



UNITED APPROACH TO TOURISM

Monday 30 November 2009

2010 GREAT VICTORIAN BIKE RIDE

The new United Tourism board has secured its first major event for 2010.

Over nine days from Saturday 27 November 2010 the Great Victorian Bike Ride will travel through the region.

United Tourism Executive Officer Amanda McCulloch says acquiring the event, which attracts around 5,000 riders, is a huge coup for the new tourism board.

“It is a big achievement to have attracted an event the caliber of the Great Victoria Bike Ride to our region and a fantastic way to showcase what our region has to offer,” explains Ms McCulloch.

United Tourism actively approached Bicycle Victoria with a proposal to bring the event through the Mitchell, Murrindindi, Strathbogie and Greater Shepparton regions.

“There is no doubt we were successful in our bid because we were able to approach Bicycle Victoria prepared, with the Councils already working together and the route designed,” says Ms McCulloch.

The Great Victorian Bike Ride will begin in Yarrawonga and travel through Dookie, Euroa, Murchison, Nagambie, Seymour, Yea, Lake Eildon and Marysville on a 555km route taking in some of the regions most beautiful scenery and small townships.

Bicycle Victoria’s Development Director Nikki Tyler says the route designed for the 2010 ride is exceptional.

“The ride takes in some beautiful elements of the region, from the Goulburn River to the Strathbogie Ranges, the Nagambie and Eildon Lakes and National parks,” says Ms Tyler.

“Bicycle Victoria is looking forward to working with United Tourism to make the 2010 event the best one yet.”

Great Victorian Bike Ride participants spend on average \$2.04 million directly in the region and 73% of people participating in the ride return to visit the region in the 12 months following the event.

For more information please contact United Tourism Executive Officer Amanda McCulloch on 0488 776 733.

United Tourism was established in August 2009 an initiative of the Greater Shepparton, Mitchell, Murrindindi and Strathbogie Council’s to encourage a cooperative approach to grow the economic return from tourism through tourism development, skills training, product development and marketing.