



MAYDENA

MAYDENA BIKE PARK
WEBSITE ADVERTISING

ABOUT

ABOUT	3
ACCOMMODATION	4
TRANSPORT & TOURS	6

The Maydena Bike Park (MBP) is a gravity-focused mountain bike park in Tasmania’s Derwent Valley.

Designed and built by renowned trail company, Dirt Art, the park boasts 2 Uplift Services, up to 820m vertical elevation and 80+ world-class trails that will offer something for everyone, from families to elite riders.

Multiple gravity trails 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 Maydena Bike Park site is located predominantly in stunning temperate rainforest, on the edge of the South West Wilderness World Heritage Area. The site includes towering Eucalyptus Regnans, the world’s tallest flowering plant, and enormous man ferns, along with countless wild creeks and rivers across a stunning range of environments.

The 2022/2023 season was one of Maydena’s best seasons to date with an average customer breakdown of; Tasmanian locals (40%), Interstate

Australian’s (50%), International (10%) over an estimated 35k visitors to the park through the season. MBP has conservatively estimated growth in the 2023/24 season to be approximately 10%, which will result in total rider days of 38,500. While MBP does not directly collect data regarding accommodation and overnight stays, a data set can be constructed using multi-day pass data, and other metrics from within the parks booking system. Using available data sets, MBP estimate that 40% of guests are overnight visitors, with 60% visiting for the day, without staying overnight in the region.

The bike park operates with a pre-booking system, presenting a distinctive opportunity for advertisers on our website. In contrast to other bike parks, the vast majority of visitors to MBP will browse the park’s website during their planning process for their biking trip or vacation.



ACCOMMODATION

OVERVIEW

Maydena Bike Park (MBP) has created an unprecedented buzz in the Australian mountain bike industry, with the park's unrivalled vertical elevation, incredible rainforest 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 is 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 website 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 offer one option for accommodation providers; a standard website listing, This option 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 local accommodation providers.

The MBP web site and 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 and Stay page can be viewed at www.mayenabikepark.com/stay

STANDARD LISTING

The listing includes up to 3 images and up to 100 words of text describing the property.

Bookings will be directed via a link to the accommodation provider's 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 annual fee for the Standard Listing is \$1200.00 (\$100/month).

Listings will be renewed on the 30th of September every year, providers commencing their listing after this date will be offered a pro rata rate through to the following September.

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 & TOURS

OVERVIEW

Maydena Bike Park (MBP) has created an unprecedented buzz in the Australian mountain bike industry, with the park’s unrivalled vertical elevation, incredible rainforest 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 website 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 & tour providers; a standard website listing, This option 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 & tour providers.

The MBP website and bespoke booking system have 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 & Tours’ page, where transport & tour providers are provided with the opportunity to create a listing for their service.

The MBP website and Transport & Tours page can be viewed at
www.mayenabikepark.com/transport

STANDARD LISTING

The listing includes up to 3 images and up to 100 words of text describing the service.

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

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

The annual fee for the Standard Listing is \$1200.00 (\$100/month)

Listings will be renewed on the 30th of September every year, providers commencing their listing after this date will be offered a pro rata rate through to the following September.

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



RIDE WITH US

maydenabikepark.com

1300 399 664

34-36 Kallista Rd, Maydena