

Ms Fran Bailey
Committee Secretariat
Standing Committee on Primary Industries and Regional Services
House of Representatives
Parliament House
Canberra
ACT 2600

Dear Ms Bailey

The Cycling Industry Association of South Australia is committed to improving internal and external tourism opportunities by encouraging the development and marketing of Cycle Tourism ventures. The recently released National Cycling Strategy specifically identifies tourism as an area where cycling should be included for planning and policy endeavours (Objective 2).

Pivotal to the marketing of Australia as a world leading Cycle Tourism destination is the provision of long distance continuous trails – South Australia's Mawson Trail being a perfect example.

The Mawson Trail draws visitors to country South Australia from all over our nation and the world, and will continue to do so for many years to come, delivering high multiplier effect spending to rural areas at very low infrastructure costs.

Developing and marketing these trails, and integrating them with urban cycle routes as well as with each other is an important step in making Australia the number one destination for a growing worldwide market in Eco Tourism.

The Cycling Industry Association of South Australia recognises the value of good cycling infrastructure in improving the amenity and appeal of cycling and sees a nationally integrated Cycle Route Network as fundamental to the development of our Industry.

Yours faithfully,

Paul Anderson, President,
Cycling Industry Association of South Australia.

