

Welcome to Murray to Mountains



Enjoy the very best in wine, food, scenery, hill climbs, mountain bike trails, cycling festivals and events and the world famous Murray to Mountains Rail Trail.

Where is Murray to Mountains?

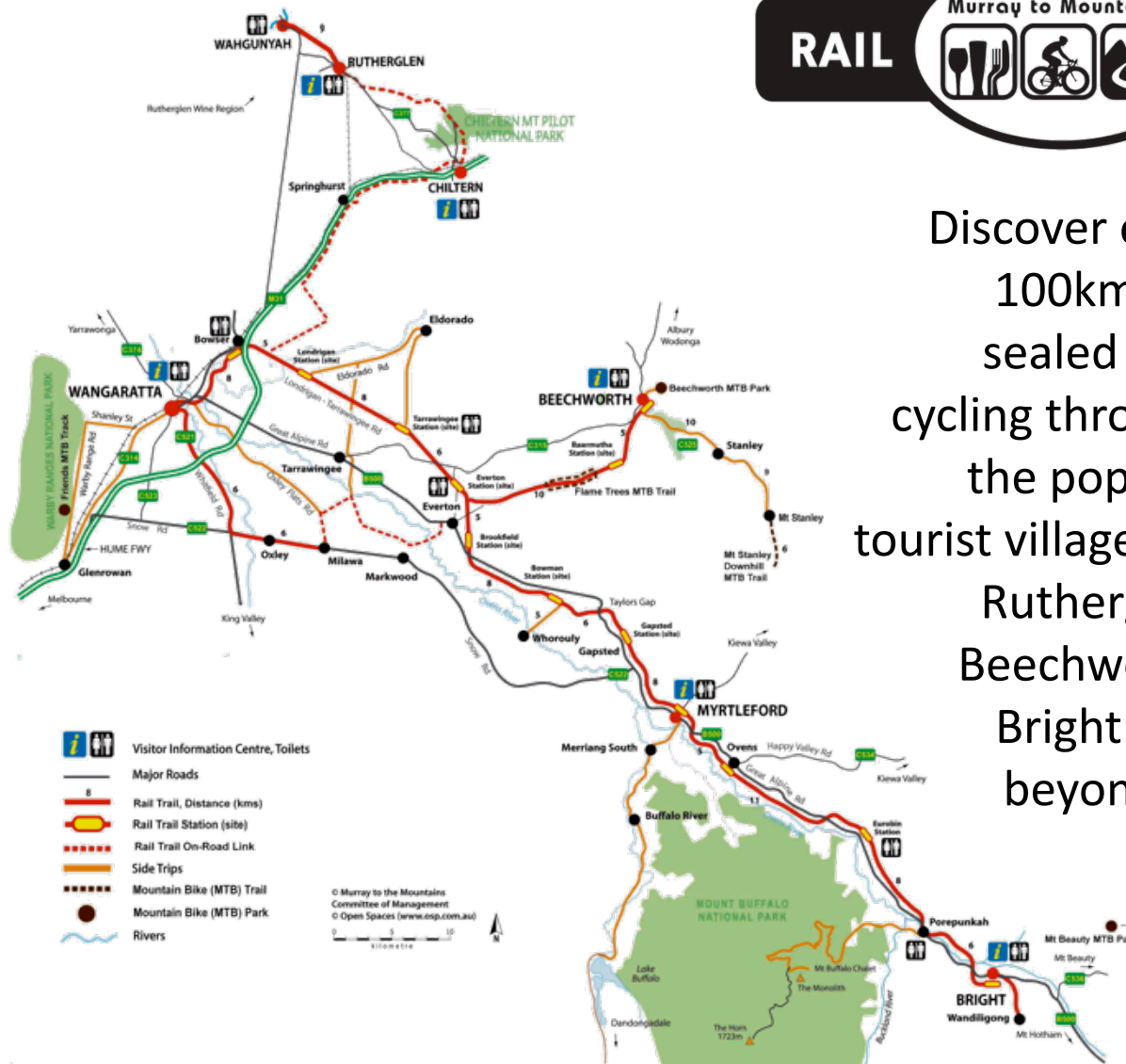


You will find Murray to Mountains in the
North East of Victoria, Australia.

Explore the Murray to Mountains Rail Trail



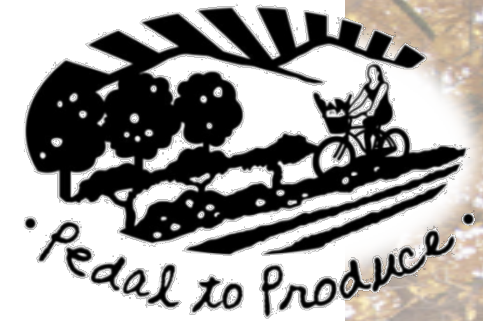
Discover over 100kms of sealed trail cycling through the popular tourist villages of Rutherglen Beechworth Bright and beyond....



Imagine the perfect foodies holiday...

You don't have to imagine travelling to provincial France to enjoy this perfect escape.

Cycling from a quaint village café, down a country road to taste award winning wines and onto a farm gate to pick up some fresh regional produce and meet the farmer who grew it.



Challenge yourself on Victoria's Alps



Australia's major mountain climbs - Falls Creek, Mt Hotham and Mt Buffalo rival any cycling challenge in Europe or North America

Experience a natural high

Shred the trails of the High Country and take on The Dirty Dozen, a collection of 12 iconic mountain bike trails located across North East Victoria.



See the world flash by as you tackle all mountain trails or experience the freedom of riding across rugged mountain peaks. Get off the beaten track and into the bike parks at Beechworth and Mt Beauty, then back onto flowing single track in Bright.



See you soon!



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So why cycle tourism?

Cycle tourism is a growing market within the Australian tourism sector, particularly within the nature based tourism segment.

Available research demonstrates that cycle tourism has the potential to make an active contribution towards the economic revitalisation of regional Australia as well as improve quality of life for its residents.

Cycling tourism is an ecologically sustainable product, which is expected to continue to grow in popularity.

Bicycle sales can be seen as a reflection of Australians' interest in cycling. Annual bikes sales in Australia have increased from \$131 million in 2002-2003 to \$240 million in 2008-09, outselling motor vehicles for the ninth consecutive year in numbers.

General cycling was rated as the fourth most popular activity in Australia in 2010, with an estimated 2.1 million participants, an increase of 45 per cent over the period 2001-2010.

What has been achieved 2010-2011?

The high country has been recognised as the hero region in Victoria's Cycle Tourism Action Plan 2011-2015.



The High Country will be further established as "the leading destination for cycle tourism in Victoria, through the development of marketing activities that hero the region's cycle tourism experiences.



The Dirty Dozen Mountain Biking Marketing Campaign was launched including a new website and YouTube footage.



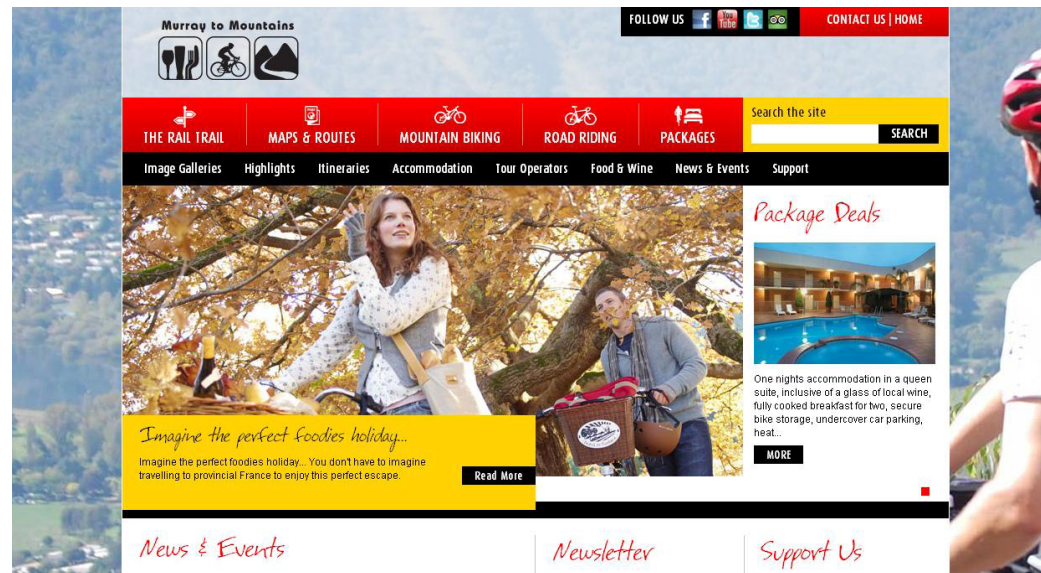
The Pedal to Produce Marketing Campaign has been very successful with the media and has been embraced by existing tourism operators. For example, bikes are now available from Brown Brothers Cellar Door, St Leonards Cellar Door and Bridge Road Brewery

What has been achieved 2010-2011?



30,000 copies of the new Ride Guide

Website Upgrade



What has been achieved 2010-2011?

New Social Media Platforms



Facebook Page



YouTube Channel



Twitter Page



Trip Advisor Attraction

What has been achieved 2010-2011?

Television Coverage:

My Kind of Place, starring New Zealand' Master Chef Josh Emmett

No Leave, No Life, starring Paul Mecurio.

Postcards Australia, starring Glen Moriarty

Newspaper Coverage:

North East Newspapers

The AGE, The Saturday Age, The AGE Traveler 2011, The AGE Epicure

The Herald Sun Escape

The NZ Herald

Magazines & Newsletters:

Treadlie Australia

Trails USA

Rail Trails Australia

Women's Health Magazine

What has been achieved 2010-2011?

Opening of the Wangaratta to Oxley Trail

Opening of the Bright to Wandiligong Trail

Installation and launch of the Emergency Markers on the Rail Trail

Road Cycling Events

Track Cycling Events

Mountain Biking Events

NEW Events

Pedal to Produce Ride – Wangaratta to Milawa

Vineyard Back Road – Beechworth Vignerons

Myrtleford Muster - Myrtleford

Mountain Biking Orienteering Championships

