



PRESS RELEASE

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Cycling and walking trails proposal to supercharge Central West tourism

An ambitious proposal to link wineries and local business with dedicated bike and walking trails is being put forward by cycling community group, the Orange BUGS (Bicycle User Group).

A prospectus, highlighting an expanded off-road network of multi-purpose cycling and walking trails to attract all year round tourism to the Central West, has been released by the Orange BUG for discussion with government, business and communities.

BUG rides are provided free by local cyclists to new or casual riders in Orange to help people get to know the neighbourhood, meet new people and explore the regional tourism opportunities. Rides feature different themes and experiences such as the Orange wetlands, nature rides, historic villages and local architecture.

“Our proposal for ‘Orange Regional Trails’ aims to capitalise on the boom of domestic tourism and champion the unique features of food and wine in our region. We are looking to capture the high value ‘wallets on wheels’ visitors who are proven to stay longer and spend more in our region.” says Carolynne James, BUG Executive Secretary.

“We are scoping off-road trails to relieve the congestion on our roads but also to function as multipurpose as walking trails that are safer for families and those with accessibility challenges. Trails may pass through reserves and council easements and directly take tourists to cellar doors and other businesses.”

“Think ‘Forage’ all year round,” says Peter Rodgers, BUG President. “We believe this proposal is timely to maximise domestic tourism growth catalysed by COVID and establish a ‘wine cycling and walking’ brand for the Central West region for the international market.”

The proposal is also supported by Bicycle NSW, the peak bike rider advocacy body in NSW. “With nearly 1 million bike riders in NSW, scenic regional rides are a huge and growing demand. In other regional areas, these types of cycling trails have brought a huge economic boost for the community,” says Bicycle NSW CEO Alistair Ferguson.

The BUG is currently seeking input from government, community member and businesses. For more information about prospectus go to www.orangebugs.org (END)