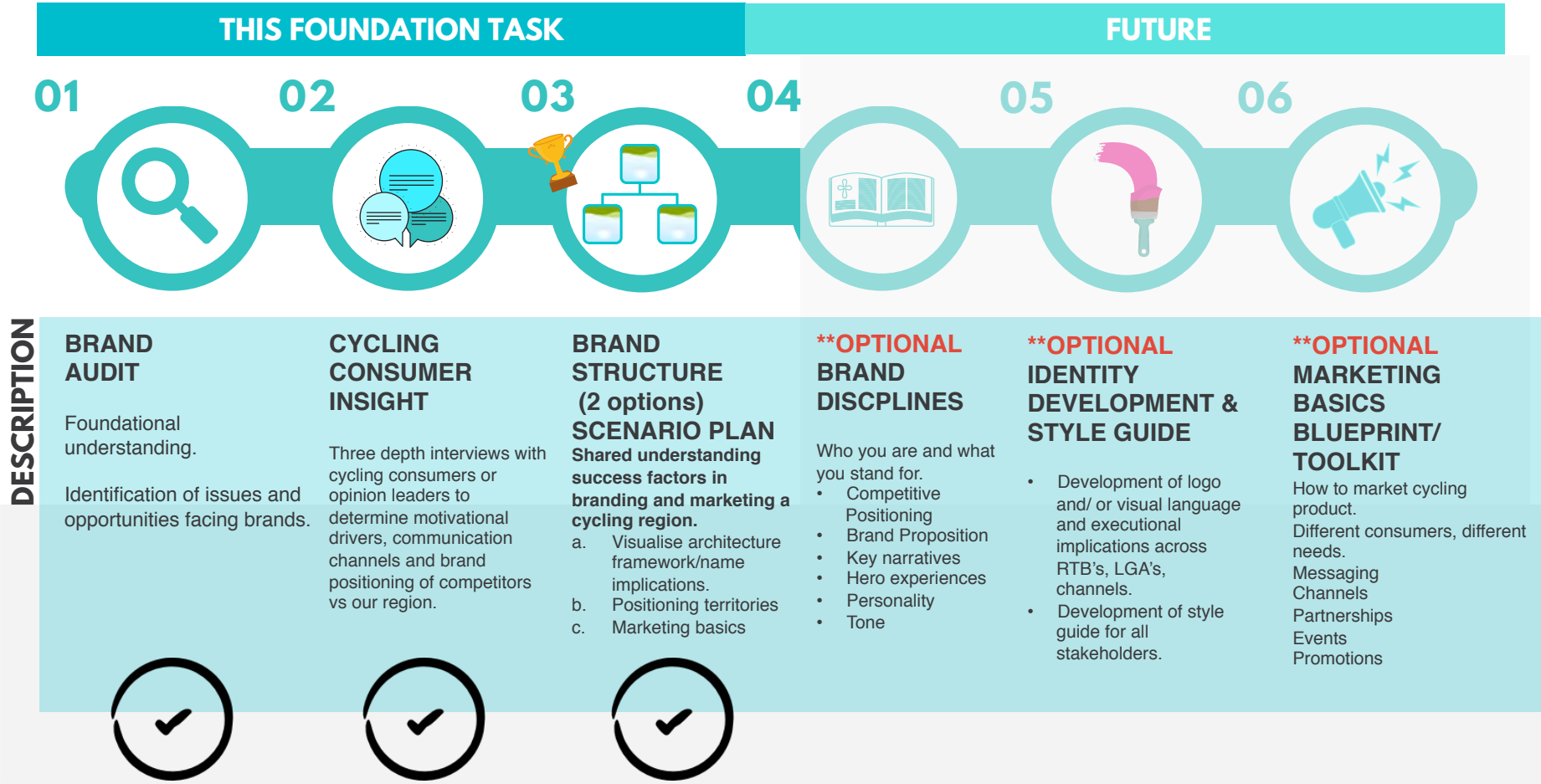
1. A **Campaign Brand** architecture model identifying THE WEST as the geography for consumer purposes. This collective terminology will enable the region to compete effectively against bigger and more established players in cycling. The region has opted for a brand structure that has the flexibility to embrace all sub-regions through the development of a hub website which targets cyclists by 'tribe' (road, MTB or leisure) and importantly directs and disperses the consumer to the region that will best meet their needs.
2. Positioning for the Cycle West campaign brand (working title only) needs narrative development (part of the next step and not within this scope). Regardless the construct works to embrace the sub-regions and allows the destination brands operated by RTB's (and LGA's) i.e. Visit Ballarat, Visit Horsham, Visit Grampians etc to co-own cycling content and distribute new interest from cyclists into their regions, while optimising interest from the leisure tourist who wants to enjoy a bike ride.
3. A marketing framework that allows the custodian of trails in the respective regions to employ as their products hit the market. The coordinated consistency and professionalism of delivery will work to enhance the whole region's cycling credentials.

This framework allows the region to compete in the cycling market now while the product is still evolving. Like all campaign brands it can eventually dissolve when the regional markets establish their maturity in cycling; which will give them the visible ROI to continue to invest in their own product and marketing.



The diagram below sets the approved process and the six key steps, covering this task (first three steps) and any future tasks (steps 4-6).

# iSPY's Process



# BACKGROUND





# BACKGROUND:THE MASTER PLAN

## MASTERPLAN PROJECT VISION – GRAMPIANS RDV REGION

**“ By 2028 the Grampians RDV region will be recognised as a premier destination for cycling** The region will host compelling cycling related experiences for road cyclists, mountain bikers and recreational path cyclists. Investment in cycle tourism trail infrastructure supporting tourism product and improved visitor information and marketing will lead to substantial growth in cycle visitors to the region.

**It is envisaged that the profile of the cycling offer will increase substantially with much improved information specific to cycling in each of the region’s destinations and a cohesive approach to cycling development and marketing.”<sup>1</sup>**

### The Region

- Wimmera Southern Mallee [RDV Partnership Area];
- Central Highlands [RDV Partnership Area];

### The region intersects the following tourism regions:

- Grampians Tourism [Regional Tourism Board];
- Visit Ballarat [Regional Tourism];
- Daylesford and Macedon Ranges Tourism [Regional Tourism Board];
- Geelong and the Bellarine Tourism [Regional Tourism Board];
- Wimmera Mallee Tourism [Regional Tourism Organisation].



# THE BIG QUESTION

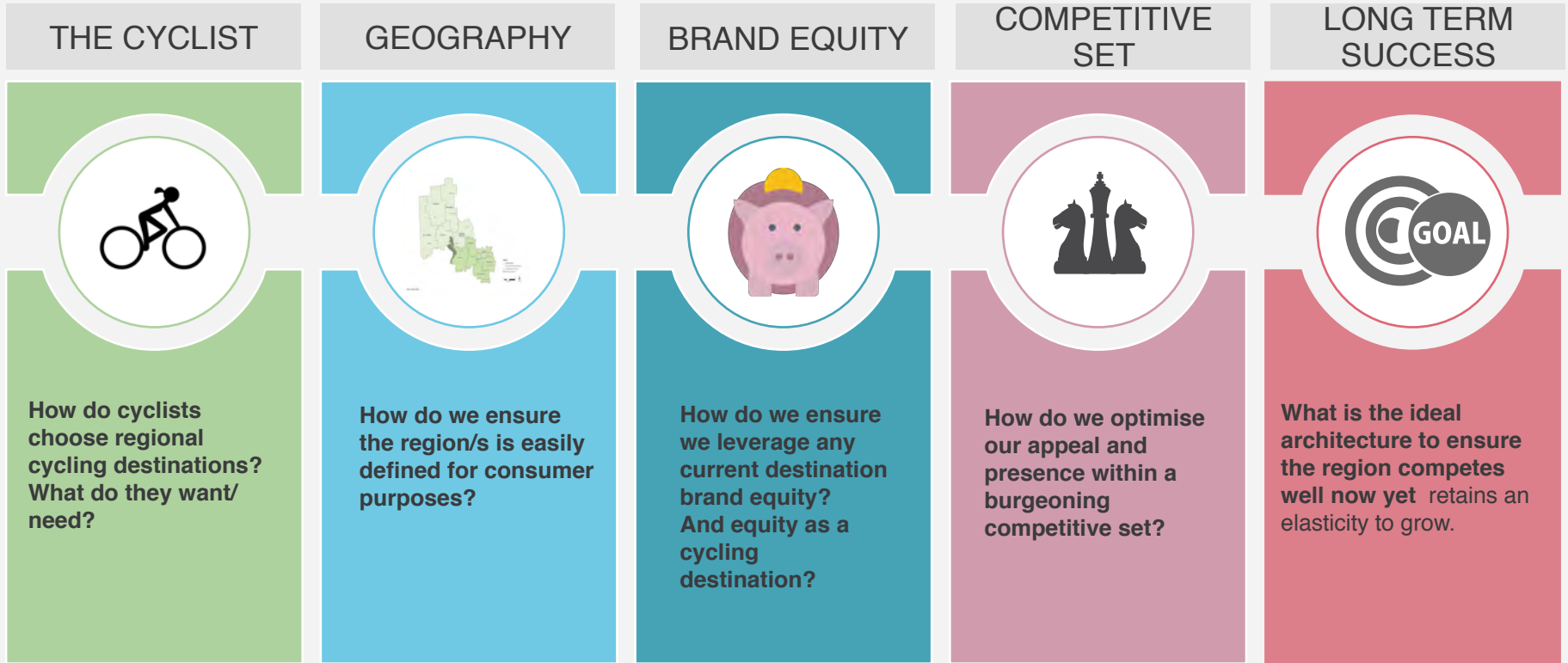
HOW SHOULD WE ORGANISE OUR PRODUCT  
AND OUR REGIONS TO BUILD REPUTATION  
WITH CYCLISTS?



# KEY CONSIDERATIONS



# KEY CONSIDERATIONS



Factors that will impact on the success must be examined including:

1. Characteristics of consumer decision making.
2. Geography and naming: The region must be easily identifiable for consumers and not add complexity
3. Current Brands and their relative equity: What is known , what do they mean and what value they add.

4. The Competitive set. In a vacuum, anything will stand out: How focused are competitors and how do we go to battle?

5. The long term architecture implications. Branding, naming, identity and marketing will only be as good as the people prepared to implement them and the budgets behind them.



# CONSUMER/CYCLIST INSIGHT

## THE CYCLIST



### 1. TRIBAL: ROAD IS DIFFERENT TO MTB

DAN



#### Road Cyclists

##### SPORT

- Love the science and data of it all and love Strava.
- Fashion, what they wear and even how high their socks are, is important.

##### CLIMBERS

##### FLAT, DISTANCE

RICH



#### Mountain Bikers

##### SPORT

- Have a more 'extreme' sensibility. Often coming from road cycling or dirt biking.
- Love the wilds, tough, grit.
- All about adrenaline.

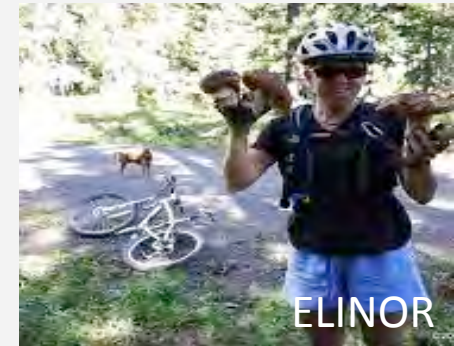
##### TRAILRIDE

##### CROSS COUNTRY

##### ENDURO

##### DOWNHILL

### LEISURE



ELINOR

#### Tourists

##### FUN & INDULGENCE

- Use bikes as a novel form of transport between destinations or culinary draw-cards.
- Most connected to destination websites in the region i.e. Visitballarat

## 2. WESTERN REGIONS STRUGGLE FOR TRACTION

# CONSUMER/CYCLIST INSIGHT

## THE CYCLIST



### 3. SPECIFIC CYCLING DESTINATIONS, EVENTS AND EXPERIENCES BUILD PROFILE

#### Road Cyclists

E.g.. Icons of High Country.

- 7 Peaks Place and route
- **3 Peaks Challenge event**
- **Great Alpine Adventure event**

#### Mountain Bikers

Icons of North Tasmania

- Blue Derby Place
- Blue Tier Track
- **Enduro Event**

#### Tourists

Growing appeal of HC

- Murray to Mountain Rail Trail
- Tweed Ride Myrtleford

- 4. REPUTATION: Events are the Trojan horse
- 5. AWARENESS: Strong use of social media is vital along with easy to find information through digital channels.
- 6. LEGITIMACY AND INFLUENCE: Is attained through cycling clubs and official cycling networks.

#### Road Cyclists

BICYCLE NETWORK VICTORIA

CYCLE VICTORIA

#### Mountain Bikers


AUSTRALIAN MOUNTAIN BIKING ASSOCIATION

- 7. EVIDENCE OF A CYCLE FRIENDLY COMMUNITY: Creates appeal (safety signs, infrastructure and bike facilities and hubs).

# THE REGION IS LARGER THAN SWITZERLAND

Victorian cycling regions are seen to be coastal, Dandenongs and NE Victoria

GEOGRAPHY



FIVE 'Tourist' areas of renown but less connected to cycling reputation:

- Ballarat, Grampians, Horsham, Wimmera, Daylesford:
- Plus:
  - Bendigo (Goldfields Track)
  - Geelong and the Bellarine (Ballarat to Skipton Rail Trail)

**The most renown regions in Victoria are:**  
**The Great Ocean Road**  
**High Country (includes Buller/ Mansfield/Bright)**  
**Dandenong ranges**  
**Yarra Valley**

# HOW DO WE COMPARE?

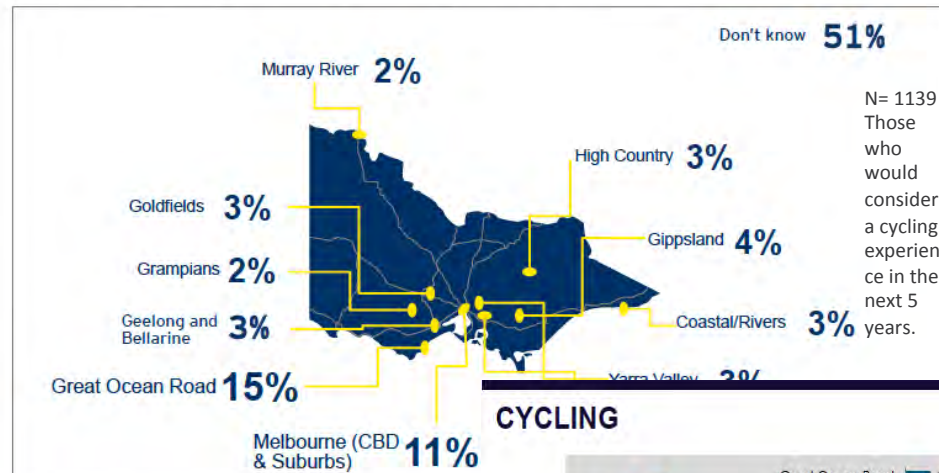
## BRAND EQUITY



Our region sits 'mid field' amongst all potential visitors (not just the cycling tribes).

## Best cycling destinations in Victoria - unprompted

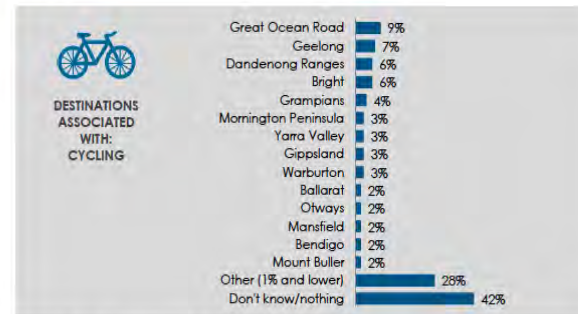
- ▶ After accounting for those without an opinion, there was one standout destination in Victoria for cycling tourism – the Great Ocean Road. This again highlights the opportunity for showcasing the potential for cycling tourism in other regional destinations.



N= 1139  
Those who would consider a cycling experience in the next 5 years.

Q26b. What parts of Victoria can you think of which offer good cycling experiences? (OE)

## CYCLING



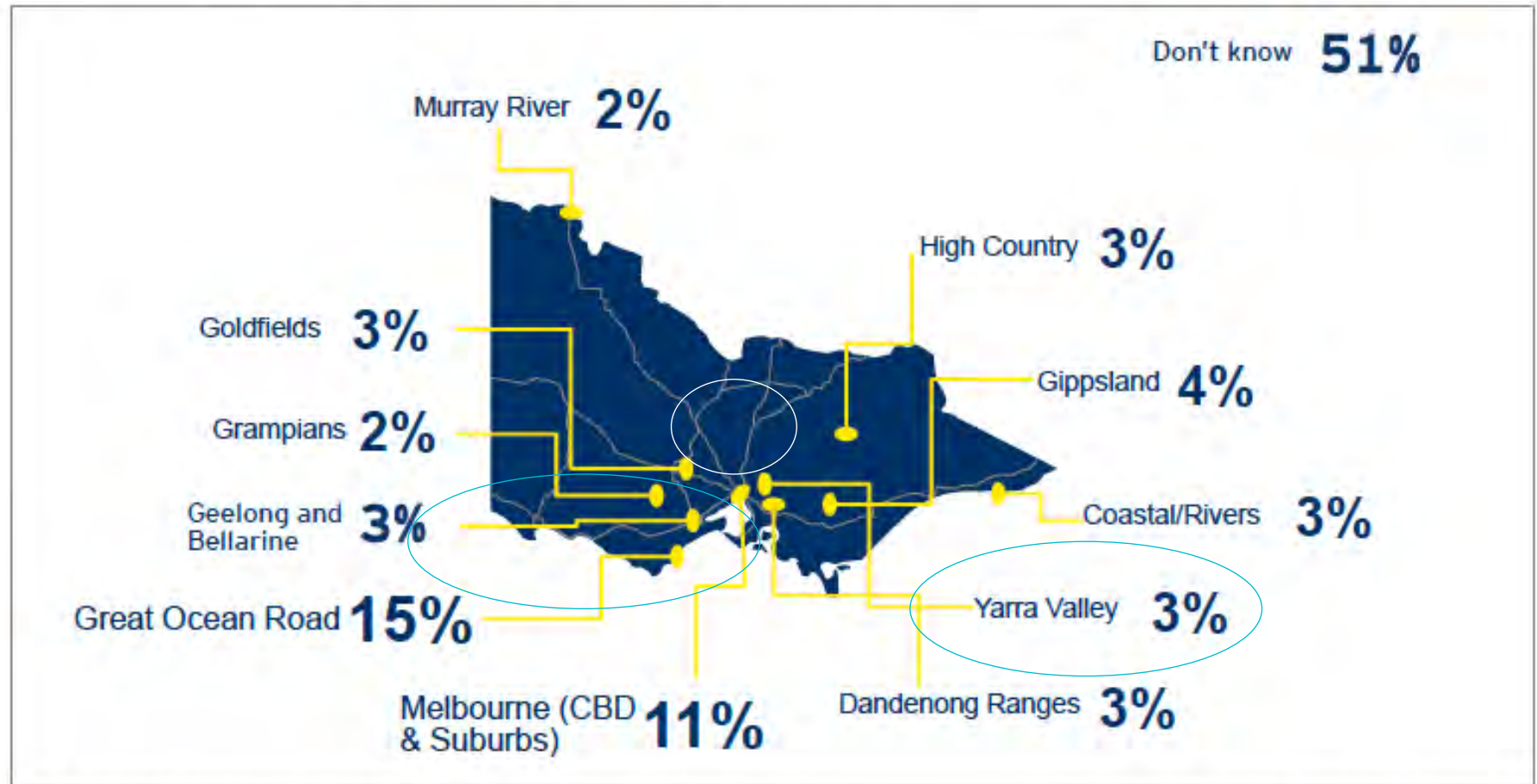
Victorian travellers have trouble defining a particular destination that stands out for cycling experiences, with 42% saying 'I don't know/nothing' and an average of just 0.8 specific destinations listed across the sample.





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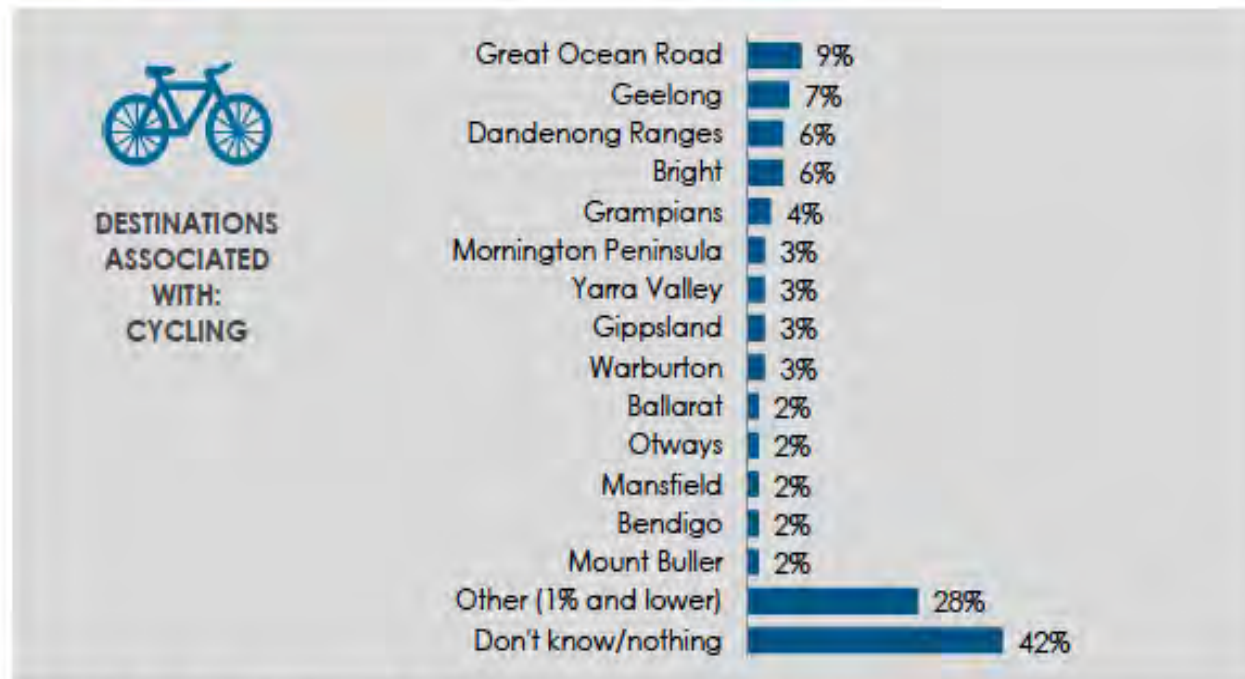


Q29b. What parts of Victoria can you think of which offer good cycling experiences? (OE)

Base: Those who would consider a cycling experience in the next five years (n=1,139)



# CYCLING



Victorian travellers have trouble defining a particular destination that stands out for cycling experiences, with 42% saying 'I don't know/nothing' and an average of just 0.8 specific destinations listed across the sample.



# COMPETITORS ARE WELL STRUCTURED

For identification by cycling 'tribes'

Product is curated for and focussed on their tribe of choice.

COMPETITIVE SET



# VICTORIA'S HIGH COUNTRY





# HIGH COUNTRY: DEVELOP BRANDED EXPERIENCES

## CONTEXT: A SUITE OF BRANDED EXPERIENCES

Aiming to create ownable properties for otherwise generic experiences



WALK  
HIGH COUNTRY

feast HIGH COUNTRY

RIDE  
HIGH  
COUNTRY



# VICTORIA'S HIGH COUNTRY

RIDE HIGH COUNTRY – Curated to connect with the tribes

**RIDE HIGH COUNTRY**  
Australia's premier cycling destination

- RAIL TRAILS
- ROAD RIDING
- MOUNTAIN BIKING
- DESTINATIONS
- BIKE SERVICES

**STAY, SEE & DO**

**RAIL TRAILS**  
**Relaxed rail trails**  
A relaxed pedal with the wind in your hair, or a multi-day adventure. This off-road Rail Trail cycle network in Victoria's High Country is varied & spectacular.

**HIGH COUNTRY ROAD RIDING**  
**Become one with the road**  
Victoria's High Country has some of the highest mountains in Australia. Perfect for long climbs and speedy descents.

**MTB HIGH COUNTRY**  
**From green to extreme**  
Up hills and down, from wide open trails to twisting singletrack. You'll find big mountain biking adventures in Victoria's High Country.

- Colour palette
- Language that talks to each segment
- Segment information that follows a consistent protocol:
  - Maps / Ride Finder
  - Trail type
  - Difficulty (Beginner -> Expert)
  - Distance
- Rail Trails have more information related to lifestyle options (food, things to see and do) – see next slide

**THE RIDES**

Beginner Intermediate Advanced Expert

- RACV Great Victorian Bike Ride  
34 Nov 2018 | 1-day  
8 Single
- 7 Peaks Ride - Mount Buffalo  
Back | 7 Peaks | 20km
- Alpine Classic  
Double Back | Road/Rib | 22km
- Bright to Falls Creek and back  
Double Back | Road/Rib | 125km
- Mount Buffalo  
Back | Road/Rib | 84km
- Horshamville and back  
Back | Road/Rib | 48km
- Huckland Valley out and back  
Back | Road/Rib | 30km
- Ward and back  
Green | Road/Rib | 14km



# VICTORIA'S HIGH COUNTRY

Each cycling discipline is addressed in the appropriate manner. And each has 1-2 iconic rides and destinations to become 'must do' drawcards within the region. The icons and associated events bring people to the region and create currency through word of mouth, use of Strava and cycling groups.



## Murray to Mountain

- 116km of sealed off-road trails
- Links popular tourist towns
- All abilities

## Pedal to Produce

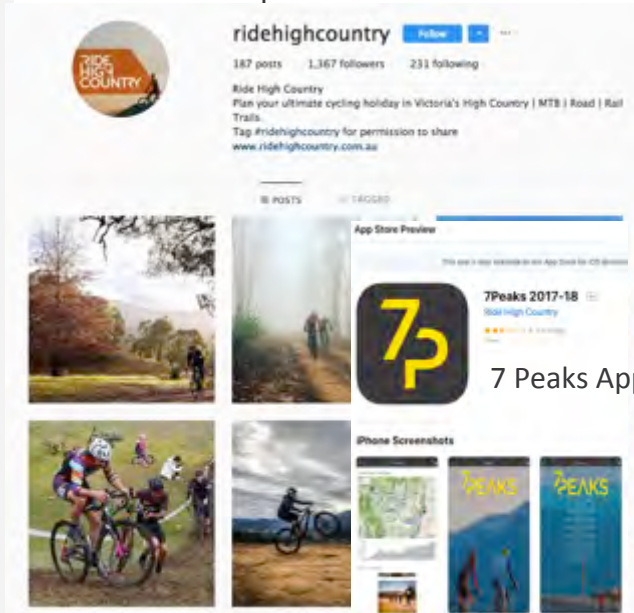
- Gourmet cycling adventure
- Various cycling routes
- Combines sightseeing with beer, wine & produce
- All abilities



Facebook

## 7 Peaks Ride

- Ride to the top of seven of Victoria's



7 Peaks App

## Terra Australia MTB Epic

- Attracts riders from all over Australia and O/S and high credentialed teams

## Bright Mystic Mountain Bike Park

- Purpose built
- Part of a 'cycling town'

## Mt Buller Bike Park

- World-class destination (see later slides – 'Bike Buller')



<http://www.mtbuller.com.au/Summer/resort-info/latest-news/details/7-peaks-ride-201617-set-for-grand-depart>

<https://www.ridehighcountry.com.au/7-peaks/>

<https://www.railtrails.org.au/trail-descriptions/victoria>

<https://rideonmagazine.com.au/australias-top-50-bike-riding-experiences/>

<https://www.bicyclenetwork.com.au/rides-and-events/peaks-challenge/>

<https://www.visitvictoria.com/regions/High-Country/Things-to-do/Outdoor-activities/Cycling/Recreational-riding/Pedal-to-Produce>

# VICTORIA'S HIGH COUNTRY

## INFLUENTIAL CHANNELS

- ridehighcountry has almost 1.3K followers on Instagram
- More that 3.5K posts with #ridehighcountry
- App for 7 Peaks Ride



INSTAGRAM



FACEBOOK



HASHTAG

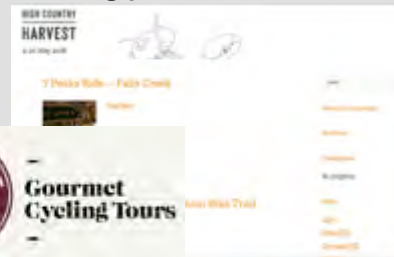


EVENT APP



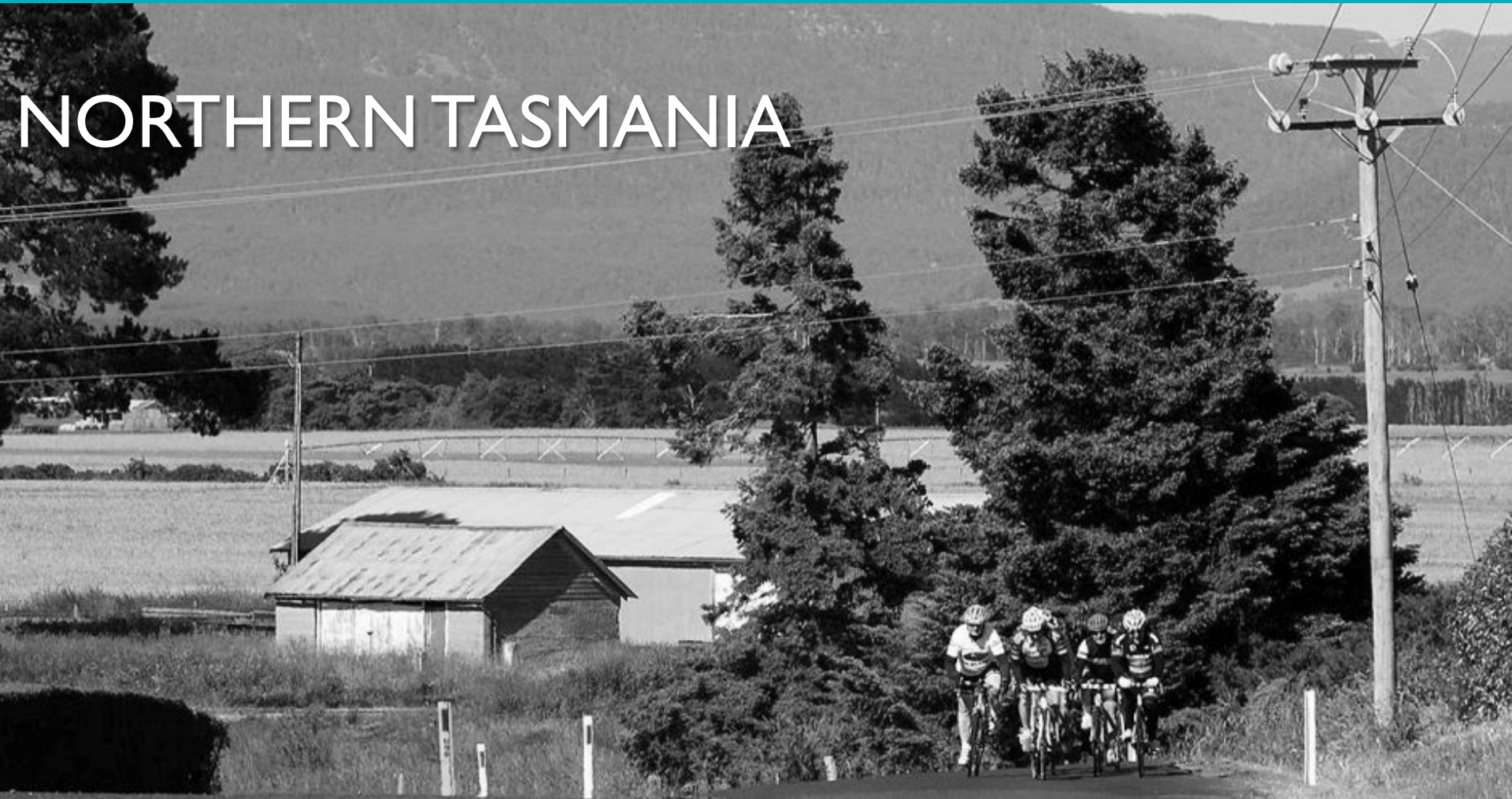
Most mainstream media articles relate to cycling events

Recreational trails link strongly to either food and wine events, experiences or specific village destinations.



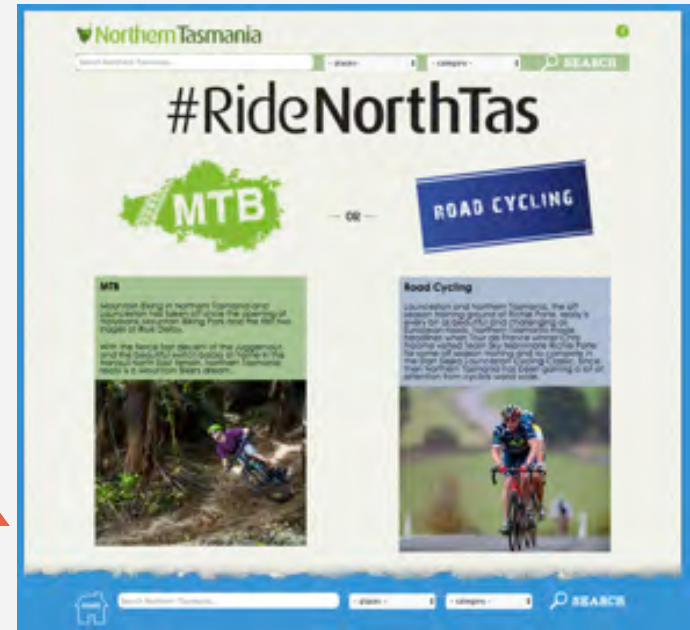


# NORTHERN TASMANIA



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## NORTHERN TASMANIA CYCLING – NAMING



Naming convention similar to other destinations such as 'Ride High Country' and 'Bike Buller'

Cycling in Northern Tasmania falls under 'Ride North Tas' Priority (in terms of navigation) given to Mountain Biking segment

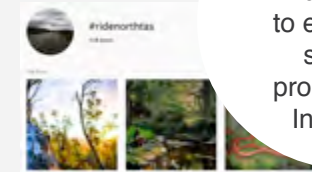


# NORTHERN TASMANIA

## RIDE NORTH TAS: NO OVERARCHING POSITIONING BUT MTB FOCUS



MTB and Road Cycling NOT UNIFIED and have very different feels with visual language and colour palette/font



Prominent reference to #RideNorthTas to encourage sharing/promoting on Instagram

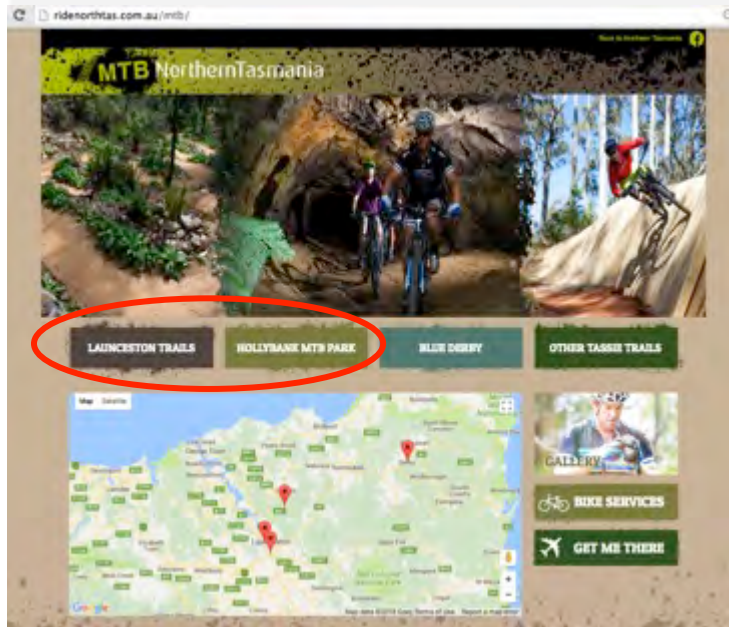


'Ridenorthtas' uses a hashtag BUT doesn't have a Facebook or Instagram page, relying on Northern Tasmania's which has more than 6.5K followers. Most posts focus on Blue Derby MTB trail .



# NORTHERN TASMANIA

## STRONG MOUNTAIN BIKING FOCUS & BRAND ID

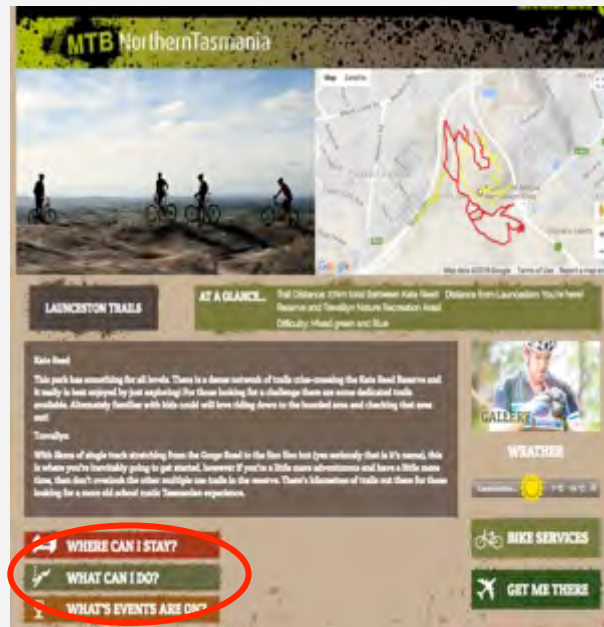


Hollybank Tracks named to reflect type of experience/degree of challenge:

'No sweat' (easy)

'Tall timbers' (grade circuit)

'Juggernaut' (extreme/challenging)



Each of the trails has the same layout as above.

The three tabs at the bottom (circled) directly link to

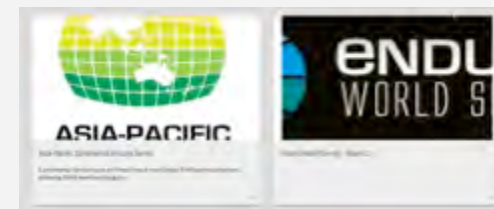
<http://www.northerntasmania.com.au>  
THE TOURISM AND VISITOR WEBSITE

'Bike Services' page provides a list of bike shops in the local area, as well as rental shops, tours and bike wash areas

'Get Me There' has the same three tabs that appear on the Road Cycling section - links to [www.northerntasmania.com.au](http://www.northerntasmania.com.au)

Other Links on the Website:

<https://www.tassietrails.org/>  
<http://www.ridetassie.com/>



# OUR RDV REGION HOW DOES IT COMPARE?



# SEE FULL DOCUMENT

Regional differences explored: Connection of region to cycling promotion and product.

### CURRENT BRAND AND PRODUCT GRAMPIANS

**Visual identity**

Website shows cycling but doesn't focus or link to cycling product or link to cycling website

We know consumers associate the name **The Grampians** (Consumer research conducted by Grampians for Destination Management Plan 2013) with the immediate surrounds of the mountains, the untouched nature, the space, ancient geology, uncommercialised spots, towns and villages; these include Hills Gap, Shovel, Ansett, Durdale (due to the restaurant).

**CYCLING PRODUCT:** While the Grampians has a good 'ready to go' road cycling product (see page 33 Masterplan), it lacks awareness and connection to road cyclist's key decision making drivers.

**CURRENT CYCLING MARKETING:** Is not apparent and quite disjointed. The Visit Grampians website shows recreational cycling (likely a turn off to the road cyclist) and doesn't connect anywhere to cycling product.

Grampians Cycling independent websites don't connect to the Visit Grampians website and is helpful but could be further optimised to align with consumer needs, linking back to Grampians website and using ROAD CYCLING language to elevate relevance and appeal.

**BRAND AND MARKETING RECOMMENDATION:**

Mountainous Road cycling in particular should be the focus to create an 'icon' attraction. Long far loops can support.

Target audience is the highly involved road cyclist 'obsessed'. Recreational cycling and Mountain biking product should be marketed as they come into the Grampians inventory in the appropriate way.

### CURRENT BRAND AND PRODUCT BALLARAT AND SURROUNDS/HEPBURN CLUSTER

**Visual identity**

Visit Ballarat has made a move (as has Bendigo Tourism) to campaign associations with the overarching Goldfields regional name originally set up by Tourism Victoria some twenty years ago. Is not that consumers don't understand the notion of Goldfields, but rather that the name lends the opportunity for both Ballarat and Bendigo to decouple and promote their own destinations and move away from the one dimensional 'old gold and gold' offer.

**CYCLING PRODUCT:** Ballarat and surrounds has a solid multi-dimensional cycling offer and in the short term provides a local point for a range of options in the FOC region. Mountain Bikes (MTB) seemed ready to go and a strong opportunity exists with the Goldfields Track & Ansett trails as their business case program. Nonetheless there are good tracks in Creswick Hills and Black Hills State Park.

Ballarat also has a good road cycling offer being close to Melbourne with long flat or undulating rides and this is topped off with the national road cycling championships that must be leveraged locally and internally.

**CURRENT CYCLING MARKETING:** A disjointed approach. Visit Ballarat promotes cycling and provides quick links under #CyclingBallarat but isn't arranged in a way that road cyclists nor mountain bikers would necessarily connect with.

The Goldfields track promotes the track itself but doesn't link back to the tourist site. Mountain biking must be the focus for promotion.

**BRAND AND MARKETING RECOMMENDATION:**

Mountain Biking should be the focus for Ballarat's offer to compete with emerging 'Big Yanga' region.

### CURRENT BRAND AND PRODUCT HEPBURN

**Visual identity**

Website existing sites for Daylesford, Creswick, Heppburn & Trawool, Daylesford & The Falls.

Website home page offers walking and cycling maps/collateral ->

Events and rides promoted independently.

No singular identity BUT a strong brand meaning

The Heppburn area including Daylesford is well known for its 'wellness' proposition. There are a number of visitor directed web sites variously telling the same story; so whilst the overarching brand identity is weak, the narrative and brand meaning is strong.

At this stage we would presume the area fits with a recreational mindset more so than a sport mindset aside from the Daylesford Gran Fondo.

**CYCLING PRODUCT:**

The cycling product sits within the Ballarat cluster but the main product is the Ride Daylesford Gran Fondo. In the future the Daylesford to Hanging Rock recreational cycling product will be a strong draw-card.

**CURRENT CYCLING MARKETING:** A disjointed approach. Similar to Ballarat, Daylesford marketers provide some information of their websites could be optimised to connect more strongly with the indulgence and food and wine of the region especially for the recreational offer.

**BRAND AND MARKETING RECOMMENDATION:**

Recreational cycling to compete with the trails of the Ballarat and High Country. All tracks and trails within the tourism region should be marketed according to 'classification' and bound together by the Daylesford and Heppburn springs tourism name.

### CURRENT BRAND AND PRODUCT HORSHAM NATIMUK/WIMMERA

**Visual identity - Horsham**

**Visual identity - Wimmera**

No cycling product on either website or connection to cycling websites

Visit Horsham connects to both Grampians product and website and mentions Wimmera product and silo art trails.

Wimmera website doesn't mention lionsham.

**Horsham, Natimuk, Wimmera**

This region is lesser known by tourism standards and faces a couple of challenges. Horsham is connected to The Grampians but less connected to Wimmera. Wimmera tends to stand alone.

**CYCLING PRODUCT:** At this stage is limited to road cycling in the Horsham area with large flat stretches and some undulating rides. The Wimmera Mallee area has some road cycling and also some recreational style cycling and trails. The area is earmarked to benefit from the Wimmera Rail Trail.

**CURRENT CYCLING MARKETING**

There is little to no cycling product on websites and no connection for consumers between Horsham and Wimmera visitor sites with the exception of the Silo Art trails.

**BRAND AND MARKETING RECOMMENDATION**

Both regions should work together to build a more cohesive tourism story as a start point especially given the Wimmera River Trail will feature in both. The focus for the region should be on the recreational cyclist and use the trail as a deliberate ploy to attract tourists. The region can also leverage the Grampians region for the serious 'limber' with Horsham acting as a base.



# OUR CYCLE-SCAPE: CYCLING PRODUCT, BRANDS AND MARKETING WITHIN OUR REGION



STRATEGIC INTELLIGENCE

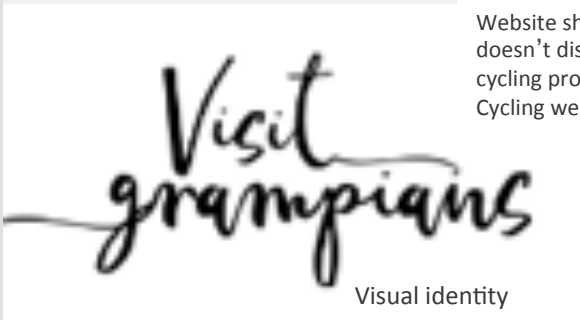




# CURRENT BRAND AND PRODUCT

## GRAMPIANS

### The Grampians Brand & Marketing Inventory



Visual identity

Website shows cycling but doesn't discuss or link to cycling product or Grampians Cycling website



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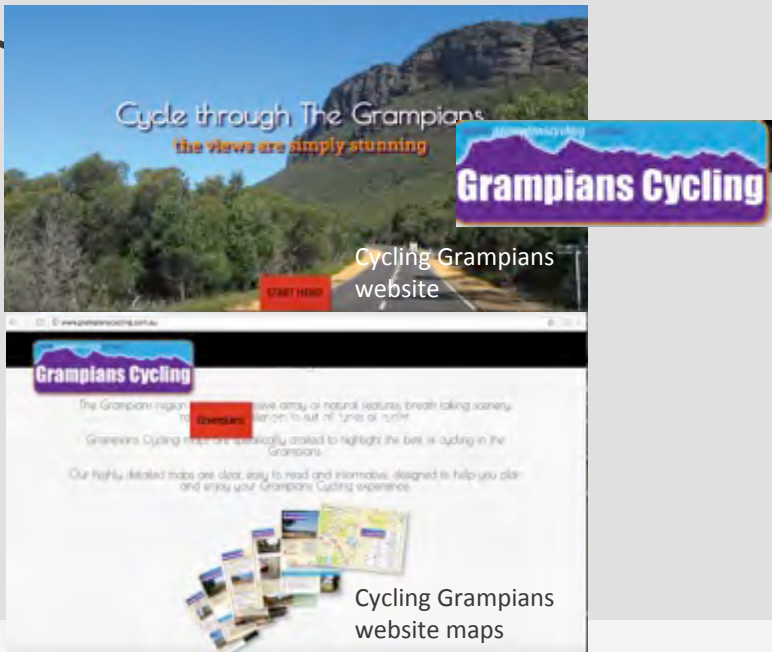
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**Target audience** is the highly involved road cyclist 'climbers'. Recreational cycling and Mountain Biking product should be marketed as they come into the Grampians inventory in the appropriate way.

All tracks and trails within the Grampians tourism region should sit with the Grampians tourism product /website AND be promoted as distinct cycling offer that provides an Alpine alternative. (see page 40 Masterplan)



Cycling Grampians website

Cycling Grampians website maps





# CURRENT BRAND AND PRODUCT

## BALLARAT AND SURROUNDS/HEPBURN CLUSTER

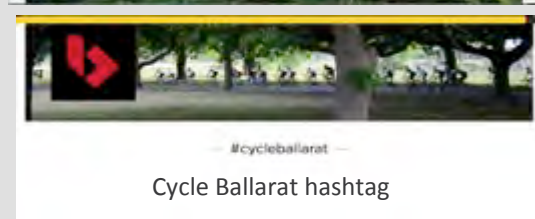
### The Ballarat Brand & Marketing Inventory



Visual identity



Cycle Ballarat Page on Visit Ballarat website



Cycle Ballarat hashtag



Goldfields Track stakeholder



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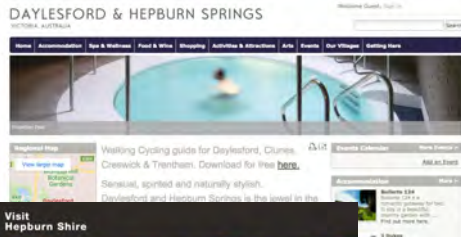
**Mountain Biking should be the focus for Ballarat's offer** to compete with emerging You Yangs region.

All tracks and trails within the Ballarat tourism region should be bound together by the Ballarat name and organised to connect with their interests, including the Goldfields track. **Where the tracks merge into other regions a connected cycling solution must be found to allow them to identify with both regions.**

# CURRENT BRAND AND PRODUCT

## HEPBURN CLUSTER

The Hepburn Brand & Marketing

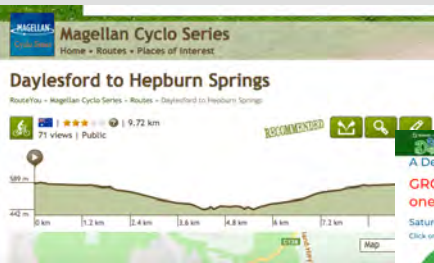


No singular identity  
BUT a strong brand  
meaning

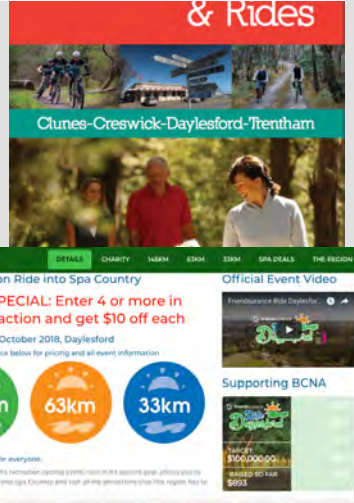


Walking Cycling guide for Daylesford, Clunes, Creswick & Trentham. Download for free [here](#). Sensual, spirited and naturally stylish. Daylesford and Hepburn Springs is the jewel in the crown.

Website home page offers walking and cycling maps/ lateral ->



Events and rides promoted independently.



The Hepburn area including Daylesford is well known for its 'wellness' proposition. There are a number of visitor directed web sites variously telling the same story; so whilst the overarching brand identity is weak, the narrative and brand meaning is strong.

At this stage we would presume the area fits with a recreational mindset more so than a sport mindset aside from the Daylesford Gran Fondo

### CYCLING PRODUCT:

The cycling product sits within the Ballarat cluster but the main product is the Ride Daylesford Gran Fondo. In the future the Daylesford to Hanging Rock recreational cycling product will be a strong draw-card.

**CURRENT CYCLING MARKETING:** A disjointed approach. Similar to Ballarat, Daylesford marketers provide some information of their websites could be optimised to connect more strongly with the indulgence and food and wine of the region especially for the recreational offer.

### BRAND AND MARKETING RECOMMENDATION:

**Recreational cycling** to compete with the trails of the Bellarine and High Country. All tracks and trails within the tourism region should be marketed according to 'classification' and bound together by the Daylesford and Hepburn springs tourism name.



# CURRENT BRAND AND PRODUCT

## HORSHAM NATIMUK/WIMMERA

The Horsham Natimuk Wimmera Brand Inventory



Visual identity - Horsham  
No cycling product on either website or cycling websites



Visual identity – Wimmera Mallee  
connection to cycling websites

Visit Horsham connects to both Grampians product and website and mentions Wimmera product and silo art trails.

Wimmera website doesn't mention Horsham.



### Horsham, Natimuk, Wimmera

This region is lesser known by tourism standards and faces a couple of challenges. Horsham is connected to The Grampians but less connected to Wimmera.

Wimmera tends to stand alone.

**CYCLING PRODUCT:** At this stage is limited to road cycling in the Horsham area with large flat stretches and some undulating rides. The Wimmera Mallee area has some road cycling and also some recreational style cycling and trails. The area is earmarked to benefit from the Wimmera Rail Trail.

### CURRENT CYCLING MARKETING

There is little to no cycling product on websites and no connection for consumers between Horsham and Wimmera visitor sites with the exception of the Silo Art trails.

### BRAND AND MARKETING RECOMMENDATION

Both regions should work together to build a more cohesive tourism story as a start point especially given the Wimmera River Trail will feature in both. The focus for the region should be on the recreational cyclist and use the trail as a deliberate play to attract tourists. The region can also leverage the Grampians region for the serious 'climber' with Horsham acting as a base.





# CURRENT BRAND AND PRODUCT

## NAMING CONSIDERATIONS

The GOLDFIELDS TRACK



Visual identity

Press/editorial



Website



Cycling maps, guides and signage

### The Goldfields Track

**CYCLING:** Provides a coherent presence across many touchpoints however doesn't connect to any tourism 'base' or behaviour.

### BRAND AND MARKETING RECOMMENDATION:

This track will be an iconic MTB track and must maintain its name but be underpinned by its route anchors (Ballarat/Bendigo – and others) for promotional purposes.

### Goldfields Track: Bendigo- Ballarat

It must show a connection/link to Visit Ballarat through website linkage, cross promotion and potentially style triggers (visual triggers) AND to Bendigo Tourism.

This product should be a key focus for building mountain-biking reputation of the region and be ear-marked for 'launch activity' post the upgrades.



# A SUMMARY OF OUR (RDV) BRAND-SCAPE

Little connection between or within regions to a consistent story type of cycling or sophistication of product. Both Ballarat and Grampians tourism bodies use the word CYCLE or CYCLING rather than ride

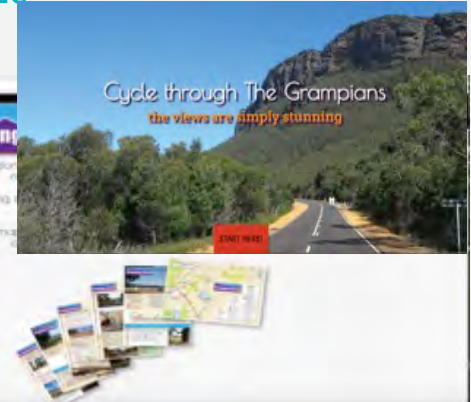
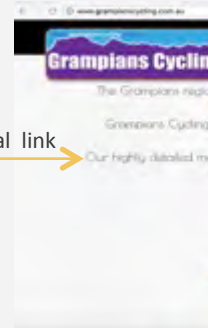


No clear mention of cycling



No visual link

No link



Visual linkage of Ballarat cycling product to Tourism Ballarat but little/no link to Goldfields track site.



No link



No clear link



Horsham refers to Grampians product in website but offers no links nor mention of cycling. Wimmera doesn't connect to Horsham



CYCLING AND WALKING BENDIGO

The hammys will be aching after a day on Bendigo tracks. Mudder on the Goldfields Track; a 210-kilometre mountain

# IMPLICATIONS: STRUCTURING FOR SUCCESS

LONG TERM  
SUCCESS



THE REGION COULD DO WITH A STRONG CYCLING STATEMENT OF INTENT .

A platform THAT CLEARLY SAYS cycling is a priority.


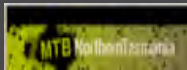

One that builds a set of shared resources to give smaller tracks a leg up and the bigger tracks the opportunity to build the reputation of the region through icons and events. Recommendations:

1. Create a cycling campaign framework that all regions can participate in.
2. Lead the region with a 'cycling development' body that oversees the campaign framework and provides tools and guidelines/training for RTB's and LGA's to 'onboard' cycling related process/marketing/strategy. Implementation and consistency is key.
3. Over time this overarching framework and development body could dissolve letting the regions progress their own cycling strategies having been set up.

# BRAND SCENARIOS



# ISOLATING SUCCESS FACTORS

SUCCESS FACTORS		HIGH COUNTRY	NORTHERN TASMANIA	MT. BULLER	GREAT OCEAN ROAD	OUR REGION	
Examining the 'branding' commonalities of strong cycling destinations.						<div style="display: flex; flex-direction: column; align-items: flex-start;"> <div style="display: flex; align-items: center; margin-bottom: 5px;"><span style="width: 15px; height: 15px; background-color: #f44336; margin-right: 5px;"></span> NOT APPARENT</div> <div style="display: flex; align-items: center; margin-bottom: 5px;"><span style="width: 15px; height: 15px; background-color: #ff9800; margin-right: 5px;"></span> EMERGING</div> <div style="display: flex; align-items: center;"><span style="width: 15px; height: 15px; background-color: #ffc107; margin-right: 5px;"></span> COMPETITIVE</div> </div>	
BRAND FACTORS	1.	Solid naming protocols connecting to bike, ride or cycle experience.	Ride High Country Walk High Country Feast High Country	Mtb North Tasmania	Bike Buller	No consistency beyond tourism website	
	1A.	Name anchors to a tourism body or a geographic descriptor	As Above	North Tasmania	Mt. Buller	Great Ocean Road Region Forrest for Mountain Biking	Cycle Ballarat Cycle Grampians
	2	Visual consistency (look, feel)	Font And Colour Ways.	MTB North Tasmania	Bike Buller	None for GOR	
	3.	Focused on owning a cycling 'specialty'	Road	MTB	MTB	Road Forrest = MTB	
	4.	Brand name can stretch to other ancillary or complementary cycling segments	Road MTB Recreational 7 Peaks	MTB Road	Not apparent	No CYCLING name but relies on iconic destination and events.	



# THE OPTIONS:

## Campaign Brand Or Destination led 'Family' brand.

Provides a name and identity to create a unified proposition, call to action and marketing structure for regions.

ACTIVE: Requires a governance structure. Could provide a leadership body and ongoing training. Cost.

CAMPAIGN BRAND



DESTINATION LED 'FAMILY' BRAND

A 'family look and feel'; Subtly brings together destination brands and provides a more subliminal marketing framework: This allows stakeholders to maintain separate destination identities but have enough similarities to relate as an overarching cycling region.



PASSIVE: Requires ongoing training and good faith, as strong as the region implementing it.

# A CAMPAIGN BRAND



# OPTION I: CAMPAIGN BRAND

“Campaign Brand” facilitated through a ‘HUB’ website and shared consumer marketing resource

BY CLASSIFICATION

FEATURED ICONS AND OTHER TRACK/TRAIL TYPES

LINK TO TOURISM SITES, ACCOM AND EVENTS.

CYCLE WEST

CYCLEWEST ROAD CYCLING

#CYCLEWESTROADRIDE

CYCLEWEST MOUNTAIN BIKING

#CYCLEWESTMOUNTAINBIKE

CYCLEWEST FOR FUN

#CYCLEWESTFORFUN

CYCLE WEST CLIMBS

CYCLE WEST LOOPS

GOLDFIELDS TRACK

BALLARAT TO SKIPTON

TRAILRIDE

CROSS COUNTRY

RAIL TRAILS

FOOD & WINE CYCLE SEEING

ENDURO

DOWNHILL

ITINERIES & PACKAGES

From here – consumers are sent to destinations



# EXAMPLE FOR ILLUSTRATIVE PURPOSES ONLY



**CYCLE  
WEST ←**



**CYCLE  
WEST ROAD  
RIDE**



**CYCLE  
WEST MOUNTAIN  
BIKE**



**CYCLE  
WEST FOR FUN**



**CYCLE  
WEST CLIMBS**



**CYCLE  
WEST LOOPS**





**CYCLE  
WEST**   
**ROAD  
RIDE**

**CYCLE  
WEST**   
**MOUNTAIN  
BIKE**

**CYCLE  
WEST**   
**FOR FUN**

**CYCLE  
WEST** ←

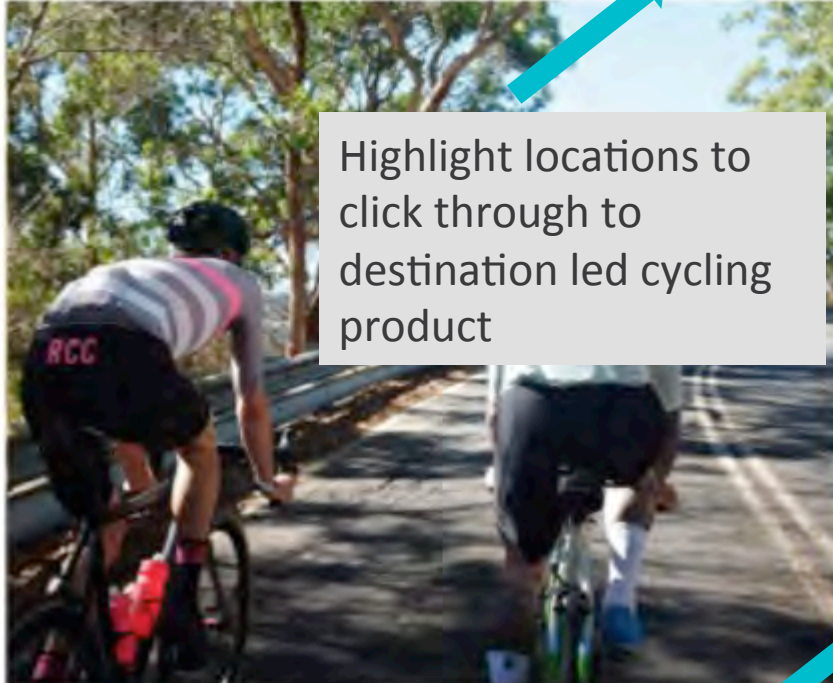
GRAMPIANS

BALLARAT & SURROUNDS

DAYLESFORD

HORSHAM/WIMMERA

DISCOVER ROADS LESS TRAVELLED



Highlight locations to click through to destination led cycling product

**CYCLE  
WEST**   
**ROAD  
RIDE**

MT. WILLIAM  
HORS CLIMB

CLIMBS

LOOPS

Highlight 'icon tracks, events, climbs vs. loops (or other)

Out our way the roads are less travelled. They're fresh with clean highland air and challenges to be met. From Ballarat to Ararat, Halls Gap and onto Horsham you'll discover steep climbs, training loops, magnificent scenery and villages waiting to welcome you with wine and local fare.

Positioning promise



**CYCLE  
WEST** ←

ARARAT TRAILS

GOLDFIELDS TRACK

BALLARAT & CRESWICK

DISCOVER OUR TRAILS LESS TRAVELLED

Highlight other tracks  
and locations

**CYCLE  
WEST**   
**MOUNTAIN  
BIKE**

TRAIL RIDES

CROSS COUNTRY

EVENTS

Highlight classifications

Positioning promise

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Highlight locations to click through to destination led cycling product

# CYCLE WEST → FOR FUN

CULINARY CYCLE  
SEEING PACKAGES

RIDE BETWEEN OUR  
TOWNS & VILLAGES

SHORT & SWEET: DWT  
FOR AN HOUR OR TWO?

Highlight recreational cycling activity and package product in a new and fun way.

Positioning promise

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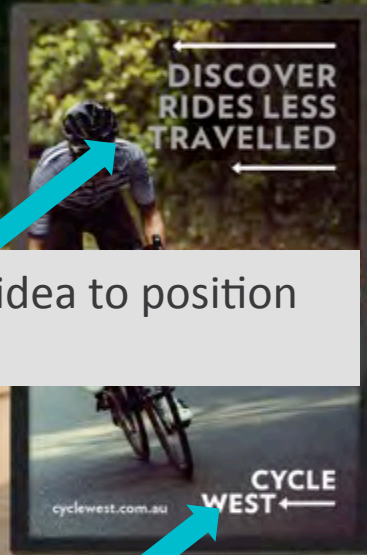


# WHAT WOULD THIS BE LIKE? How the architecture works in practice



Campaign idea to position region

Differentiate by cycle tribe and location



Campaign Brand to highlight the region



Call to action : visit the website


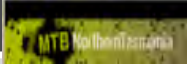

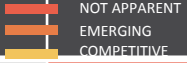
MARKETING OUR REGION

SUCCESS FACTORS



# KEY SUCCESS FACTORS

## MARKETING 'CYCLING' REGIONS

MARKETING FACTORS	SUCCESS FACTORS Examining 'marketing' commonalities of strong cycling destinations.		HIGH COUNTRY 	NORTHERN TASMANIA 	MT. BULLER 	GREAT OCEAN ROAD	OUR REGION 	
	1.	Dedicated cycling website outside OF AND linked to tourism websites	Links to multiple tourism and experiential websites.	Connected through Tourism website	Connected to Mt. Buller website	Linked through Visit Vic		
	1a.	Provides consumer multiple access points to cycling either via cycling or via tourism through Search Engine Optimisation						
	2.	Create and promote 'icon tracks' by cycling specialty. One specialty per sub region.	7 Peaks Mtns To Murray Rail Trail Mtb: Bright and Mt. Buller	Mtb: Blue Derby	MT. Buller Bike Park	Event tracks Forrest Single Tracks	Intended	
	3.	Create influencer partnerships	Bicycle Network Vic	Enduro and World Trail Network	IMBA	Amy Gillet Foundation/ Cadel Evans		
	4.	Marketing & content programmes by cycling tribe	Tracks trails and routes defined in appropriate language and detail					
	5.	Bespoke social media platforms and hash-tags	#Ride High Country Facebook and Instagram	#RideNorthTas hashtag	#BikeBuller Facebook and Instagram	Use of Hashtags and Facebook for events	Not consistent	
	6.	Marque world class event	7 Peaks experience 3 Peaks Bicycle network event	Enduro	Australian Alpine Epic	Cadel Evans RR Amy's Grand Fondo Giant Odyssey Mtb Marathon	Planned but requires focus	
	7.	Portable cross platform content	Content Pushed Into Third Party Channels, Partners And Events Videos and images provided to specific biking influencers: e.g.. Flow magazine					
	8.	Cross promotion/packaging with attractions, events by season and leveraging RTB's resources.	Strong	Average	Good	Link to Tourism Geelong and the Bellarine, Great Ocean Road and Visit Vic		
9.	On the ground visibility and care for riders.	✓ Signage	✓ Shuttles	✓ Signage and bike racks	✓ Signage			

# MARKETING & COMMUNICATION OBJECTIVES

## Overarching objectives

TARGET CYCLISTS BY TRIBAL INTEREST AND USE RELEVANT PRODUCT, EVENTS AND LANGUAGE TO ATTRACT THEM



Measured by recognition of the West as a cycling destination by highly involved Road and Mountain bikers and clear positioning of the sub-regions.

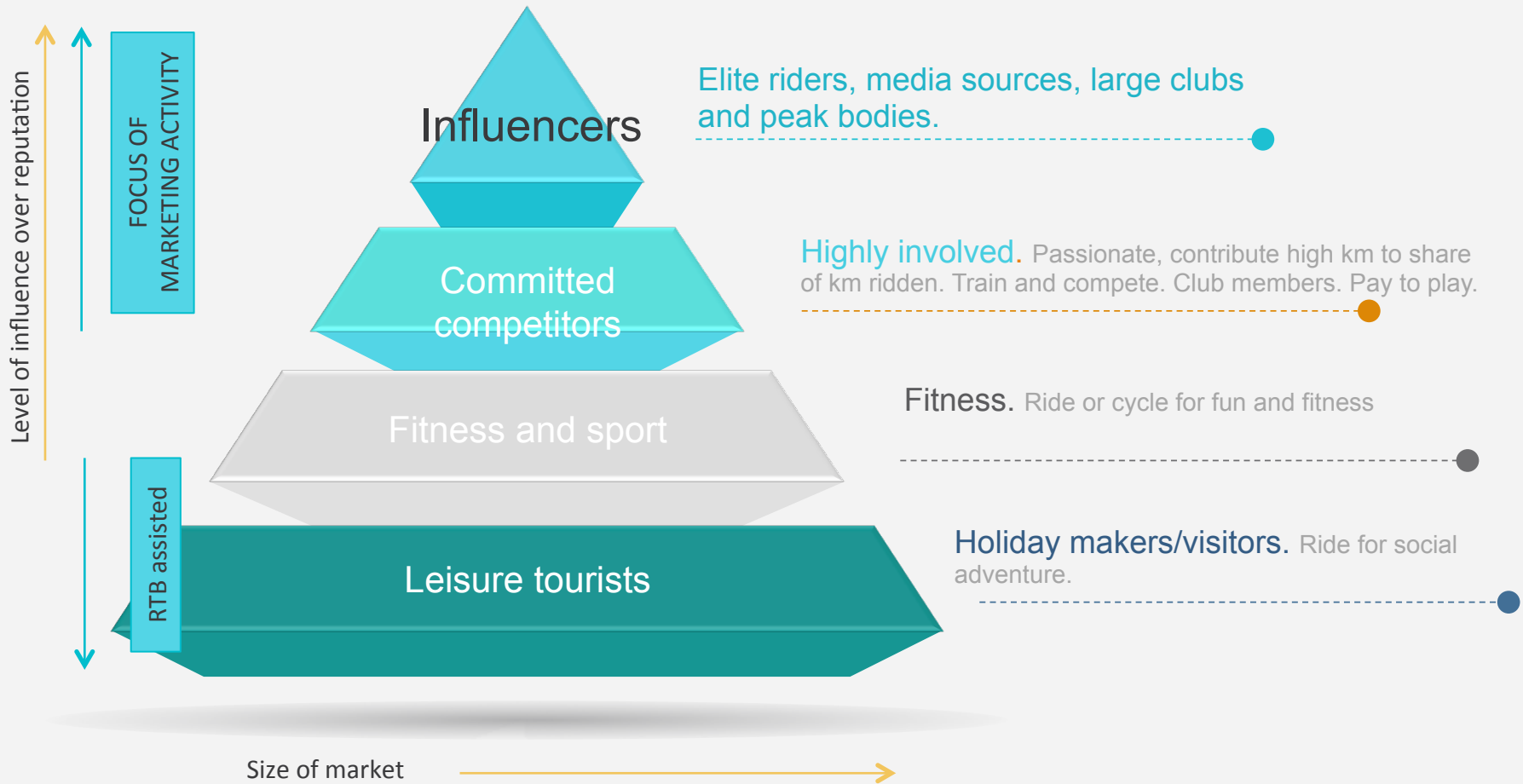
Measured by:  
- Usage of the routes and trails  
- Satisfaction scores

Measured by Social media monitoring & Brand tracking.  
-



# TARGET AUDIENCE

## The hierarchy of road and mountain biking segments

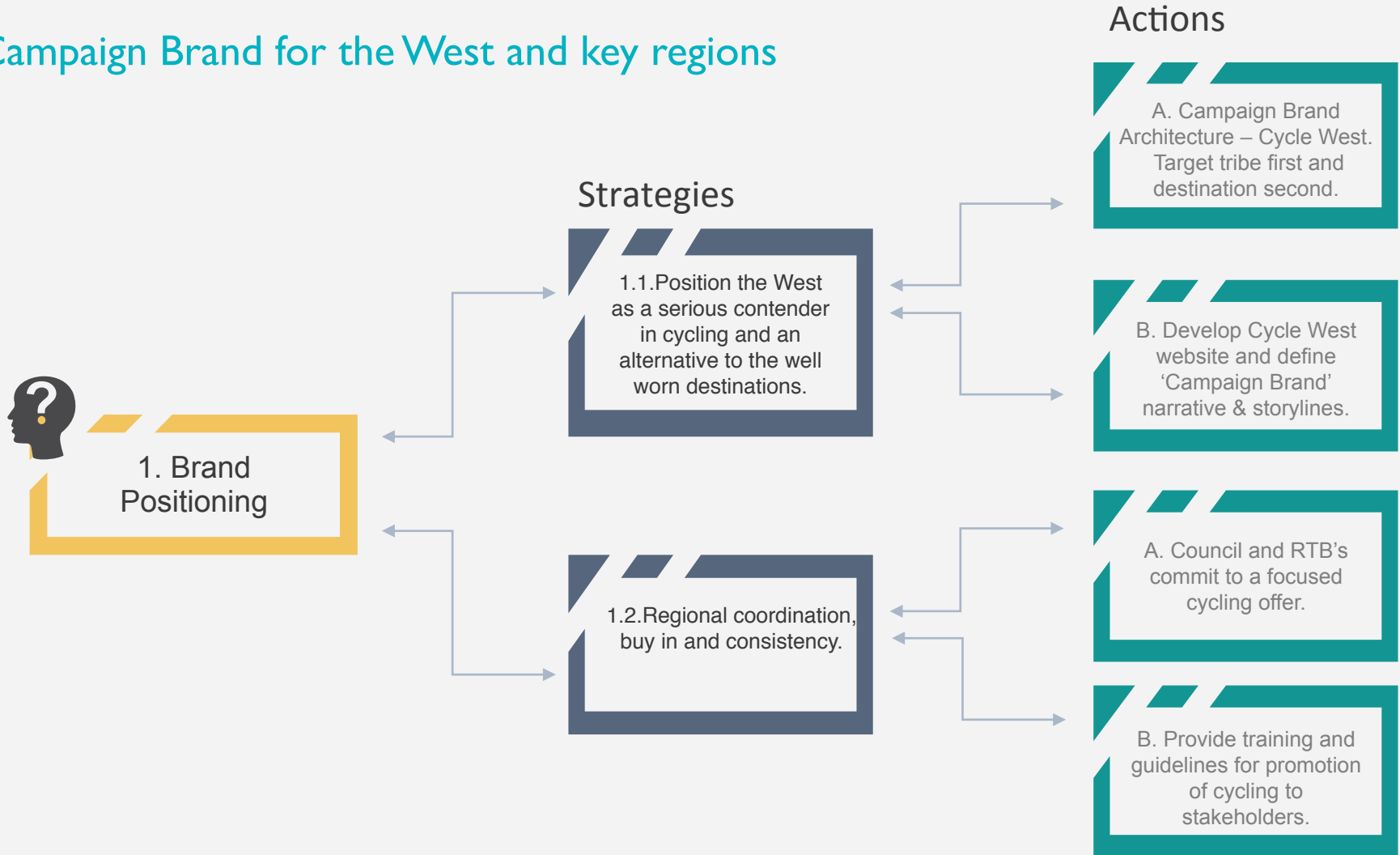


# KEY STRATEGIES



# I. BRAND POSITIONING

## Campaign Brand for the West and key regions



# I. BRAND POSITIONING

I.1 POSITION THE WEST AS A SERIOUS CONTENDER IN CYCLING FOR ROAD RIDERS AND MOUNTAIN BIKERS.  
BECOME THE DESTINATION FOR FRESH CHALLENGES FOR SERIOUS RIDERS AND ENTERTAINMENT FOR LESIURE TOURISTS

ACTIONS	WHO	TIMING	RELEVANCE TO PRIORITY PROJECTS /BUSINESS CASES
A.DEVELOP AND AGREE NAME FOR 'CYCLE WEST' (WORKING TITLE) BRAND IDENTITY	Project Team	YEAR I	Overarching relevance
B.APPOINT 'CYCLE WEST' MARKETING LEADERSHIP TEAM	Project Team	YEAR I	High
C. DEVELOP 'CYCLE WEST' WEBSITE. Build an overarching web based entry point for consumers into the west of Victoria.	Marketing project team	YEAR I	Highlight the priority projects, icons, tier ones and events as they are launched. Highlight on the home page or the related sub pages: - Road - MTB - Leisure
D. DEVELOP CAMPAIGN BRAND NARRATIVE AND STORYLINES.	Marketing Project team		

I.2. REGIONAL BUY IN AND CONSISTENCY: FOCUS AS A 'CYCLING TRIBE SPECIALIST' BY SUB REGION.  
ROAD- MTB- LEISURE

A. REGIONAL BUY-IN: TO OVERARCHING FRAMEWORK	Project Team,LGA's and RTB's	IMMEDIATE	Identify the LGA's and RTB's with the Priority projects and Tier One projects to assist in developing appropriate visitor/cyclist collateral. - AGREE who owns the marketing /brand promise of the trails.
B. UPSKILL LGA'S AND RTB'S REGARDING CYCLING PROMOTION.	Project team	YEAR I	Launch/promotion of each of the Priority Tracks should follow the communication basics. Agree how this is funded and who manages.



# 2. BRAND AWARENESS



## 2. Grow Awareness & Trial

### Strategies

#### 2.1 Highly involved target

Brand Communication strategy which builds awareness for highly involved segments.

#### 2.2 Leisure target

Leverage RTB's communication channels and messaging to drive appeal for leisure tourists

### Actions

A. Create and drive traffic to Cycle West Campaign website.

B. Focus on iconic tracks

C. Influence the influencers / opinion leaders

D. Digital Connection & Accessibility

E. Signature events & experiences plan

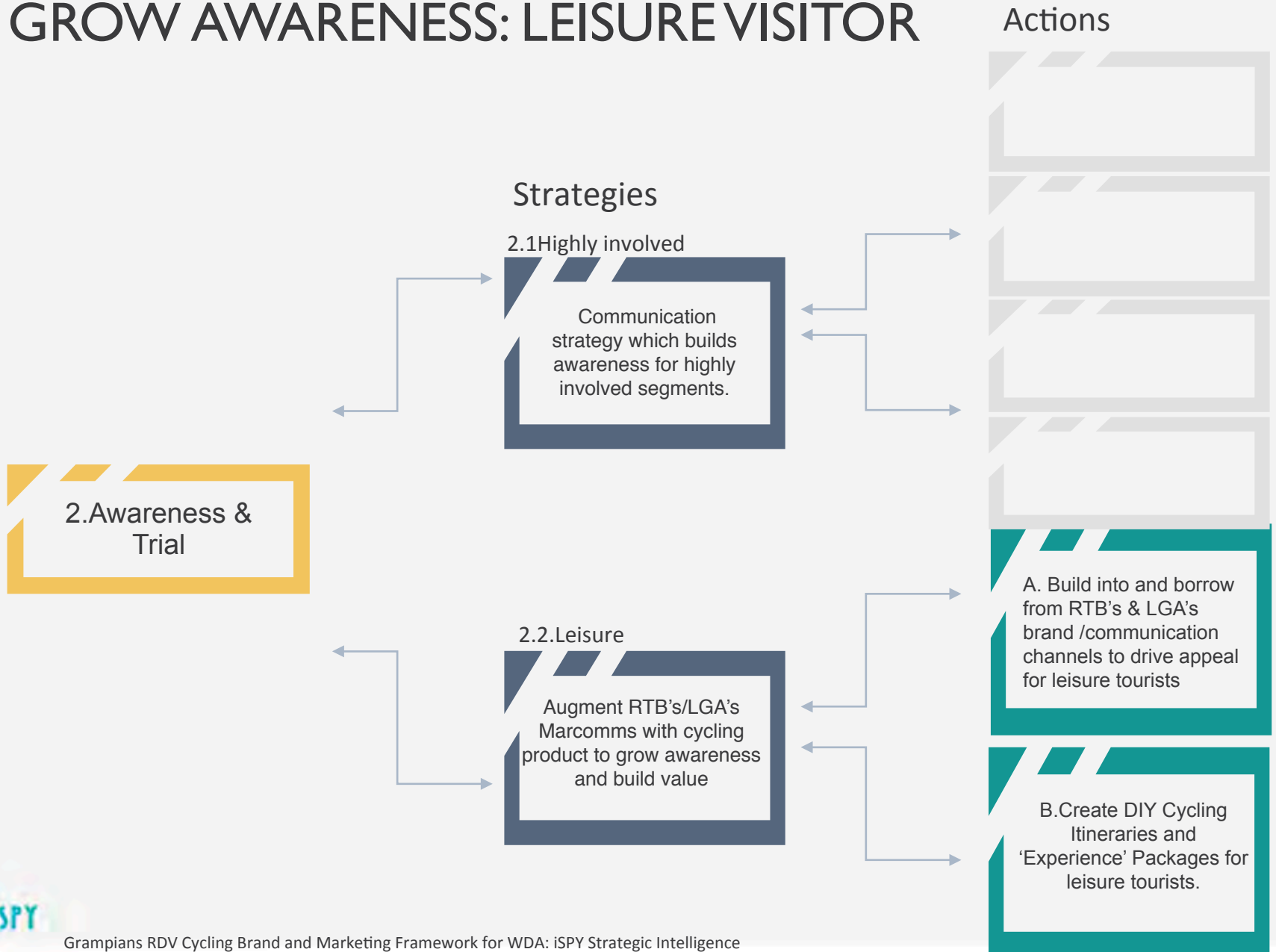
See over

## 2. GROW AWARENESS- HIGHLY INVOLVED

### 2.1. BRAND COMMUNICATION STRATEGY WHICH BUILDS AWARENESS FOR HIGHLY INVOLVED SEGMENTS. (See Appendix 1)

ACTIONS	WHO	TIMING	RELEVANCE TO PRIORITY PROJECTS /BUSINESS CASES
<p>A. CYCLE WEST CAMPAIGN BRAND WEBSITE &amp; OPERATING FRAMEWORK</p> <p>AI. Drive consumers/cyclist to website through strategic touch points. Outdoor advertising in significant cycling corridors &amp; digital/social strategy ( see D. below)</p>	Project Team	YEAR 1	High overarching relevance
B. PROMOTE THE ICONIC AND TIER ONE TRACKS. RELENTLESS PRODUCT FOCUS.	Marketing	YEAR 1/2	High relevance : Product focus.
C. INFLUENCE THE INFLUENCERS: BUILD RELATIONSHIPS WITH THE CYCLING /MTB OPINION LEADERS AND DRIVE ENDORSEMENT.	Marketing	YEAR 1 & 2	High relevance: Iconic track focus. Points of difference
D. AT THE FINGERTIPS: DIGITAL/SOCIAL REACH AND INFLUENCE THROUGH COMPREHENSIVE DIGITAL STRATEGY.	As above	YEAR 1	Highlight the priority projects, icons, tier ones and events as they are launched. Highlight on the home page or the related sub pages: <ul style="list-style-type: none"> <li>- Road</li> <li>- MTB</li> <li>- Leisure</li> </ul>
E. SIGNATURE EVENT STRATEGY	Marketing/RTB's/ LGA's	YEAR 2	- Each of the icon tracks should have a signature event supported by the local community and RTB.

# 2. GROW AWARENESS: LEISURE VISITOR



## 2. GROW AWARENESS- LEISURE

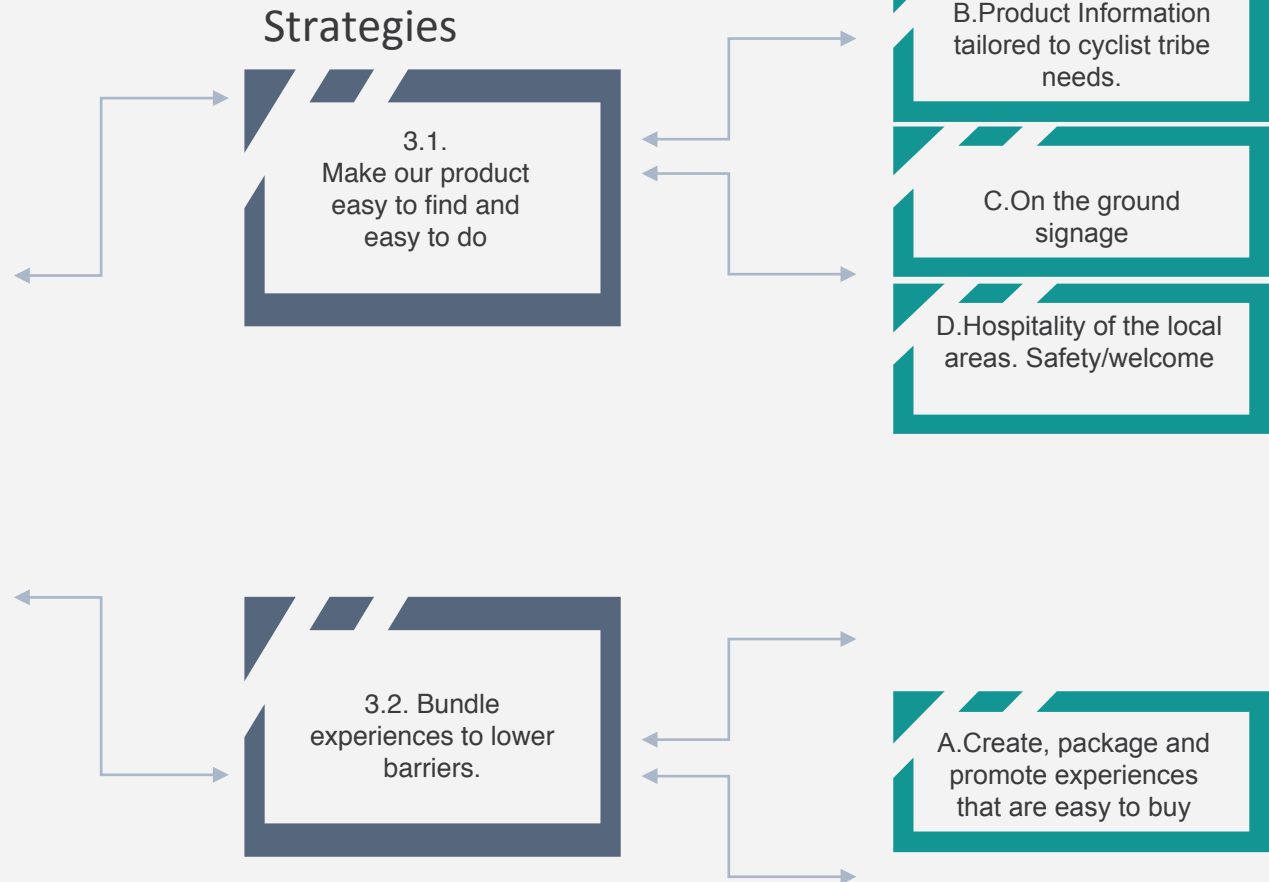
### 2.2.AUGMENT RTB'S /LGA'S MARCOMMS WITH CYCLING PRODUCT TO GROW AWARENESS AND BUILD VALUE

ACTIONS	WHO	TIMING	RELEVANCE TO PRIORITY PROJECTS /BUSINESS CASES.
A. LEVERAGE RTB'S & LGA'S COMMUNICATION CHANNELS AND MESSAGING TO DRIVE APPEAL FOR LEISURE TOURISTS	Project Team	YEAR 1-3	Immediate for 'Ready to Go' product and vital for icons and tier ones.
B. CYCLING ITINERARIES	Marketing	YEAR 1/2	High relevance : Product focus.
C. CYCLING EXPERIENCES & PACKAGES	Marketing	YEAR 1-3	High relevance: Iconic & Tier One tracks Wimmera River Trail Daylesford to Hanging Rock Grampians Trail Pyrenees Wine Cycle Trail* Work with Culinary Plan to drive priority.



# 3. ENHANCE ENGAGEMENT AND EASE

## 3. Enhance engagement & ease



# Most appealing ideas to encourage visiting Victoria

- ▶ Three of the top four ideas that would encourage visitation relate to information about the cycling experience: downloadable maps or tracks, trails and facilities (39%), accessible information online (38%) and a website that provides comprehensive information about planning a cycle trip in Victoria (37%).

Potential Ideas	Overall	Participants	Spectators	Non-CE
Downloadable maps of Victorian tracks, trails and facilities	38%	44%	38%	38%
Accessible information online	37%	47% ↑	39%	36% ↓
Extensive cycle paths and trails	37%	42%	39%	37%
A website that provides comprehensive information about planning a cycle trip in Victoria	36%	40%	41%	36%
Packaged cycle tours that include accommodation, maps and places of interest	31%	38% ↑	34%	30%
Bike-friendly businesses, such as cafes, restaurants, and accommodation	31%	39% ↑	38%	30% ↓
Ability to book cycle-related needs online	26%	32% ↑	33% ↑	22% ↓
Operators or travel agents who can pre-book accommodation, tickets, transfers and bike hire	26%	35% ↑	29%	22% ↓
Bicycle storage on trains and at train stations	25%	35% ↑	33% ↑	22% ↓
Ability to book online travel for your bikes on trains/buses	25%	33% ↑	35% ↑	22% ↓
Car hire that includes bike racks	22%	30% ↑	35% ↑	19% ↓
Buses with bike racks	20%	26% ↑	31% ↑	15% ↓
Bike share schemes around metropolitan Melbourne	19%	33% ↑	33% ↑	13% ↓

Q30. How appealing do you find each of the following ideas? - VERY APPEALING ONLY

Note: Green text/arrow indicates significantly higher than the total and red text/arrow indicates significantly lower than the total

Base: Considerers (n=1,130), Participant Considerers (n=382), Spectator Considerers (n=256), Non-CE (n=489)

# 3. ENHANCE ENGAGEMENT AND EASE

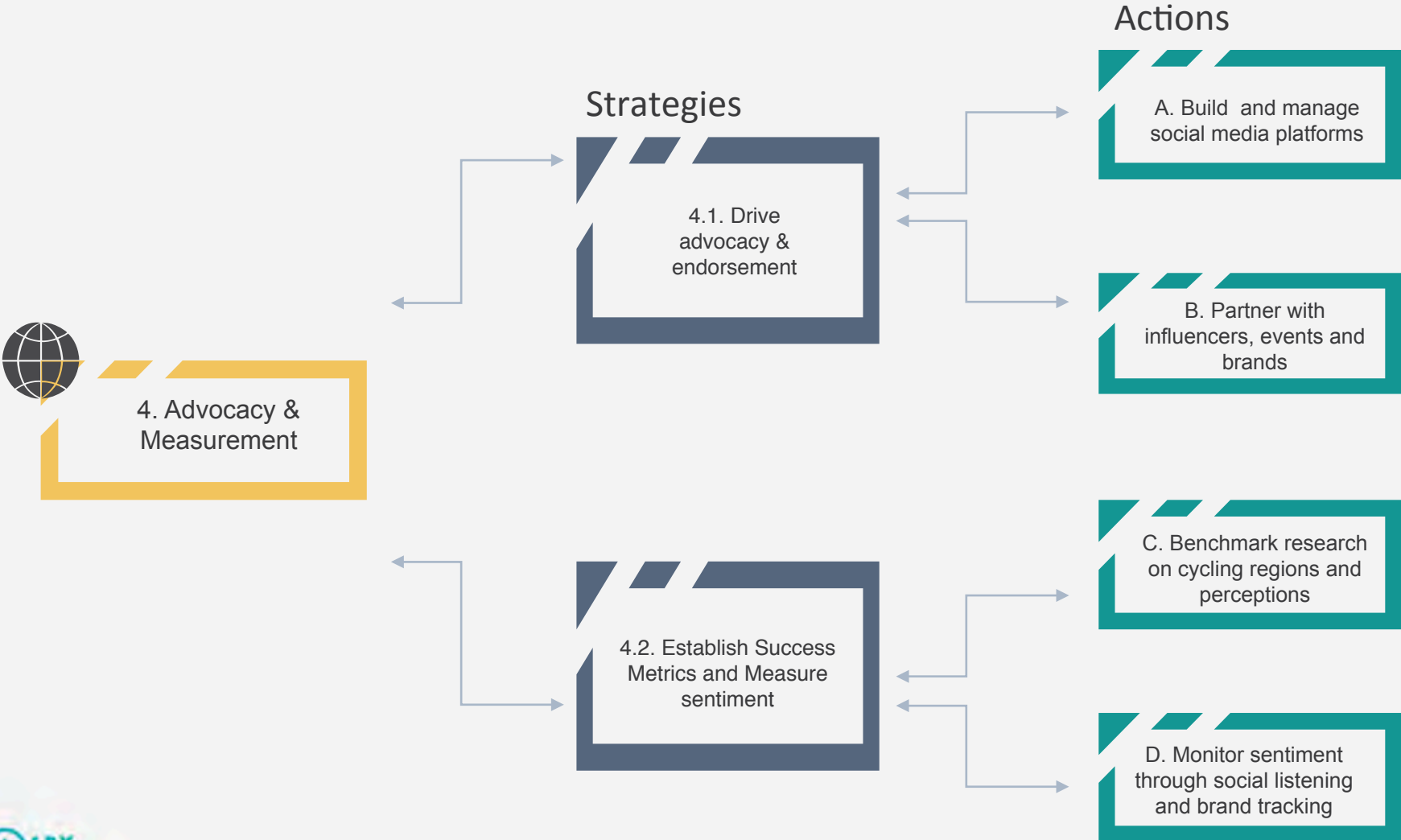
## 3.1. MAKE OUR PRODUCT EASY TO FIND AND EASY TO DO

ACTIONS	WHO	TIMING	RELEVANCE TO PRIORITY PROJECTS /BUSINESS CASES
A. Search engine optimisation, Google maps, digital signposting through hash-tags and links	Marketing and local teams	YEAR 1	Highly relevant to all icon and tier one tracks/routes.
B. Product Information tailored to cyclist tribe needs. (for detail – see over)	Marketing/LGA's and local teams	YEAR 1/2	High relevance
C. On the ground signage	Marketing and LGA's	AS PRODUCTS BECOME AVAILABLE	High relevance: Iconic track focus as they roll out.
D. Hospitality of the local areas. Safety/ welcome. Continue building infrastructure and services.  (Also see Regional Buy In: Marketing Strategy 1.2. A&B)	As above	ONGOING  Years 2-5	Highlight the priority projects, icons, tier ones and events as they are launched. Highlight on the home page or the related sub pages: <ul style="list-style-type: none"> <li>- Road</li> <li>- MTB</li> <li>- Leisure</li> </ul>

## 2. BUNDLE THE EXPERIENCES TO BUILD THE REPUTATION OF THE DESTINATION/REGION

A. Connect all trails back to practical information to promote the region as a holistic and attractive destination.	RTB's/LGA's	ONGOING	<ul style="list-style-type: none"> <li>- Focus on the icon and top tier 'ready to go product' immediately.</li> <li>- Follow up with other regional areas.</li> </ul>
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# 4. ADVOCACY & MEASUREMENT





# 4. ADVOCACY AND MEASUREMENT

## 4.1. DRIVE ADVOCACY

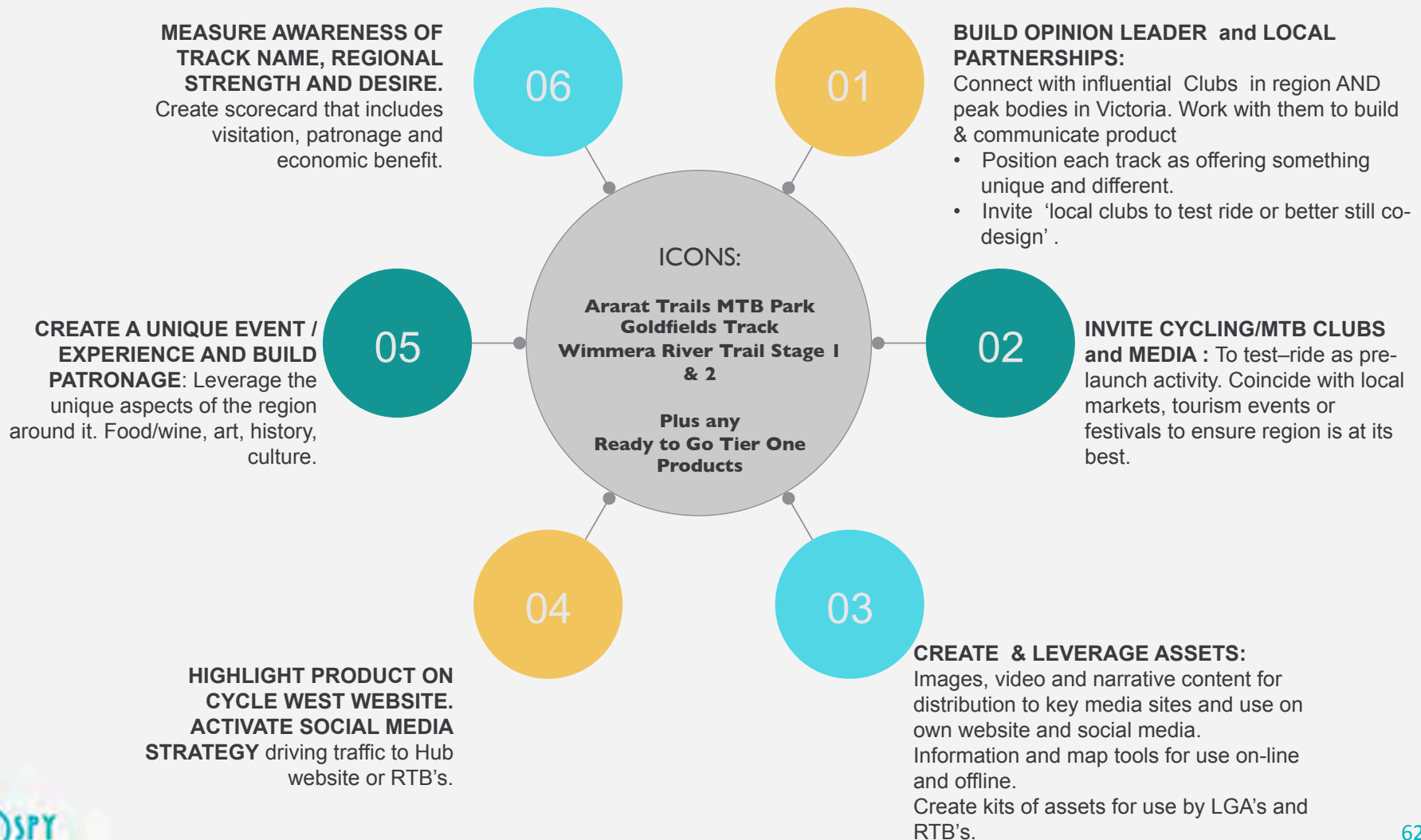
ACTIONS	WHO	TIMING	RELEVANCE TO PRIORITY PROJECTS /BUSINESS CASES
A1. BUILD AND MANAGE SOCIAL MEDIA PLATFORMS WITHIN DIGITAL STRATEGY	Marketing and local teams.	YEAR 1	Highly relevant to all icon and tier one tracks/routes.
A2.. INCENTIVISE CONSUMER SHARING AND POSTING	Marketing	YEAR 2	As icon tracks are launched
B. PARTNER WITH INFLUENCERS (BY TRIBE) TO GENERATE TOP DOWN ADVOCACY.	Marketing & Project team	IMMEDIATE AND ONGOING	High relevance: Iconic track focus as they roll out.

## 4.2. MEASURE SENTIMENT

A. BENCHMARK RESEARCH	RTB's/LGA's	IMMEDIATE	Fundamental to understanding value to region and ROI when connected to economic impact, visitation and patronage.
B. MONITOR SENTIMENT THROUGH SOCIAL LISTENING.	Marketing/Project team	ONGOING	Important for icon and tier one tracks: The connection to consumer sentiment and issues and barriers to product trial and advocacy can be managed in a dynamic and immediate way.

# COMMUNICATION STRATEGY BASICS

FOR THE LAUNCH OF EACH BUSINESS CASE PROJECT AND/OR SIGNIFICANT TIER ONE TRAIL/ROUTE



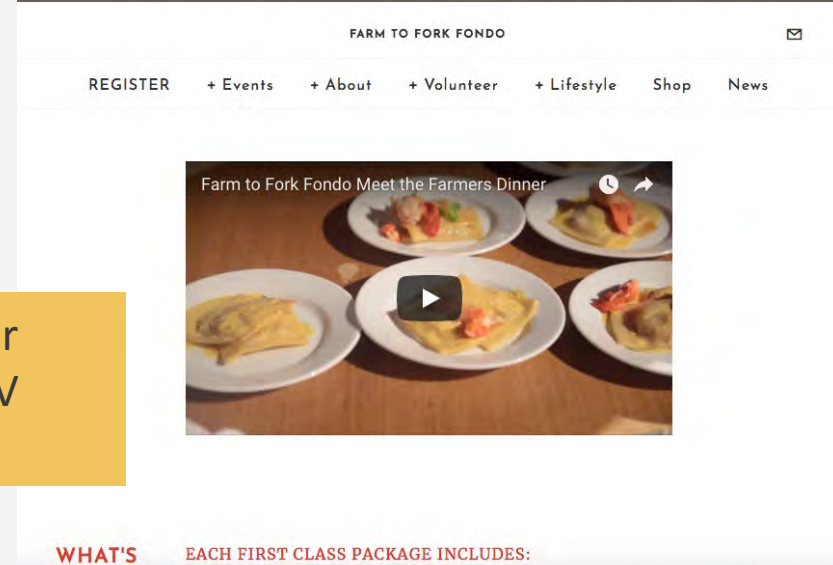
# INSPIRATION: CULINARY CYCLE-SEEING

Less than 20 slots left for this weekend's Farm to Fork Fondo - Finger Lakes at Atwater Estate Vineyards in Burdett, NY! (Click to sign up)

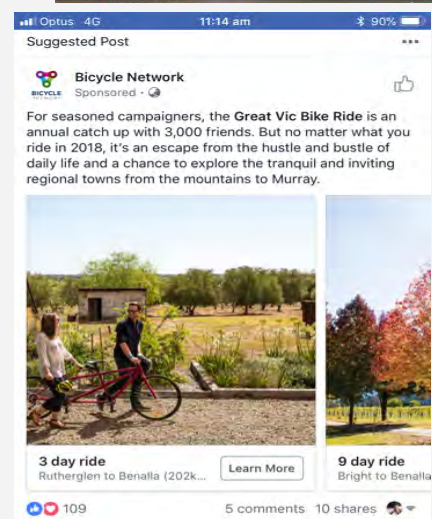
Less than 20 slots left for this weekend's Farm to Fork Fondo - Finger Lakes at Atwater Estate Vineyards in Burdett, NY! (Click to sign up)



Innovation: Bringing together strategic priorities of the RDV region



Social media advertising & partnerships



# ACTION PLAN

## Summary

- ✓ Build cycling profile through promotion of 'Cycle West' hub.
- ✓ Connect right product to right tribe
- ✓ Provide easy to do information and easy to buy packaging.

- ✓ Create a Signature Experiences and Events strategy around the Icon tracks and their local hub destinations and towns



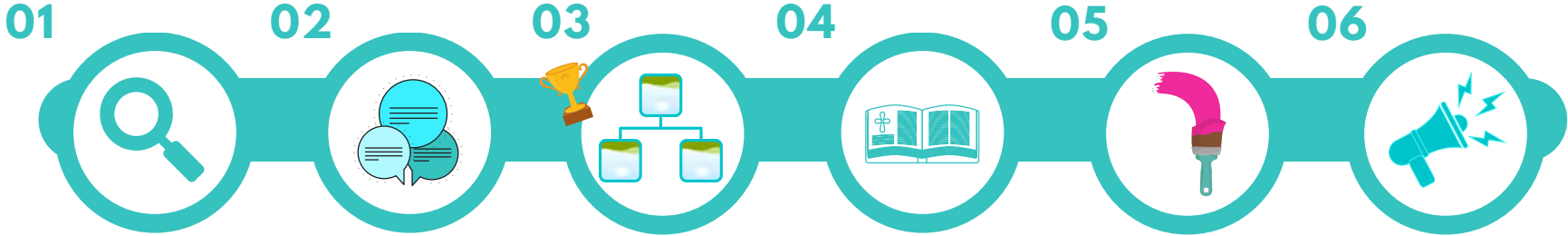
- ✓ Focus on 'ready to go tier one trails' and introduce Icon trails as they develop.
- ✓ Build legitimacy through partnerships and relationships with clubs and opinion leaders.

- ✓ Ensure all RTB's and LGA's regions can buy in, participate and contribute to build consistency and presence. Invest in education and training on brand and marketing needs. Continue building infrastructure, services and hospitality.



# What's Next?

## THIS FOUNDATION TASK FUTURE



DESCRIPTION

### BRAND AUDIT

Foundational understanding.  
Identification of issues and opportunities facing brands.



### CYCLING CONSUMER INSIGHT

Three depth interviews with cycling consumers or opinion leaders to determine motivational drivers, communication channels and brand positioning of competitors vs our region.



### BRAND STRUCTURE (2 options) SCENARIO PLAN

Shared understanding success factors in branding and marketing a cycling region.

- a. Visualise architecture framework/name implications.
- b. Positioning territories
- c. Marketing basics



### > NAMING & 'BRAND' NARRATIVE

Who you are and what you stand for.

#### Naming of the Campaign brand:

- Competitive Positioning
- Brand Proposition
- Key narratives
- Hero experiences
- Personality
- Tone



CAMPAIGN BRAND NARRATIVE AND ICON  
TRACK COMPETITIVE POSITIONING

### > IDENTITY DEVELOPMENT & STYLE GUIDE

- Development of logo and/ or visual language and executional implications across RTB's, LGA's, channels.
- Development of style guide for all stakeholders.

### \*\*OPTIONAL MARKETING ACTION PLAN

Detail around Marketing Strategy and next steps: How to market cycling product. Different consumers, different needs. Messaging (from the brand narrative)

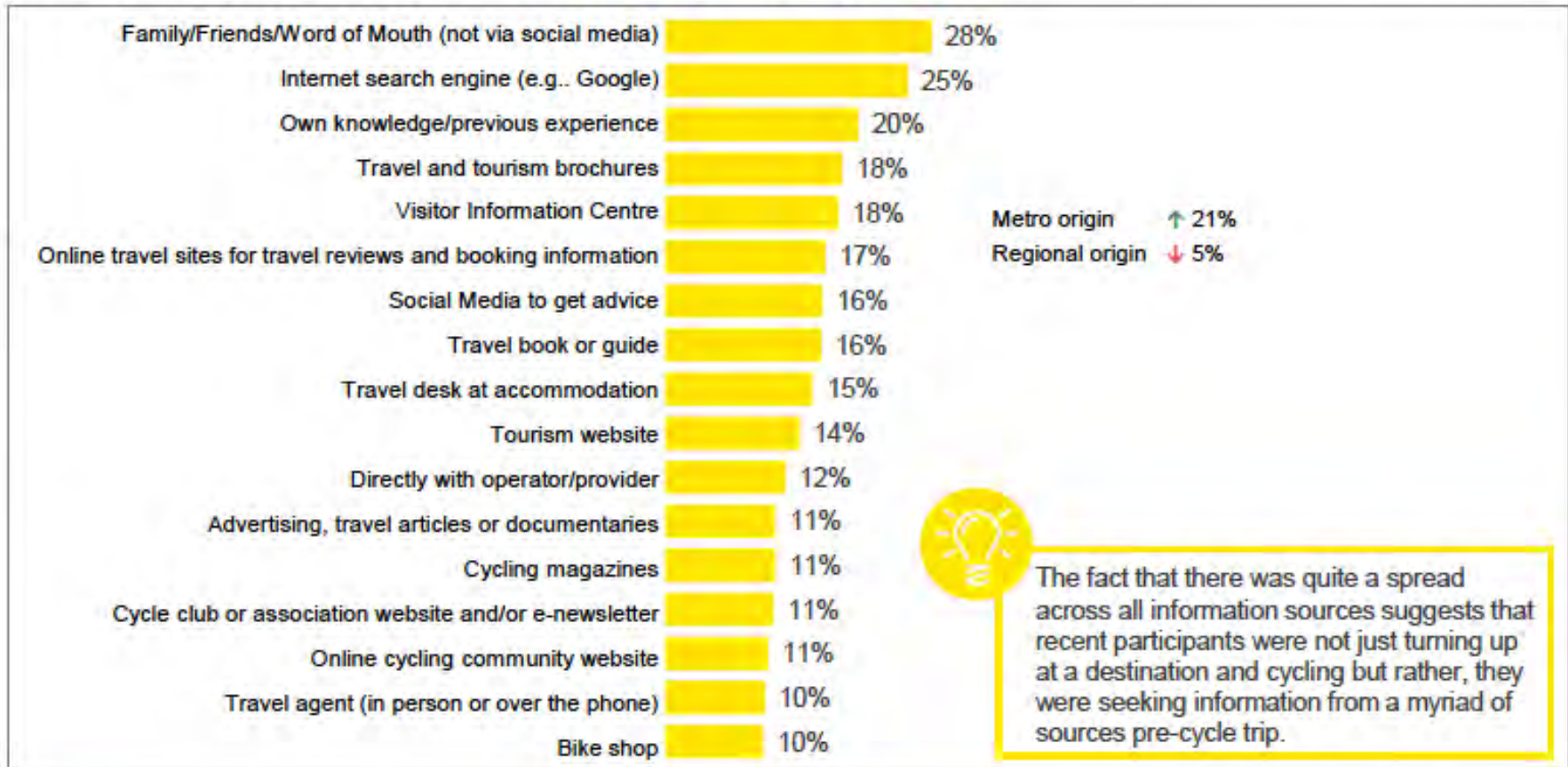
Channels  
Events  
Promotions

# APPENDICES



## Top 10 sources of information for a cycling

- ▶ When it came to planning and booking their last cycling trip, recent participants relied on word of mouth from trusted sources (family/friends) followed by a general internet search. This suggests that some recent participants did not know which relevant websites to visit when searching for cycling information online. Among those who travelled to a metro destination, online travel sites were significantly more likely to be utilised than those who visited a regional destination.



Q12. What sources did you use for planning and booking this cycling experience?

Note: Green arrow indicates significantly higher than the total and red arrow indicates significantly lower than the total

Base: Recent participants (n=389)

# Deliver

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- ▶ In delivering the value proposition, it is imperative that proof points align with the key drawcards for Victoria by promoting specific events, locations, and businesses.

### Deliver



### Things to do...



Although **time** and **effort** is not a key barrier, packaged tours may help **legitimise** cycling tourism and **address confidence** issues



Creating **tours** that align with specific **events**, **times**, or **destinations** may appeal to those with a desire for **intrastate** travel



Victorian **regional** areas that offer appealing **natural features** should build and promote dedicated cycling **tourism facilities**



# CHANNEL CONSIDERATIONS BY TARGET

FUNDAMENTALS

## HARD CORE ENTHUSIASTS & PARTICIPATIONS

- Communicate regularly through club and social networks.
- Tailor offers and language to each segment.
- Key communication messaging should be around events and iconic tracks.
- Channels: Social media, partners, E-newsletters, social media, publications, editorial
- Invite clubs to trial the tracks and incentivise: accommodation, meals etc.
- Link all communications to tourism and accommodation sites and deals.
- Compare rides and trails with well known ones.

## LOCALS CYCLING CLUBS AND LEADERS

- Become a critical spearhead for all track and route communication and launch.
- Their endorsement through networks and especially on Facebook and Instagram will drive credibility
- Work with clubs to trial and fine tune tracks.
- Communicate with them throughout the year, by season.
- Every season feature a new region or set of tracks.

## LEISURE ADVENTURERS AND OPPORTUNISTS

- These people will be drawn by the novelty of skill appropriate events and 'famous' trails combined with other leisure activities, particularly food, wine, spa and wellbeing, arts, culture, history and markets.
- Package cycling to include these activities and vice versa
- Communicate in weeks prior to event with a combination of mainstream channels like radio, posters, print and social media/on-line channels.

BY SEGMENT

## ROAD CYCLISTS

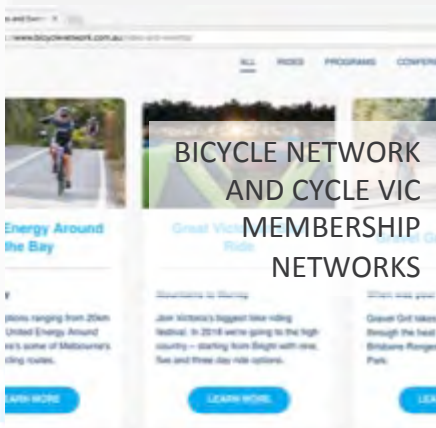
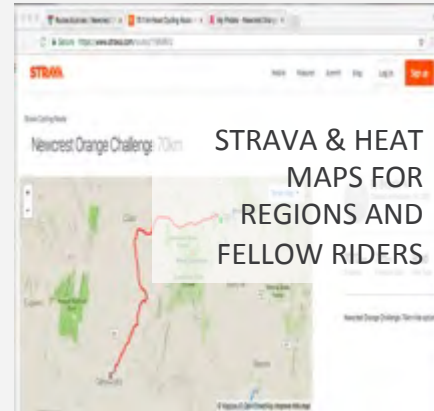
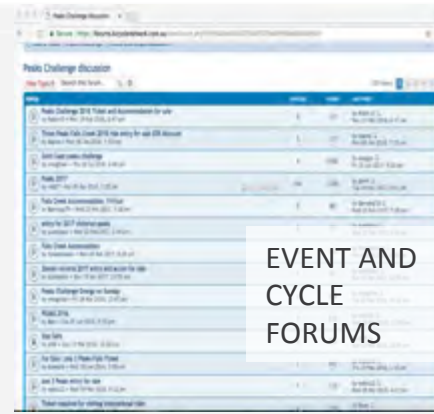
## SEASONAL

## MOUNTAIN BIKERS

## PACKAGED

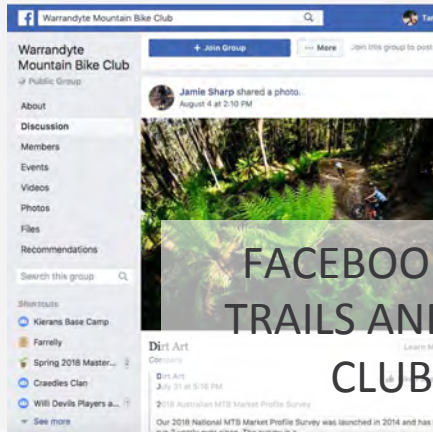
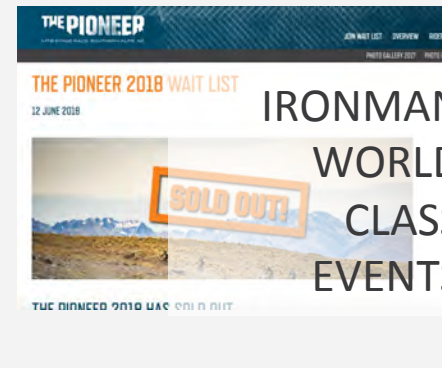
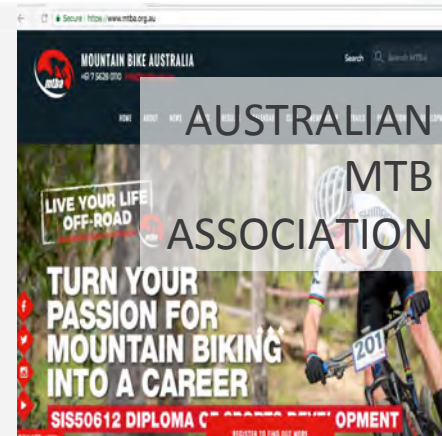


# THE WORLD OF ROAD CYCLING (KEY CHANNELS AND TOUCHPOINTS)



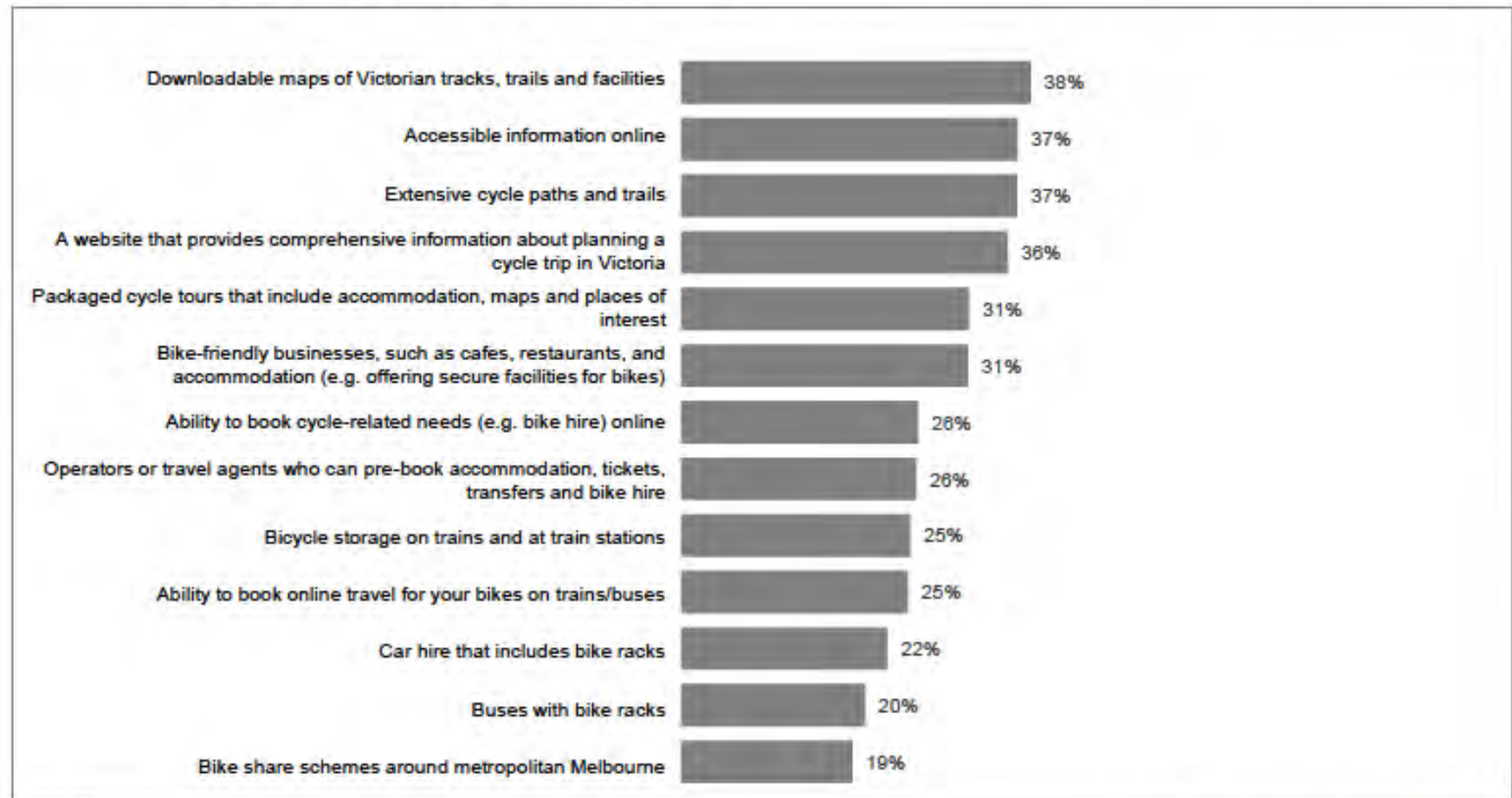


# THE WORLD OF MOUNTAIN BIKING (KEY CHANNELS AND TOUCHPOINTS)



## Most appealing ideas to encourage visiting Victoria

- ▶ When we prompted considerers with ideas to encourage visitation to Victoria for a cycling experience, we found that ideas like downloadable maps, online information and websites resonated.



Q30. How appealing do you find each of the following ideas? - VERY APPEALING ONLY

Base: Those who would consider a cycling experience in the next five years (n=1,139)