



# Track and Trail Times



Towns Saved by Trails

Economic Impact of Trails Yuge, says Trump

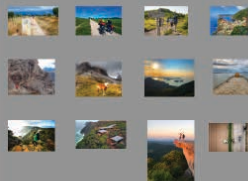
Business: Its a trail led recovery

## Trail tourism booming



### World travelers love trails

- Trail Tourism is booming
- In Western Australia, trail use is up between 50 - 100% for popular trails
- Trails WA website traffic has increased 100% over the same time last year
- 1.5M page-views in past 12 months



## Trails as a destination

Trails become the destination



## Western Australian Trails

Big investment in new trails

Around \$45M in trail investments  
Highlights include:

- Collie \$10M
- Doweridge \$8.5M
- Koolberrup \$1.5M
- South Coast \$2.5M
- Perth Hills \$2.2M
- Margaret River \$500K



“It is by riding a bicycle that you learn the contours of a country best. Since you have to sweat up them and coast down them.”

## Trail Towns - next big thing

What is a trail town



## The rise and rise of mountain biking



## Trail towns and trail friendly business





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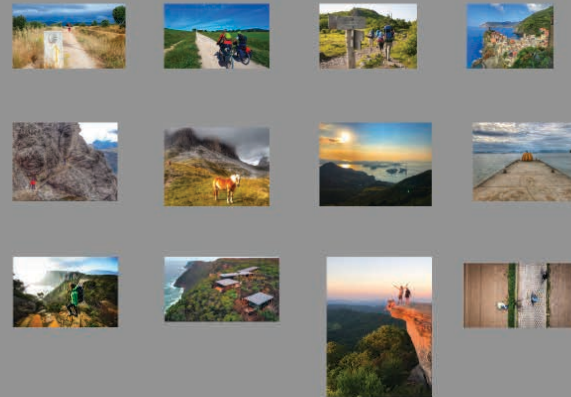


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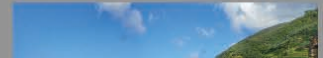
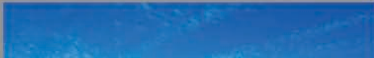
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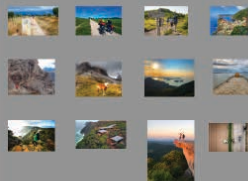
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Collie and Doodlakine



## Trail Towns - next big thing

What is a trail town

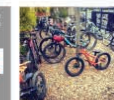
A trail town has all the amenities, facilities, information, accommodation services and supplies to support the trail and trail users. A trail town needs a minimum inventory of 1000.



## The rise and rise of mountain biking



## Trail towns and trail friendly business







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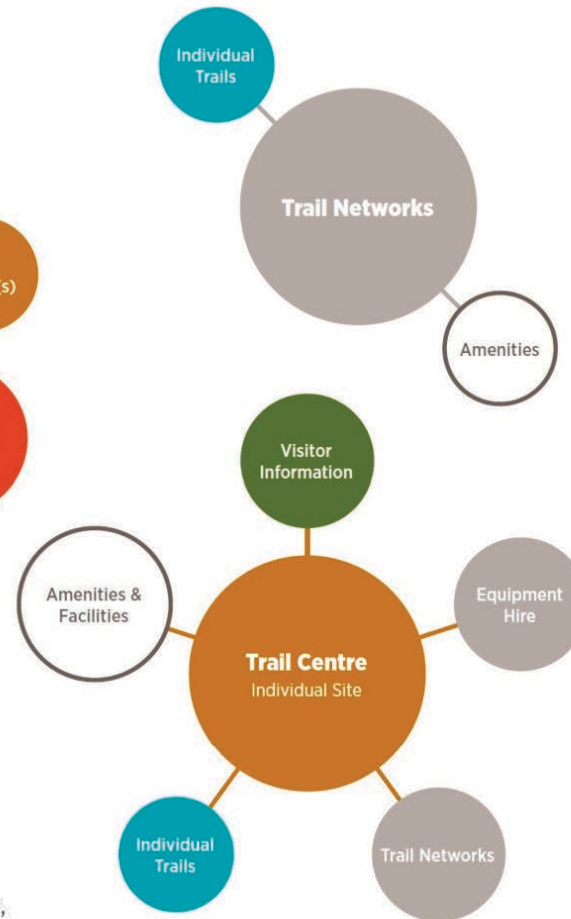
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The trail model must be appropriate to the location, scope and scale of the project and clearly link back to the project goals.



























**BUSINESS. ITS A UNIFIED RECOVERY**

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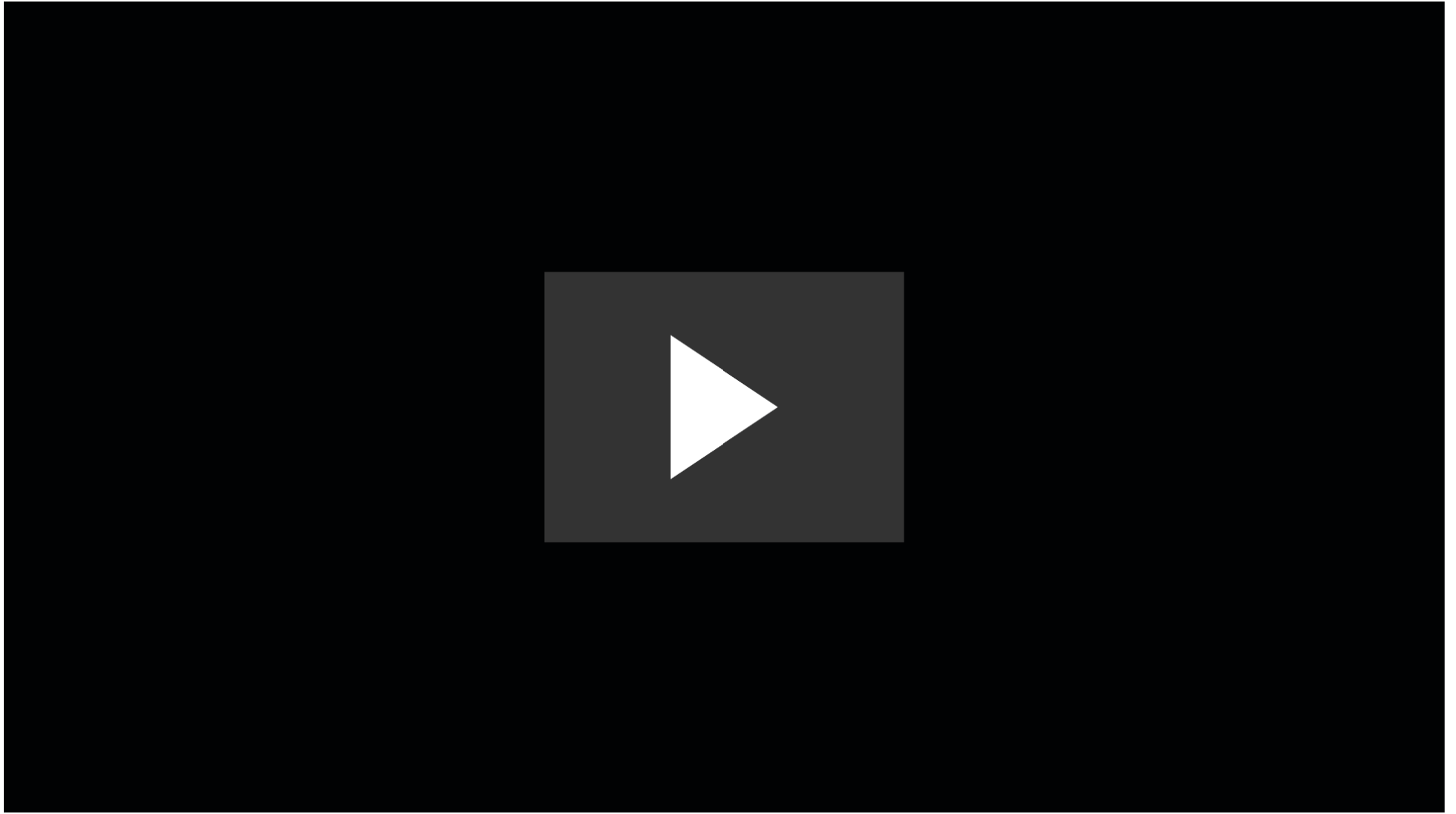
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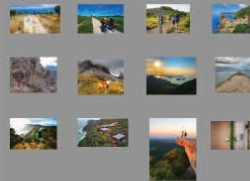
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## Collie and Dwellingup





















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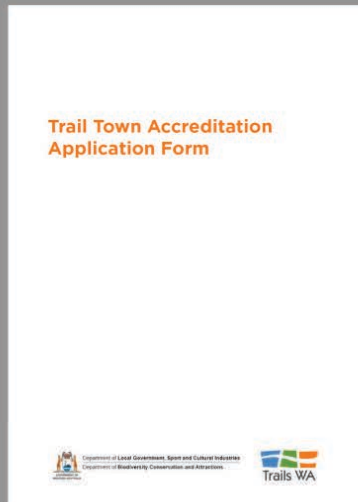
# Trail towns and trail friendly business

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Trails WA to launch and run Trail Town accreditation and trail friendly business program



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## Trail Town Accreditation Application Form

### Trail Town A

This is the application for Trail Town. Applicants should complete the process prior to completion.

#### Table of Contents

1. Contact Information
2. Introduction
3. Landscape and Settlement
4. Existing tracks and trails
5. FIVE A's of Tourism
6. Partnerships and Marketing
7. Engagement of stakeholders
8. Marketing



Department of Local Government, Sport and Cultural Industries  
Department of Biodiversity Conservation and Attractions



# Trail Town Accreditation Application Form

This is the application form for a town to be assessed as a Western Australian Trail Town. Applicants should read the supporting information which explains the application process prior to completing this form.

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TRAIL FRIENDLY BUSINESS  
trailswa.com.au

## Trail Friendly Business Program

### Being trail friendly is easy.

*Providing trail users with a warm welcome and facilities to refresh, refill and re-energise are the main aims!*

*Excellent trails combined with high quality service will ensure visitors come back again and again.*

The Trail Friendly Business program has been designed to:

- ▶ Help your business offer services and amenities to meet the needs of trail users
- ▶ Create a community of like-minded businesses who share knowledge and cross-promote each other.
- ▶ Complement the walker and cycle friendly business programs developed by the Bibbulmun Track and Munda Biddi Trail Foundations.

The trail friendly business logo will easily identify your businesses as trail friendly through brand recognition. The brand provides trail users with confidence and reassurance that your business will provide facilities and services to meet their needs in a warm and friendly manner.





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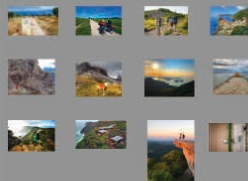
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