



warburton  
MOUNTAIN BIKE DESTINATION

# Local and regional benefits of a world-class mountain bike destination

The Warburton Mountain Bike Destination project will generate substantial positive economic and community health benefits during both construction and operation.

A network of trails nestled among the surrounding mountains would bring visitors from across the world to experience Warburton's natural beauty and relaxing village atmosphere, creating more jobs and growing the local economy.

## Warburton's nature-based visitor economy

The township of Warburton and its surrounds has a rich and vibrant heritage.

Forestry and gold mining and production were prominent industries in the Yarra Valley during the gold rush period, with forestry continuing to be a key economic driver for many decades.

The area's transition from forestry and related activity has seen a downturn in job opportunities and flow-on economic impacts.

In recent years, nature-based tourism has emerged as a dominant drawcard in the region known for its stunning natural environment – attracting thousands of visitors from greater Melbourne, interstate and overseas.

Warburton's natural beauty and regional attractions mean local communities and small businesses rely heavily on the visitor economy.

The aim of the Warburton Mountain Bike Destination is to deliver a range of positive opportunities for the region, by facilitating tourism and associated economic and jobs growth and enhancing the health and wellbeing of the community.



When fully developed in 2031:



Annual spend  
**31.2m**



Jobs created  
**159**



New visitors to the region  
**128,000**



Overnight stays  
**77,000**

Warburton Mountain Bike Destination

A WORLD-CLASS MOUNTAIN BIKE DESTINATION IN THE HEART OF THE YARRA RANGES

[rideyarraranges.com.au](http://rideyarraranges.com.au)



## Locally tailored design informed by international experience

The project's development has been informed by an extensive feasibility assessment, technical investigations, stakeholder and community inputs and economic modelling.

International analysis shows that mountain-bike destinations attract more visitors and offer greater benefits to local economies and communities when the trail network is located close to one township, rather than dispersed across multiple towns.

Inspired by European ski resorts, the 186km network of 44 trails will radiate from the centre of Warburton to provide a ride in, ride out experience.

This network design provides easy access to Warburton's local services and amenities for mountain bikers, their families and the outdoor education sector.

## Benefits for local businesses

Travelling riders often spend four to five days at a large mountain bike destination, extending Warburton's weekend visitor market into the weekdays and benefiting local businesses including accommodation, hospitality, retail and transport operators.

Though most riders will stay in accommodation close to the trail network, they will distribute their spending across the region, often taking breaks from riding for day trips to regional attractions.

Modelling of the project's economic benefits has taken account of the ongoing reduction in international tourism due to COVID-19.

Once the trails are operating, the Warburton Mountain Bike Destination is forecast to inject \$31.2 million to the local economy.



## JOBS

Mountain bike trails are already generating new jobs in the area, with four new full-time roles created through Working for Victoria to care for and maintain existing bike trails.

The project team will provide more information in the lead-up to building and work closely with contractors to identify opportunities for local business involvement. These could include opportunities for materials supply, equipment hire and infrastructure construction.

The project would create 159 jobs for the region.

## Health, wellbeing and social benefits

Yarra Ranges Council research indicates only about half of its population meets physical activity guidelines.

Improving community access to recreation facilities encourages increased levels of physical activity, health and wellbeing.

The trail network has been designed to attract a wide range of visitors, with a combination of trail difficulties catering for enthusiasts, families, groups and school trips.

The COVID-19 pandemic has caused global shifts which are being felt locally and provide important context for the project's development:

- Rising unemployment and economic pressures
- A resurgence in domestic tourism
- Renewed focus on health and wellbeing
- A strong desire to reconnect with nature.

Carefully developed to preserve community amenity and significant environmental and cultural values, Warburton Mountain Bike Destination will be a significant attraction for people looking to stay active, connect with nature and spend time with family and friends.

## Find out more and stay involved

**Community input is an important part of the EES process and the project's continued development.**

🌐 Sign up for project updates, find the latest information or ask a question on our website [rideyarraranges.com.au](http://rideyarraranges.com.au)

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