



# Australian Cycling Conference

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### **Cycling, tourism and online technology**

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#### **Abstract**

Cycle tourism is emerging as a significant niche sector in Tourism in Australia with road riders, mountain bikers and BMX riders all travelling to participate in competition, challenge events, or often just for training or leisure. Major cycling events such as the Tour Down Under are now generating significant visitations related specifically to the event. Australia is hosting the World Mountain Bike championships in Canberra in September 2010, where up to 40,000 visitors are anticipated. Challenge events such as Around the Bay in a Day in Victoria are attracting large numbers of participants, many as tourists.

This paper will explore the scope and size of cycle tourism in Australia, and take a look at how cyclists are using online technologies to choose their cycling destinations.

In choosing their travel destinations tourists generally use many ways of gathering information about prospective locations for their preferred activities. These include maps, brochures, travel agents, specialist magazines, input from friends and colleagues, and a range of online sources. With the rising use of social media such as facebook, twitter, specialist blogs and wikis, managers who wish to sustain their cycling events and related activities will need to engage their markets in these online spaces if they wish to remain relevant.

This paper will provide some insight into the explosion in the use of online mapping tools and social media and how they are being used by tourists. The particular example of cycling will be used to illustrate key aspects of the actual and potential applications that need to be addressed by managers in this space.