

# North Eastern Mountain Bike Development Project



# Vision

To develop world-class mountain biking experiences in northern Tasmania to attract local, national and international riders.





# Objectives

- Create quality tourism infrastructure
- Reinvigorate the North East
- Community-based sport and recreation





# Attributes

- Natural advantages with wild, iconic natural and cultural landscapes.
- Strong appeal to MTB visitors.



# Market Potential

Mt Buller - Victoria

Market Segments:

1. Destination MTB
2. Independent Adventure Seekers





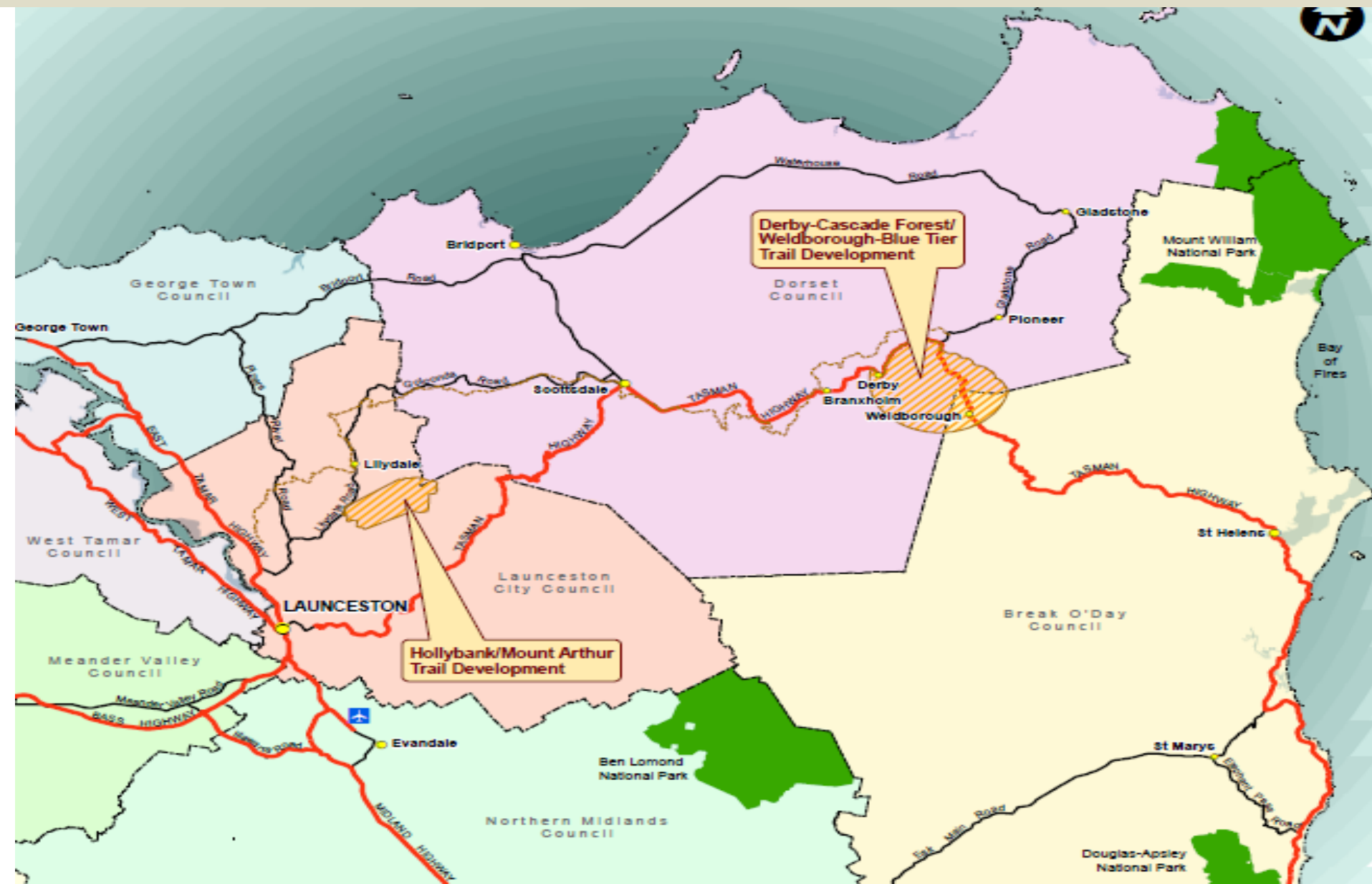
# Project Details



90km of high-quality MTB trails will become internationally recognised as a must-ride MTB experience.



# Trail Locations



# Blue Tier / Derby



35kms east of Scottsdale/25kms from St Helens

*The Blue Tier will be recognised for it's tin mining heritage, sub-alpine summit, forests of myrtle beech and the iconic Weldborough Hotel.*





# Hollybank Lilydale

20kms northeast  
of Launceston

*The trails in Hollybank Reserve will become favourites with families and beginner riders starting out in mountain biking, while the trail to the Mt Arthur summit will feature a fascinating ride along the upper reaches of Pipers River.*

# Principles of Sustainable Trails IMBA

*The application of the IMBA principles will help ensure that trail systems are environmentally sustainable and provide the optimal connection between riders and the environment.*





# Epic Ride Status



*The NEMTB project should be aiming to meet the criteria of an IMBA 'Epic Ride'*

- Uniquely Tasmanian landscape
- World class design
- International appeal
- Sense of wilderness
- Inspiring and challenging experiences





# Land Tenure

All trails proposed are predominantly on land currently classified as Forest Reserves and managed by Forestry Tasmania.

*As a generous supporter of mountain biking in the State, Forestry Tasmania will be a crucial partner in enabling this project to proceed.*





# Recreation

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- A photograph of a rustic wooden shelter with a dark, gabled roof, situated in a forest. The shelter is surrounded by tall, slender trees with light-colored bark, possibly eucalyptus. The ground is covered in dry leaves and grass. The scene is captured in a slightly hazy, natural light.
- 20 000- 25 000 Tas Riders
  - Accessible to a range of riders
  - Future Governance – Community
  - See [nemtb.net.au](http://nemtb.net.au)