



MAYDENA

MAYDENA BIKE PARK
WEBSITE ADVERTISING

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ABOUT

The Maydena Bike Park is a gravity-focused mountain bike park in Tasmania's Derwent Valley; the park is now open.

Designed and built by renowned trail company, Dirt Art, our world-class trails will offer something for everyone, from families through to elite riders.

The park is serviced by a year-round up-lift bus service, servicing both mountain bikers and sightseers.

Multiple gravity trails will capitalise on the unrivalled 820m+ vertical elevation available on site, offering a vast array of epic, long distance descending trails, catering for all abilities.

The park offers; shuttle uplift service, sightseeing tours, bike hire, retail bike shop, café, bar, skills coaching and group skills sessions, and a wide range of tours.

PARTNERS

Derwent
ESTATE WINES

DHARCO

ROCK SHOX

FOX

*Pure
Tasmanian
Spreyton
Eider*

FIST
HAND WEAR

DIRTART
WORLD LEADERS IN TRAILS

**MOO
BREW**

KRUSH
BY RIDERS | FOR RIDERS

SRAM

ACCOMMODATION

OVERVIEW

Maydena Bike Park (MBP) has created an unprecedented buzz in the Australian mountain bike industry, with the park's unrivaled vertical elevation, incredible rain forest environment and unique and exciting trail network already capturing significant national and international attention.

As a small town with limited formal accommodation offerings, there will be an ongoing demand for the development of further accommodation offerings within the town and surrounding area. MBP are uniquely positioned to assist in the ongoing development of accommodation within the area, and are committed to working with existing and new operators to expand the town's accommodation offerings.

Operating as a pre-book model, the bike park's uplift service creates a unique website opportunity, where unlike other bike parks, the overwhelming majority of MBP's visitors will visit the park's web site while planning their riding visit or holiday.

The MBP website offers an unprecedented opportunity to promote accommodation providers to a captive, engaged audience of bike park visitors, who in most cases will be staying in the town for multiple days.

MBP will offer two options for local accommodation providers; a simple website listing option, and a premium website listings. These options are outlined on the next page.

THE MBP SITE

Unlike other similar facilities around Australia, MBP's pre-booking model means that the overwhelming majority of bike park visitors will visit the park's website before attending the park.

This creates a large, and focused volume of web traffic, resulting in a significant opportunity to promote local accommodation providers.

The MBP web site and bespoke booking system has been custom built to create a streamlined user experience, with a clean and simple structure, and an appealing look and feel, making for a high-quality user experience.

The website has a dedicated 'Stay' page, where accommodation providers are provided with the opportunity to create a listing for their property.

**The MBP website can be viewed at
www.mayenabikepark.com**

LISTING OPTIONS

OPTION 1 - BASIC LISTING

The basic listing option includes a single image and up to 100 words of text describing the property.

Bookings will be directed via a link to the accommodation providers preferred booking portal.

Listings will be made in alphabetical order, based on the name of the accommodation venue, or if unnamed the name and then street number of the venue.

The monthly fee for a basic listing is \$89.00, or alternatively the fee can be paid annually in advance for a discounted rate of \$948.00.

OPTION 2 - PREMIUM LISTING

The premium listing option includes three images and up to 100 words of text describing the property. Bookings will be directed via a link to the accommodation providers preferred booking portal.

The premium listing option is restricted to six properties only, on a first come first serve basis. Listings will be placed at the top of the listing page, under the banner 'Our Pick'. MBP reserve the right to inspect properties prior to listing, and to reject any listing that does not meet the standard required for this listing, at MBP's sole discretion.

The monthly fee for a premium listing is \$149.00, or alternatively the fee can be paid annually in advance for a discounted rate of \$1,548.00.

LISTING YOUR PROPERTY

To discuss listing your property or MBP's website, please contact our team today;

Email: info@maydenabikepark.com

Phone: 1300 399 664

TRANSPORT

OVERVIEW

Maydena Bike Park (MBP) has created an unprecedented buzz in the Australian mountain bike industry, with the park's unrivaled vertical elevation, incredible rain forest environment and unique and exciting trail network already capturing significant national and international attention.

Operating as a pre-book model, the bike park's uplift service creates a unique web site opportunity, where unlike other bike parks, the overwhelming majority of MBP's visitors will visit the park's website while planning their riding visit or holiday.

The MBP website offers an unprecedented opportunity to promote transport providers to a captive, engaged audience of bike park visitors, who will need to travel to and from the park.

MBP offer one option for transport providers; a simple website listing, as well as a listing. This options is outlined on the next page.

THE MBP SITE

Unlike other similar facilities around Australia, MBP's pre-booking model means that the overwhelming majority of bike park visitors will visit the park's website before attending the park. This creates a large, and focused volume of web traffic, resulting in a significant opportunity to promote transport providers.

The MBP website and bespoke booking system has been custom built to create a streamlined user experience, with a clean and simple structure, and an appealing look and feel, making for a high-quality user experience.

The website has a dedicated 'Transport' page, where transport providers are provided with the opportunity to create a listing for their service.

**The MBP website can be viewed at
www.mayenabikepark.com**

LISTING OPTIONS

OPTION 1 - BASIC LISTING

The basic listing option includes a single image and up to 100 words of text describing the service.

Bookings will be directed via a link to the transport providers preferred booking portal.

Listings will be made in alphabetical order, based on the name of the transport provider.

The monthly fee for a basic listing is \$49.00, or alternatively the fee can be paid annually in advance for a discounted rate of \$499.00.

LISTING YOUR SERVICE

To discuss listing your property or MBP's website, please contact our team today;

Email: info@maydenabikepark.com

Phone: 1300 399 664

TOUR OPERATOR

OVERVIEW

The Australian mountain bike industry is booming, local and interstate tour providers are becoming busier and have the opportunity to visit more locations around Australia.

Maydena Bike Park is seeking to partner with the best in the business and provide a well-rounded package for the businesses and their guests when visiting Maydena. Package discounts, a single point booking agent, bonus guided rides and website exposure are just some of the benefits when partnering with the park.

If your business and clients could benefit from becoming an official MBP Tour Provider please register your details below and we'll be in touch.

THE MBP SITE

Unlike other similar facilities around Australia, MBP's pre-booking model means that the overwhelming majority of bike park visitors will visit the park's website before attending the park. This creates a large, and focused volume of web traffic, resulting in a significant opportunity to promote tour operators.

The MBP website and bespoke booking system has been custom built to create a streamlined user experience, with a clean and simple structure, and an appealing look and feel, making for a high-quality user experience.

The website has a dedicated 'Tour Operators' page, where tour operators are provided with the opportunity to create a listing for their service.

The MBP website can be viewed at
www.maydenabikepark.com

BENEFITS

- A single point booking agent contact
- Social media and website marketing
- 1 x free staff/guide uplift day for every 6 guest uplift days on tour
- Free Phat Fridays Racing
- 10% off for groups of 6+ guests
- Bike park guide to introduce the group to the trails each visit
- Recognised as an official MBP Tour Provider
- Pre-book tours with 25% upfront payment, with the remainder due 30 days before commencement (standard change and cancellation terms apply)

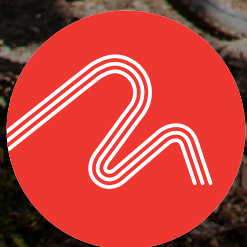
DOES THIS SUIT YOUR BUSINESS?

To discuss listing your business on MBP's website and becoming an accredited partner, please contact our team today;

Email: info@maydenabikepark.com

Phone: 1300 399 664

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INTENTIONALLY
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RIDE WITH US

maydenbikepark.com

1300 399 664

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