

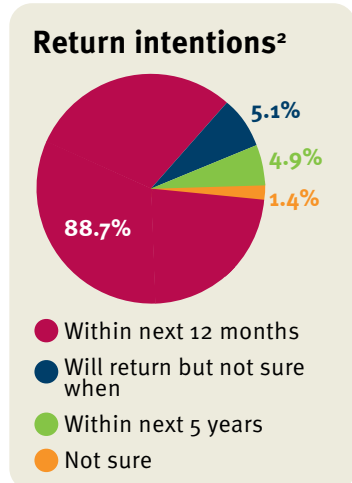
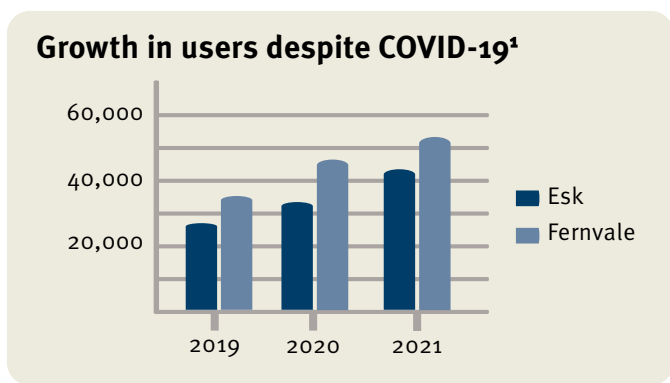
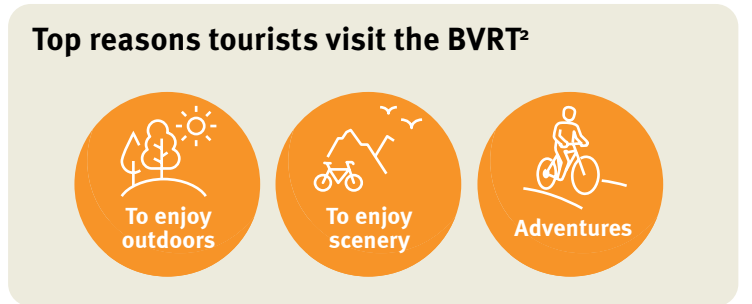
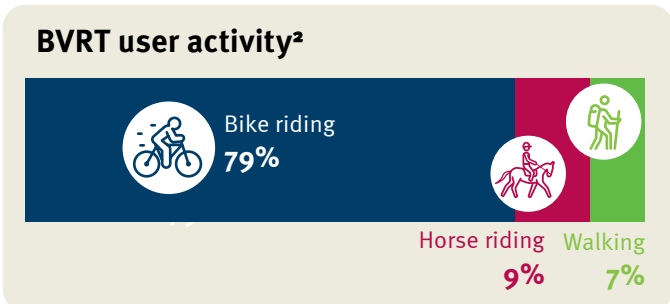


Brisbane Valley Rail Trail

Bike tourism case study

The Brisbane Valley Rail Trail (BVRT) is Australia's longest rail trail. Completed in 2018, it uses the disused rail corridor between Wulkuraka, near Ipswich, and Yarraman, west of Kilcoy.

Walkers, bike riders and horse riders can experience the diverse rural landscape of the Brisbane Valley while passing through some of Queensland's most unique country towns, and heritage listed and historic sites.



Benefits to local communities

Increased employment opportunities

Somerset region unemployment rate



down **2%** in 12 months following completion of BVRT and attributed to increased BVRT patronage³



Accommodation providers

11x increase in private accommodation offerings along trail in 12 months²



4 properties in 2020 >> 45 properties in 2021

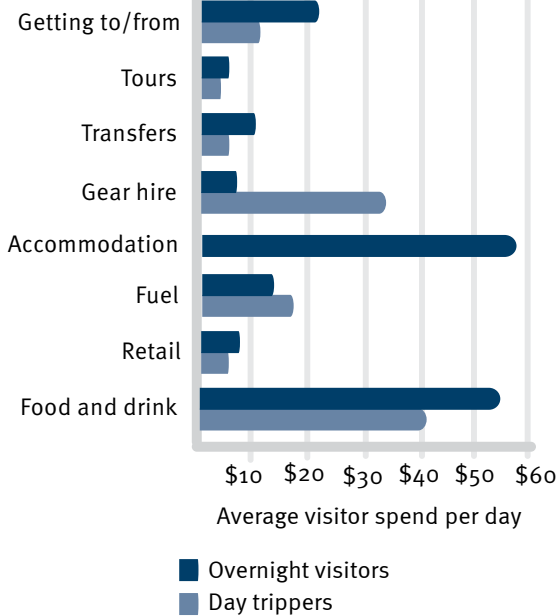


Tour providers

5 new local tour operators on trail in 12 months, delivering new intrastate and interstate tourists²

1 operator in 2020 >> 6 operators in 2021

Economic benefits²



Overnight visitor spend per day
\$179.81

Day tripper spend per day
\$118.88

What visitors want²



Riding multiple trail sections using shuttle

Good food and coffee at local cafes



Good access to towns to explore along the way

Riding in shade



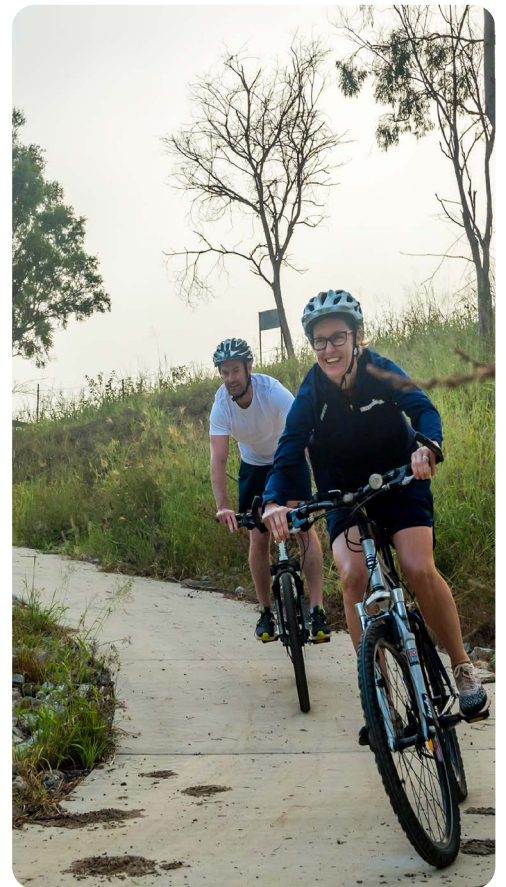
Access to water

Safe vehicle parking



Trip planning and navigation information

Affordable and refined accommodation options



Keen to know more?

Visit tmr.qld.gov.au/BVRT

Bike tourism boosts business⁴

Local businesses in the region are thriving thanks to the BVRT.

The owners of a historic country hotel offering accommodation, restaurant and bar in Linville opposite the trail, saw the BVRT's economic potential and purchased the hotel in 2019.

After \$250,000 in renovations, the hotel is now generating significant returns for both its operators and the local community, including:



- **500+** meals sold every week using local produce
- **Plus** food trucks brought in to manage demand

New staff employed:

- **5** full-time
- **3** part-time.

Proportion of accommodation bookings from tourists visiting specifically to use BVRT:

- **70%** in cooler months
- **15%** in warmer months.

Sources

- 1 Trail counters close to the town centre in Esk and Fernvale
- 2 Brisbane Valley Rail Trail Visitor Research Report, The University of Queensland Service Innovation Alliance, 22 July 2021
- 3 Somerset Regional Council Economic Development and Tourism Committee, February 2020
- 4 Rail Trails Australia

Note: Where percentages do not add up to 100%, it is due to rounding.