



# Australian Cycling Conference

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### **Build it so they want to come: a study of how the aesthetic and experiential aspects of bicycle paths can influence usage**

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#### **Abstract**

The growing networks of paved paths and natural surface trails located in both urban and regional areas are major components of the nation's bicycle infrastructure. A well designed path or trail must meet agreed standards related to safety and function. However, in order to achieve maximum usage, it must also create a desirable riding experience. While requirements for safety and function are well understood by path and trail planners, little empirical information has been produced to enable these professional designers to understand the aesthetic and experiential aspects that impact upon an individual's riding experience and how best to incorporate those elements that encourage usage into the design process. The paper outlines how this gap in the knowledge is being addressed using qualitative research.