



CYCLE-TOURISM INITIATIVE TO BENEFIT ACCOMMODATION OPERATORS

Operators of accommodation businesses – notably in regional areas – would receive much-needed benefits from a proposed “Great Southern Ocean Bike Trail”.

The proposal for the trail has been put forward by Victoria’s State Opposition, which, given the plan is for the trail to link Melbourne and Adelaide, would be implemented in partnership with South Australia.

“Cycle-tourism is one of the fastest-growing segments of the visitor economy and any policy initiative which further promotes it is to be commended,” said the Chief Executive Officer of the Accommodation Association of Australia, Richard Munro.

“One of the most attractive aspects of the proposal to establish a Great South Ocean Bike Trail is that the proposed trail will pass through many regional towns and cities, which would provide a much-needed boost for operators of accommodation businesses in these areas.”

Mr Munro said the Association hopes this policy commitment will be one of many tourism initiatives which will be announced by both the Government and Opposition in Victoria and South Australia in the lead-up to the state elections which are scheduled to be held in both states this year.

“Tourism is one of our largest employers – particularly in regional areas – and therefore, it is one of the most important industries in Australia,” Mr Munro said.

“The accommodation industry is pleased with this cycle-tourism announcement and we hope it is one of many tourism-focused policies that major political parties commit to in 2018.”

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