

WADANDI TRACK TOURISM OPPORTUNITIES ANALYSIS

REPORT



Concept *2* Strategy



Produced in March 2026 by Concept 2 Strategy for Tourism WA.

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Cover credit

Boranup Forest, Tourism WA, photographer Martine Perret.

Acknowledgement

Concept 2 Strategy recognises and values the heritage, culture and spiritual connection of the Wadandi Noongar people with the lands and waterways of the region. We pay our respects to their cultures, and to their Elders – past, present and emerging.

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**MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION**

CONTENTS

Project Context	4
The Context	6
Understanding the Region’s Visitor Economy	8
What is Trail Tourism?	10
What are Rail Trails?	15
Who are Rail Trail Users?	19
Trail Tourism Products & Services	26
Wadandi Track - Trail Tourism Assessment	31
Experience Opportunities	38
The Path Forward	55
Conclusion	57
Appendix A: Other Trail Tourism Opportunities	55
Appendix B: Trail Portal	60
Appendix C: Trail Completion Dates	61
Endnotes	62



Wadandi Track, Tourism WA, photographer Jarrad Seng

PROJECT CONTEXT

The Wadandi Track has the potential to be one of Australia’s most significant rail trails.

When extended to a complete length of 109km, the Wadandi Track has the potential to become one of Australia’s most iconic rail trail experiences. It will weave through forest, vineyards, agricultural landscapes, coastal environments, linking Noongar and European heritage sites. Bookended by the vibrant coastal settlements of Busselton and Augusta, it will connect the picturesque towns of Cowaramup, Margaret River, and Witchcliffe via a continuous off-road trail. Passing through a diversity of landscapes and communities, the Wadandi Track is an ideal foundation for a broad range of nature-based, cultural, wellness, artisan, and agritourism experiences.

The trail is currently open across two sections and when completed will stretch from Busselton Jetty to Flinders Bay near Augusta. The Western Australian Government has committed \$17.5 million as part of its \$165 million Outdoor Adventure Tourism package. This expansion project is being delivered by the City of Busselton

and Shire of Augusta Margaret River in partnership with the Department of Transport and Major Infrastructure. It will deliver upgraded bridges and crossings, new trail sections, safety improvements, wayfinding, interpretation and supporting infrastructure to order to complete the trail by mid-2028. Alongside trail completion, the project team is developing a brand strategy and activation plan, and trail management plan (including funding and governance model).

Recognising these opportunities, Tourism Western Australia (Tourism WA) in partnership with the Margaret River Busselton Tourism Association (MRBTA) and the Department of Transport and Major Infrastructure (DoTMI), has commissioned this *Tourism Opportunity Report* to ensure the emerging trail network is matched with compelling, bookable experiences that enhance visitor dispersal, extend length of stay, and strengthen the regional visitor economy.

Strategic Vision

This report builds on the *2025 Wadandi Track Aspirational Blueprint*¹ which outlines the following vision for the trail:

... TO CREATE A WORLD-CLASS TRAIL THAT NOT ONLY SHOWCASES THE [MARGARET RIVER] REGION'S UNPARALLELED BEAUTY BUT ALSO INSPIRES AWE AND RESPECT FOR ITS NATURAL AND CULTURAL TREASURES. BY SEAMLESSLY LENDING HERITAGE, ADVENTURE, AND SUSTAINABILITY, THE WADANDI TRACK HAS THE POTENTIAL TO OFFER A TRANSFORMATIVE JOURNEY THAT LEAVES VISITORS WITH LASTING MEMORIES AND A PROFOUND CONNECTION TO THIS REMARKABLE CORNER OF WESTERN AUSTRALIA.[1]

¹ The Wadandi Track Aspirational Blueprint is an unpublished report produced for Tourism WA that identifies a series of recommendations to enhance the Wadandi Track through experiential, emotional, functional and commercial elements. It has informed this tourism opportunities analysis.

Aims and Objectives

The purpose of this Tourism Opportunities Analysis is to identify the most viable and strategically aligned tourism products that can leverage the full potential of the Wadandi Track as a signature trail experience. With the track nearing completion and significant public investment underpinning its development, there is a clear opportunity to strengthen the Margaret River Region's trail tourism offering by attracting high-yield interstate and international markets and supporting new and existing operators to diversify into trail-based and nature-based experiences.

The objectives of the analysis are to:

- **Assess the current trail-based and complementary tourism products along the Wadandi Track corridor**, including accommodation, tours, visitor servicing and supporting infrastructure.
- **Identify gaps and opportunities for new experiences** that respond to consumer demand, including nature, adventure, Aboriginal cultural tourism, wellness, agritourism, and multi-day itineraries.
- **Develop several detailed product concepts** that align with the expectations of high-value visitors, meet commercial licensing requirements set by the Department of Biodiversity, Conservation and Attractions (DBCA), and can be distributed through domestic and international travel trade.
- **Recommend opportunities** that broaden appeal, reduce seasonality, improve visitor dispersal, and contribute to the track's long-term sustainability and commercial potential.
- **Provide insights that support industry capability-building**, investment attraction and future destination development, including key barriers and enabling actions that will influence investment readiness.

These objectives ensure that the Wadandi Track evolves not only as a high-quality recreation and transport asset but as a catalyst for new visitor experiences that strengthen the regional economy and reinforce the Margaret River Region's competitive positioning.

Approach

The analysis adopts a structured, evidence-based approach that integrates desktop research, market analysis, on-the-ground product auditing and targeted stakeholder engagement. This method ensures that opportunities are examined through the lens of visitor demand, commercial feasibility, regional context and long-term sustainability, and ensures that the final recommendations are grounded in market realities, responsive to stakeholder expectations and aligned with the long-term strategic direction for the Wadandi Track.

Strategic Alignment

The project aligns directly with the *Western Australian Visitor Economy Strategy (WAVES) 2033*, which prioritises investment in high-quality, sustainable visitor experiences that build brand differentiation and regional prosperity. It also supports the *Jina : Western Australian Aboriginal Tourism Action Plan* through its commitment to Aboriginal-led interpretation and participation, and advances the *Australia's South West Tourism Destination Management Plan* objective to deliver new destination drivers that increase yield and extend the visitor season. As a primary cycle network spine between Busselton and Augusta, the track is a core priority in the *Leeuwin-Naturaliste 2050 Cycling Strategy*.

THE CONTEXT

Location

The Wadandi Track runs the entire length of the Margaret River Region – an area that is anchored by iconic lighthouses at Cape Naturaliste in the north and Cape Leeuwin in the south. Incorporating the local government areas of the City of Busselton and the Shire of Augusta–Margaret River, the region is home to over 57,000 residents. The region’s economy is broad and diversified, spanning mining, manufacturing, construction, tourism, agriculture and professional services sectors.

Busselton serves as the principal commercial and administrative centre for the region. Located approximately 230 km south of Perth, the City of Busselton, with a population of over 43,969 residents, is home to five main town centres – Busselton, Dunsborough, Vasse, Yallingup and Eagle Bay.[2]

Margaret River town is the second largest population centre in the region and the primary administrative hub of the Shire of Augusta–Margaret River, which has an estimated population of 19,410 residents (8,441 of whom live in the town of Margaret River). The Shire includes the districts of Augusta–Hamelin Bay, Cowaramup, Forest Grove, Karridale, and Margaret River. Between 2023 and 2024, the Shire experienced a population growth of 4.17 per cent, well above the average for regional Western Australia (1.5%).[3]

Traditional Custodians & Cultural Landscape

The land on which the trail sits is known as Wadandi (or Wardandi, ‘Saltwater People’) Boodja (Country). The Wadandi are part of the Noongar nation and have inhabited this stretch of south-west Western Australia for tens of thousands of years. Wadandi Boodja extends roughly from the Bunbury area (Geographe Bay) down to Cape Leeuwin and inland to Nannup. The region’s place names, song lines, coastal and forest landscapes are deeply connected to Wadandi culture, and this significant heritage is recognised in the Track’s name.

The Wadandi Track is in the South West Australia Biodiversity Hotspot, which stretches from Shark Bay to Esperance. One of only 36 recognised global hotspots and the only one in Australia, it is internationally significant for its exceptional species

richness and high levels of endemism, particularly across its forests, heathlands, wetlands and coastal systems. This landscape supports more than 1,500 plant species found nowhere else, along with unique marsupials, birdlife and subterranean cave-dwelling fauna.[4]

Access

The region benefits from strong transport links, anchoring its tourism development:

- Busselton’s connection via major highways gives easy road access from Perth and South West regions.
- The Busselton–Margaret River Regional Airport provides direct interstate access to Sydney and Melbourne.
- The coastal corridor between Busselton, Margaret River and Augusta is well-served by road infrastructure, supporting self-drive and day-trip markets.

History of the Wadandi Track

The Wadandi Track follows the alignment of the former Busselton–Flinders Bay railway, a timber and agricultural freight line that played a central role in the development of the lower South West from the late nineteenth century. Construction of the line began in the 1880s to service the region’s thriving timber industry, with jarrah and karri milled in the forests around Karridale and Witchcliffe and transported to jetties at Hamelin Bay and later Flinders Bay. The network expanded over subsequent decades to support farming settlements and small communities along the corridor. Remnants of bridges, cuttings and formation are still visible today along the trail alignment.

Sections of the line were progressively closed between the 1950s and 1970s. Since the closure of the railway, several roads and some public facilities have been constructed on the rail reserve, and some parts of the reserve were leased to adjoining landowners. While all these leases have lapsed or were terminated, some of the activities that were permitted under the conditions of these leases are still taking place within the reserve – including grazing, plantations, dams and quarrying of local resources.

The disused corridor became the focus of community interest for conservation and recreation, aligning with a national movement to repurpose former railways as multi-use trails. The rail corridor's gentle gradients, heritage structures and proximity to towns made it well suited for walking, cycling and accessible active travel. Originally referred to as the 'Rails to Trails', the Wadandi Track currently consists of a 46km shared-use walking and cycling trail in two parts. One section stretches from Cowaramup in the north to Witchcliffe in the south via Margaret River township; and the other, shorter section, runs from Busselton Jetty along the foreshore to Marybrook Siding. The Wadandi Track was formally renamed in 2015, in recognition of the region's traditional custodians.

Completion of the Track

When completed, the trail will be approximately 109km long, connecting Busselton in the north to Augusta in the south (see Figure 1). The ability to link into the recently completed Leeuwin Trail from Flinders Bay to Cape Leeuwin Lighthouse, will add another 3km to the total trail length. As a former rail trail, the track's gradient is classified as 'Easy' (Cycling) or 'Class 2' (Hiking).

Funding to complete the Wadandi Track includes the design and construction of the missing sections of trail, new and refurbished bridges, fencing, basic trailheads and wayfinding, a brand strategy and activation plan, and trail management plan.

Further trail connections and complementary infrastructure – such as trail links to towns and attractions, visitor amenity, rest-stop facilities, bike parking and charging, interpretation, art installations – will be important to enhancing the Wadandi Track experience. Although many of these initiatives are unfunded, they are essential to achieving the long-term vision for the trail and will play a critical role in enabling the tourism products and experiences identified in this Tourism Opportunities Analysis. See Appendix C for trail completion dates.

Cycling = Easy. Recommended for beginner riders with basic bike skills. Rail trail with gentle gradients, smooth surface and some unavoidable obstacles. Surface may be uneven, loose or muddy at times.[5]

Hiking = Class 2. No bushwalking experience required. The track is a hardened or compacted surface and may have a gentle hill section or sections and occasional steps. Walks no greater than 10km.[6]

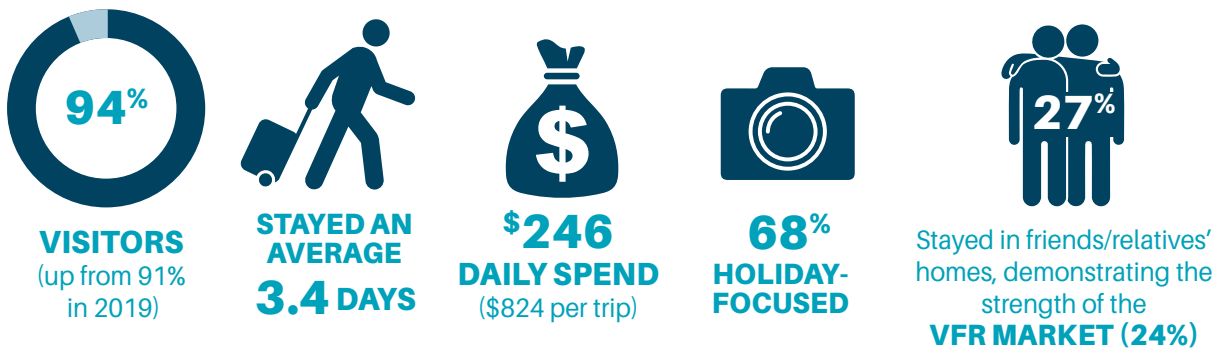


Figure 1: Wadandi Track Corridor

UNDERSTANDING THE REGION'S VISITOR ECONOMY

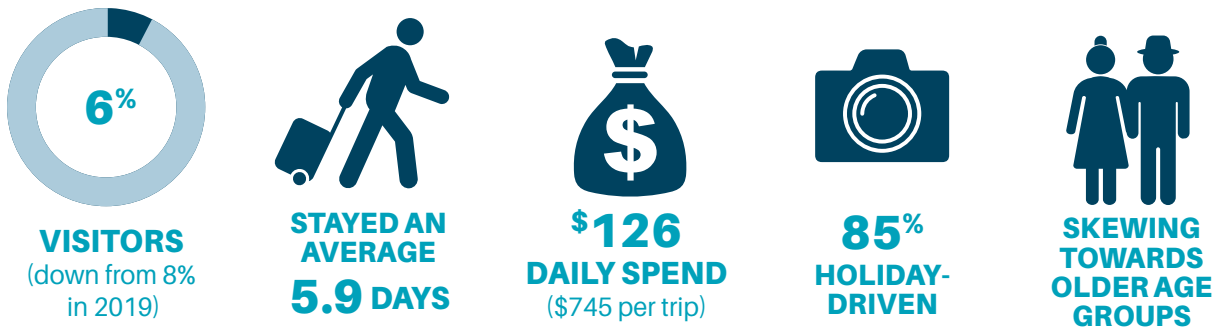
The Margaret River Region (MRR) – which includes the City of Busselton and the Shire of Augusta–Margaret River – is one of the four sub-regions that make up Australia’s South West (ASW). Often referred to locally as the Capes Region, in 2025, the region welcomed an estimated 1.48 million visitors.[8] These visitors generated 4.78 million nights and \$1.13 billion in spend for the regional economy.

2024 DOMESTIC VISITORS

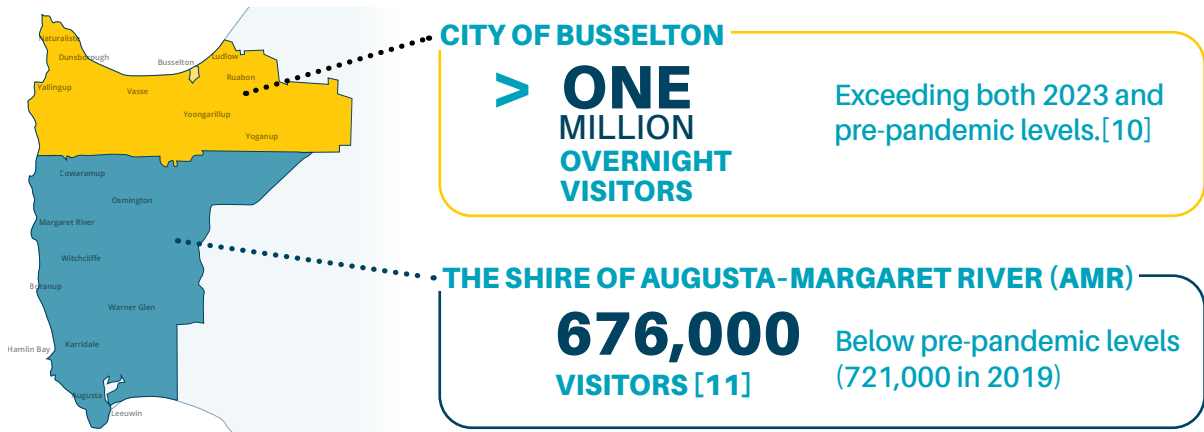


2024 INTERNATIONAL VISITORS

Key markets included the UK and Singapore [9]



Sub-regional differences



Regional Value Proposition

The Australia's South West brand positions the entire South West region as "abundant in nature, ancient culture, indulgence, adventure, exceptional produce and simple joys", appealing to travellers seeking diverse and transformative experiences.

The Margaret River Region is a premium nature and lifestyle destination, blending coastal beauty, forest landscapes, wine, food, and wellness. Visitors are drawn to the region's wine and produce, surf and marine experiences, caves and trails, and its reputation for events and creative culture. Its brand proposition is "an indulgent adventure, generous in nature". The region appeals across segments, from family coastal holidays to luxury escapes focused on indulgence, connection, and creativity. Visitors seek time in nature, connection with local culture, and opportunities to relax and recharge.

Implications from the Wadandi Track

Visitation patterns across the Margaret River Region shows several clear trends that shape how visitors engage with the region. This context shapes the opportunity for the Wadandi Track, which is well positioned to attract a mix of domestic travellers and selected international growth markets with an appetite for nature-based and active experiences.



Dominance of the domestic market

Domestic visitors dominate both the region overall (94%) and its two local government areas (Busselton 96%; AMR 89%). This highlights the continued importance of short-break and repeat intrastate travel, which is typically flexible, self-drive and influenced by seasonality and event cycles. Domestic visitors' relatively short length of stay (3.4 days) suggests that most travel currently fits within compressed travel windows, however, the introduction of direct East Coast flights to the Busselton-Margaret River Airport has seen uplift in length of stay.



Variation in visitor volumes across the region

The City of Busselton has continued to grow year-on-year and now exceeds pre-pandemic visitation, reflecting its accessibility, large accommodation base and appeal for short stays. In contrast, the Shire of Augusta-Margaret River has seen declining domestic visitation since 2022 and remains below 2019 levels. Although international numbers have yet to return to pre-COVID levels, they are growing.



Diverse age groups and travel-party structures

The region attracts a balanced mix of age cohorts. Travel parties vary across couples, families and groups visiting friends and relatives. This points to a broad visitor base with varied expectations of how they spend time, move through the region and combine activities.



Holiday-driven visitation

Holiday travel dominates for both domestic and international markets across all profiles. This reinforces the leisure orientation of the region. Visiting friends and relatives also plays a notable role across the region.

WHAT IS TRAIL TOURISM?

Trail tourism is a form of leisure travel involving a recreational trail activity such as walking, cycling, running, paddling, or horse riding. As a sub-sector of nature-based tourism, trail tourism attracts visitors seeking active immersion in natural landscapes.

A trail becomes a tourism experience when it is paired with services, stories, and infrastructure that enable visitors to engage with it meaningfully - whether that's through a self-guided walk, a guided tour, or a package that includes accommodation, transport, and other local experiences.

Trail tourism, therefore, encompasses not just the act of walking or cycling, but also the sights, sounds, amenities, interactions, and sense of connection that shape a visitor's perception and enjoyment of place.

Trail tourists are visitors who travel overnight away from their home for leisure purposes to engage in a trail experience or attend a trail-related event.

A **trail experience** is the combination of physical activity, natural or cultural surroundings, and emotional engagement that occurs when a visitor uses a trail for recreation, travel, or exploration.



Wadandi Track, Tourism WA, photographer Jarrad Seng

Trail tourism is generally considered a form of nature-based tourism, that is, travel where the primary motivation is to spend time in natural areas.

Nature-based tourism encompasses a diverse range of interest areas, including adventure tourism, coastal and marine tourism, wildlife and botanical tourism, agritourism, wellness tourism, and cultural tourism.

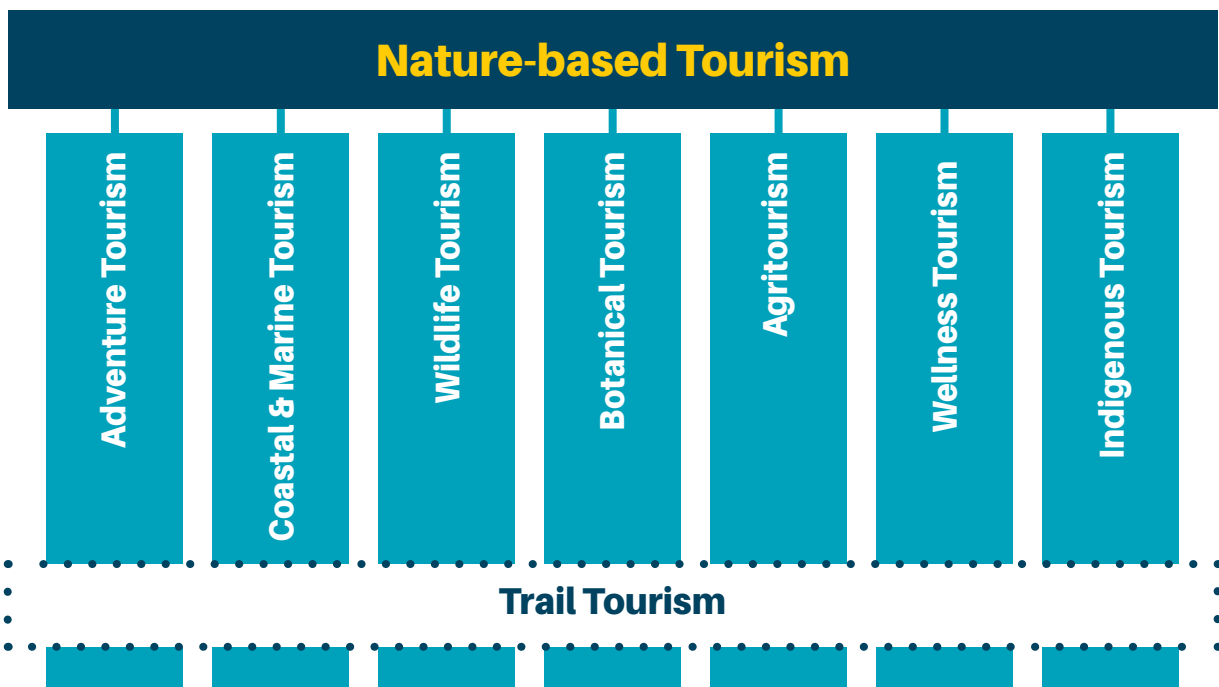
Trail tourism may be present in all forms of nature-based tourism (see Figure 2). The key distinguishing characteristic of trail tourism is that the use of recreational trails forms a significant part of the experience. [12]

Using this definition, wildflower tours that involve walking on recreational trails would be regarded as a form of trail tourism. Whereas a bus tour that involves driving to multiple wildflower hotspots with limited walking, would not be considered trail tourism.

Trail tourism therefore encompasses a diverse spectrum of experiences that occur on terrestrial and aquatic trails, including:

- **Immersion in natural environments**
(e.g. bushwalking or canoeing)
- **Engagement with indigenous culture and communities**
(e.g. Aboriginal tourism)
- **Consumption of regional food and produce**
(e.g. cycling tour of wineries)
- **Participation in wellbeing activities**
(e.g. forest bathing).
- **Observation of wildlife and/or natural landscapes**
(e.g. birdwatching or wildflower tours)
- **Environmental conservation**
(e.g. contributing to environmental sustainability through voluntourism on trails)
- **Risk taking or thrill seeking**
(e.g. downhill mountain biking or coasteering)

Figure 2: Trail Tourism as a form of Nature-based Tourism



* Builds on and expands on taxonomy developed by Weaver, David, Bill Faulkner, and Laura Lawton (1999) *Nature-based tourism in Australia and beyond: A preliminary investigation*, CRC Tourism Work-in-Progress Report Series: Report 1.

Figure 3. Key Trail User Markets



Destination Trail Users

- Experienced trails users who regularly travel with trails as a primary motivator.
- They have likely visited other Australian or international trails destinations.
- They seek high quality trails with good supporting infrastructure in scenic/natural locations.



Trail Users While on Holiday

- Typically, less experienced trail users whose primary motivator for travel is not trails.
- While they view trail use as a secondary motivation for their visit, they will participate in trail activities and will likely hire or require equipment.
- They may place less emphasis on the trail and more on accessibility of the facility, the setting and nearby attractions and amenities.

Wadandi Track Key Markets

Destination Trail Users

Highest potential to attract new visitor markets, increase yield (higher spend, longer stays and greater dispersal), and build awareness of the Track as a destination. This market has a stronger appetite for multi-day journeys, including premium packaged experiences.

Trail Users While on Holiday

An important existing market that can be leveraged for additional spend, particularly through increased nights and dispersal. This market is more likely to prefer shorter, flexible experiences that can be seamlessly added to established itineraries.

Who are Trail Tourists?

Trail tourists can be grouped into two key markets: **Destination Trail Users** and **Trail Users While on Holiday** (see Figure 3).[13] The primary distinction between these groups lies in motivation, that is, whether the trail experience is the main reason for travel or a secondary activity. Destination Trail Users travel specifically with trails as a motivator; whereas Trail Users While on Holiday may use trails as an incidental activity as part of a broader holiday itinerary.

While differences in skill level and experience may exist between the two, this is not always the case. In fact, the same person may fall into both categories depending on the purpose of a specific trip. Each market can be further segmented based on demographics, behaviours and psychographics (i.e. what visitors want from the trail, how they prefer to engage with it, and the level of support or comfort they expect).

Trail tourism in Australia is dominated by Trail Users While on Holiday who represent more than three-quarters of the total market. This market is characterised by volume (i.e. visitor numbers) and comparatively lower yield (i.e. spend per visitor) but represents the majority of overall spend and the greatest opportunity for repeat visitation.

In contrast, the Destination Trail User market has higher yield and higher length of stay (i.e. visitor nights). Trail tourism products targeted at this market are highly embedded in trade distribution networks, thereby amplifying marketing campaigns through trade, industry and media partners. This means that although the Destination Trail User market is small, it plays a crucial role in driving consumer awareness of a destination's trail tourism offering and ultimately supports growth and spend in the Trail Users While on Holiday market.

Domestic Visitors

Tourism WA categorises domestic trips taken by Australians into six trip types (see Table 1). While all six segments are relevant for intrastate travel, the Premium Nature, Luxe Culture and City Social segments are priority targets for interstate travel to Western Australia. These segments provide a useful lens for understanding variation within the trail visitor market and are used throughout this report to describe visitor profiles and inform experience and service design.

Table 1: WA's Domestic Visitor Segments [14]

Domestic Segment	Description	Trail Tourism Alignment
Premium Nature	A Premium Nature holiday offers an opportunity for immersion in nature, peppered with the types of rare experiences that are worth both the time and money required to access them. This trip is all about transcendent travel experiences that create powerful memories.	High
Luxe Culture	Usually city based, a Luxe Culture holiday is high activity and all about splurging – on high end accommodation, eating out and the best cultural activities the destination has to offer, along with a sprinkling of nearby premium nature experiences high on the wow factor but not too strenuous.	Medium
City Social	A City Social trip is all about having fun with friends – eating out a buzz-worthy restaurants followed by long nights bar and club hopping.	Low
Simple Nature	A Simple Nature holiday is about hitting the road and returning to the simple things close to nature. Days are spent exploring walking tracks and nights are focused on reconnecting with friends and loved ones around the campfire, blissfully free from distractions.	High
Family Time	Family Time holiday is all about fun in the sun with the kids. Often returning to favourite destinations, a Family Time trip is usually an annual summer holiday full of long, lazy days at the beach swimming, building sandcastles, wandering around rock pools and taking breathtaking coastal walks.	High
Relax & Recharge	A Relax & Recharge trip is usually a brief, low-activity getaway taken without much planning ahead, mainly as an opportunity to recharge in between longer, more considered holidays.	Medium

International Visitors

Tourism Australia (TA) has long framed its core international leisure target as the Experience Seeker – travellers who prioritise memorable, distinctive experiences over simply ‘seeing the sights.’ They identify several priority audiences within this target market (see Table 2).

Table 2: International Segments [15]

International Segment	Description	Trail Tourism Alignment
High Yield Travellers (HYT)	Primary target audience across all target markets. HYT are consumers whose purpose of their trip is for a holiday or to visit friends and relatives. They value travel and are motivated by what Australia has to offer. Most importantly, they are more likely to spend more, stay longer and disperse further across Australia during their visit.	High
Premium/Luxury Travellers	Premium/Luxury consumers are very high yielding travellers (actual or intended spend over AUD\$1,000 per person per night). The purpose of their trip is for a holiday or to visit friends and relatives.	Medium
Working Holiday Makers	Under 36 years of age who have taken, or plan to take, a working holiday. High yielding consumers as they stay in Australia for far longer per trip than the average Australian traveller.	High

Tourism Australia is active in the following markets: Greater China (including Hong Kong), Japan, India, Singapore, South Korea, the UK, the USA, Germany and Switzerland, Indonesia, Malaysia, France, Canada, New Zealand and Italy. Tourism Western Australia is engaged in marketing campaigns in all these international markets except for South Korea and Canada.

Experiential Travel Trends

The following experiential travel trends provide important context for understanding trail tourism demand. They highlight how visitors are increasingly choosing trips that deliver meaning, wellbeing, nature connection and authentic local encounters – creating clear opportunities to position the Wadandi Track as more than a corridor, and to grow yield through bookable, hosted and place-based experiences.



Immersive, authentic experiences

Travellers increasingly seek to ‘live’ a place rather than observe it – favouring locally curated encounters, hands-on learning, meaningful storytelling and genuine connection with residents. For the Wadandi Track, this supports guided and hosted products that reveal everyday culture (makers, growers, Wadandi stories, conservation) and turn a ride into a shared local experience.



Nature-based, active and soft adventure growth

Demand is rising for outdoor experiences that are physically engaging but accessible – e-biking, day walks, trail running, wildlife encounters and national park immersion. This reinforces the value of high-quality trail experiences plus enabling services (hire, transfers, guiding) and signature trail-linked stays.



Aboriginal cultural tourism as a high-interest driver

There is strong latent demand for First Nations experiences when they are visible, easy to access and authentically led. For trail tourism, this points to Wadandi-led guiding, storytelling nodes, cultural learning and interpretation that deepen meaning and differentiate the journey.



Wellness and transformational travel

Post-COVID travel increasingly includes wellbeing goals – restoration, mindfulness, health and reset experiences – often paired with nature immersion. This supports trail-based wellness products (slow-paced guided rides, nature connection, recovery and nourishment) and aligns with the ASW regional wellness strategy.[16]



Sustainable and regenerative travel expectations

Visitor scrutiny is shifting from low impact to demonstrable benefit – credible eco-practice, responsible operations, and opportunities to give back (regeneration, citizen science, stewardship). For the Wadandi Track, this supports visible conservation partnerships, ethical supply chains and interpretation that makes care for place part of the experience.



Slow travel and deeper place engagement

Many travellers are choosing fewer bases, longer stays and less rushed itineraries – seeking depth, seasonality and local rhythm. Trail tourism naturally fits this trend by structuring movement through landscapes and towns while creating reasons to linger (food, stories, small detours and micro-events).



Inclusive and accessible travel as a baseline

Access is increasingly expected across the whole visitor journey – from trail design to accommodation, transport, information formats and certainty in planning. For the Wadandi Track, accessible sections, adaptive cycling support, and clear pre-trip information broaden the market and strengthen reputation.

WHAT ARE RAIL TRAILS?

Rail trails are shared-use paths that are partly or entirely developed within a disused rail corridor and that follow the alignment of a former railway line for most of their length. They are typically designed for non-motorised recreation and active transport, including walking, trail running and cycling, and in some locations horse riding. Rail trails commonly traverse farmland and rural towns as well as forests, coastlines and waterways, and often connect visitor nodes such as towns and villages, heritage sites, and food and beverage attractions.

Rail trails generally feature gentle gradients, wide formations and engineered elements such as cuttings, embankments, and bridges. Surfaces range from compacted gravel or dirt to fully sealed asphalt, which influences the types of bikes and mobility devices that can be accommodated. The growth of e-bikes has expanded the popularity of rail trails by enabling more people to ride comfortably and cover longer distances, supporting both day trips and multi-day touring.

Rail trails are expanding in Australia and internationally because they combine accessible outdoor recreation with strong community and visitor-economy outcomes. Common benefits include:

- strengthening and connecting communities (including social connection and resilience),
- creating jobs and stimulating local business through visitor spend,
- protecting environmental, cultural and heritage assets by retaining the corridor and preserving stories at heritage sites, and
- improving health and wellbeing by enabling active transport and low-barrier physical activity.[17]



Warrnang Biddi, Concept 2 Strategy

CASE STUDY

The Otago Central Rail Trail (OCRT)

The Otago Central Rail Trail (OCRT) is widely regarded as one of the world's most successful examples of rail trail led regional regeneration. The 152 km trail follows the alignment of the former Otago Central Railway between Clyde and Middlemarch in New Zealand's South Island, linking a string of small townships and service hubs. Distances between towns and rest stops are typically 7 km to 27 km, which supports flexible itineraries (half-day to multi-day rides). Trailheads can be accessed in approximately one hour by car from major aviation hubs at Dunedin or Queenstown. The OCRT officially opened in February 2000, delivered through a partnership between the New Zealand Department of Conservation and the Otago Central Rail Trail Trust.

Visitor uptake was strong from the outset and has remained sustained over time. By the late 2000s, approximately 20,000 visitors per year were travelling the full length of the trail. More recent monitoring indicates that around 12,000-15,000 people now complete the entire trail annually, with an additional 80,000 users undertaking shorter sections for day or half-day trips.

The trail has become a cornerstone of Central Otago's visitor economy, contributing more than NZ\$25.9 million of new expenditure and supporting 132 jobs in 2022-23.[18] A 2009 business survey found that many operators attributed more than 20 per cent of turnover to trail users, and that the trail was "very important"

in the decision to buy or start a business for 30 per cent of respondents.[19]

A defining feature of the OCRT's success is the diversity of tourism products that it supports. The trail underpins a strong multi-day touring market, supported by bike hire (including e-bikes), shuttles and luggage transfers, guiding and packaged tours, and bike servicing. It also drives stay-and-spend outcomes through accommodation (bed and breakfasts, lodges, pubs and farm stays) and food and beverage. The surrounding offer – including historic gold-mining towns, scenic detours and attractions – reinforces dispersal and length of stay.

A 2023 user survey revealed that the trail has a clear reliance on a domestic New Zealand and Australian market base (68% New Zealand, 21% Australia). In 2023, most trail users were visitors (93%), and among these visitors, 92% said the trail was the main reason for their trip, reinforcing its role as a destination driver. The profile skews to mature travellers (78% were aged 50+) and longer stays (4-5 days: 67%). The average trail visitor stayed for 5.7 nights in the local area and spent NZ\$414 per day (compared to 2.1 nights and \$195 per day for all visitors). A significant number (42%) of rail trail visitors spent money on non-trail related activities (e.g. vineyards, museums, etc).[18]

Image Credit: <https://www.centralcycletrail.co.nz/experiences/exclusive-accommodation.html>



What makes a Successful Rail Trail?

Successful rail trails are not defined by infrastructure alone, but by the quality of the end-to-end visitor experience and the ecosystem that supports it. The following are key elements that together support the creation of a destination-driving rail trail experience.



Compelling physical and experiential foundations

As rail trails are experienced at human pace, landscape, scenery and sensory engagement are central to their appeal. Varied vistas, seasonal change and close interaction with nature significantly enhance perceived value and memorability.



Distinctive landscape, heritage and story

Market-leading rail trails leverage the uniqueness of their setting. This includes both natural assets (landforms, climate, ecology) and cultural heritage (particularly railway history). High-quality interpretation along the length of the trail creates meaning, pause-points and emotional connection, transforming movement corridors into narrative journeys.



Strategic length, location and accessibility

Trail length must support multi-day journeys while allowing sectional use. The multiple access points and availability of services along the trail increases accessibility for a wide range of users. Proximity to large population centres, or efficient access via aviation and regional transport networks, strongly influences visitation. Evidence from the Otago Central Rail Trail demonstrates that low-cost regional air access and reliable transfers can effectively overcome geographic distance. Easy access broadens markets, supports day-use and enables repeat visitation.



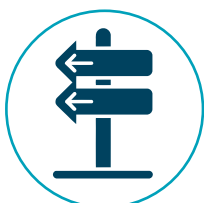
Thriving towns, gateways and visitor services

Successful trails connect thriving tourism towns at regular intervals, creating natural hubs and rest points with plenty to see and do. Gateway towns enable flexible entry and exit while supplying essential visitor services – accommodation, food and beverage, bike hire, transport/shuttles, information, tour operations and social interaction. Where transport between trail sections is difficult, demand for one-way or section-based experiences can be constrained; shuttles, commercial operators and local transport services reduce this barrier and support higher yield.



Depth of supporting experiences and packaging

Rail trails perform best where they are embedded within a wider tourism system. Secondary attractions such as wineries, events, wellness, nature-based experiences and local produce influence travel decisions and enrich the trail journey. Cohesive packaging, tour options and transport services reduce planning effort and lower barriers to participation, particularly for interstate and international visitors.



Quality infrastructure and technical performance

Trail condition directly shapes visitor satisfaction. Clear wayfinding, consistent signage, rest areas, toilets, water availability and digital pre-trip information are essential. High-quality infrastructure supports comfort, safety and inclusivity, while reinforcing perceptions of professionalism and destination quality.



Governance, partnerships and community support

Long-term success depends on strong cooperation between land managers, local government, tourism organisations, operators and communities. Shared governance arrangements underpin funding, maintenance, interpretation and promotion. Community pride and local advocacy contribute to the trail's reputation.



Cohesive branding, positioning and reputation

Premier rail trails occupy a clear and distinctive position in the market. Cohesive branding, strong storytelling and consistent messaging across towns and operators reinforce identity and aid recall. Reputation builds over time through experience quality and advocacy; visitor research from both the Murray to Mountains Rail Trail in Victoria and the Otago Central Rail Trail indicates that word of mouth is by far the most dominant source of trail awareness.[20]

Key Learnings

To achieve the visitation and economic benefits seen in leading rail trail destinations, the Wadandi Track must deliver an exceptional end-to-end visitor experience – not just a high-quality trail.

Western Australia's strategic framework for trails includes identifying and promoting iconic trails: the best trails of their type in Western Australia, developed and marketed to strengthen their contribution to the visitor economy (visitation, nights, dispersal and spend).

However, becoming 'iconic' is ultimately a competitive test in the visitor's mind. Even a technically excellent trail can underperform if the overall proposition is weaker than alternatives – for example, if travel time, perceived value-for-money, or the availability of services and bookable experiences compare poorly with other Australian or international destinations.

Exceptional trail tourism products and experiences are therefore critical to overcoming these barriers. They turn a trail into a compelling journey through landscape, culture and place, while also increasing spend through high-quality supporting services. For this reason, this report focuses on identifying trail tourism experiences that will enhance the Wadandi Track's reputation and market appeal, positioning it to compete as one of Western Australia's iconic trails.



WHO ARE RAIL TRAIL USERS?

Rail Trail Users can be grouped into two broad categories - trail tourists and residents. While this report focuses on trail tourists, residents who use the Wadandi Track for leisure, recreation, fitness and commuting will also benefit from - and purchase - many of the products and services developed to support visitors.

Rail Trails are typically used for four main activities - cycling, walking, trail running, and horse-riding.

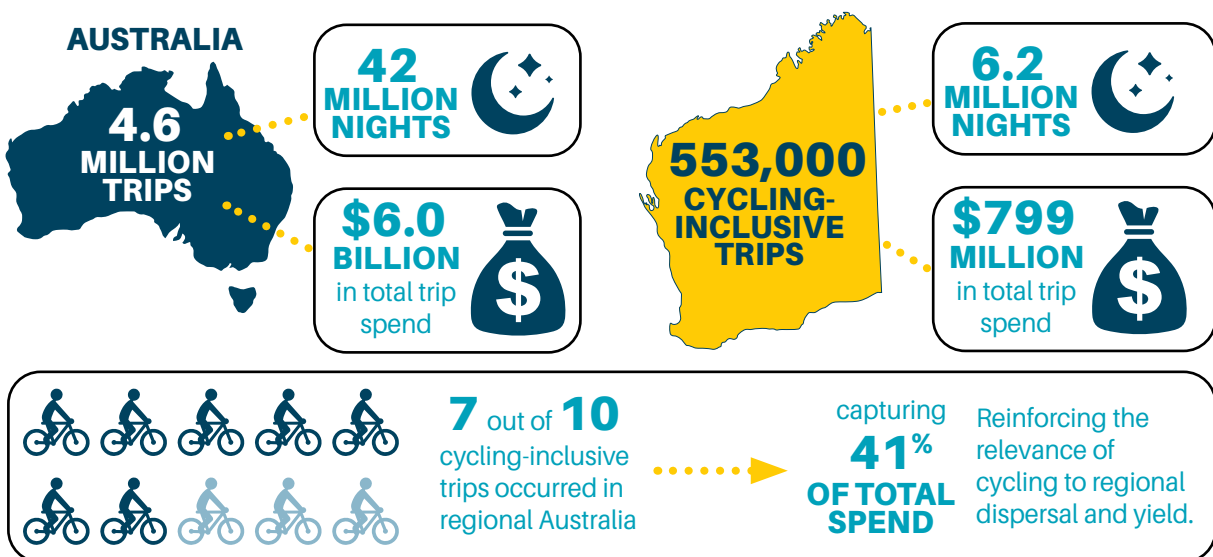
- **Cycling** - the dominant activity on rail trails and the *primary focus of this report*. Rail corridor gradients (which are mostly flat), wide formations and relatively predictable surfaces suit a broad range of cycling abilities, enabling longer distances, higher daily throughput, and easier packaging with transfers, hire, guiding and luggage services.
- **Walking and trail running** - these are generally smaller markets for rail trails. For Destination Trail Users, hiking demand is often driven by variety and immersion - including diverse landscapes, awe-inspiring features, and a sense of challenge and progression. The consistent grades, linear corridor character and often-uniform surfaces that make rail trails attractive to cyclists can be less compelling for hikers and trail runners. However, experiences that are short, flexible and centred on nearby points of interest may attract hikers (e.g. a scenic/heritage return walk linked to food, culture or nature).
- **Horse riding** - where permitted, is a niche market and considered selectively where there is a clear fit with land access, safety, and complementary visitor experiences. [7]

The following sections focuses on market insights for **cycle tourism only**. To better understand the walking, trail running and horse riding markets, refer to the South West Edge Trail Tourism Experience Opportunities Report.[21]

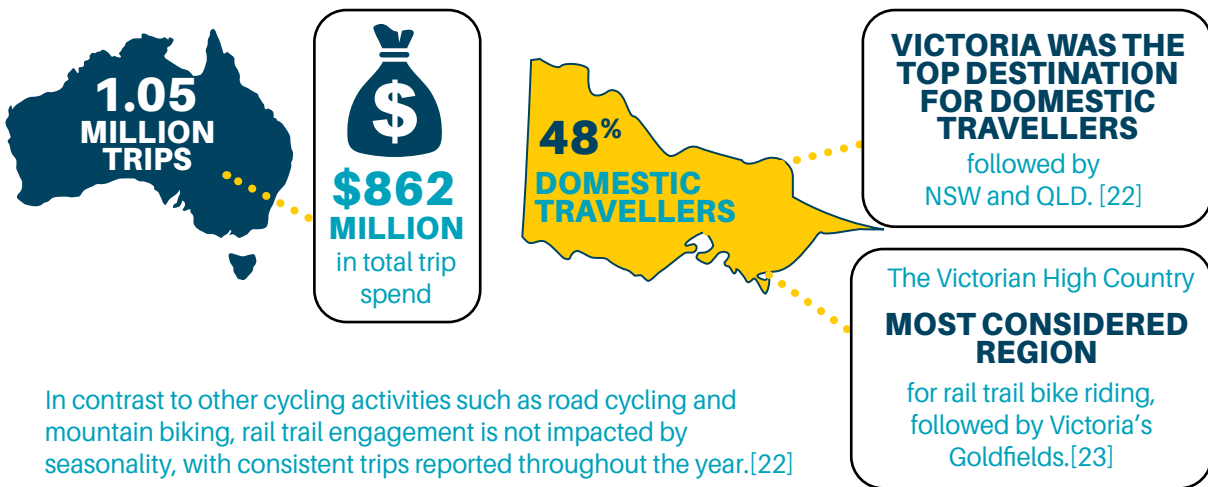
Market Insights

Cycle tourism is a significant and growing contributor to Australia’s visitor economy. Overall, domestic overnight trips including cycling activities have higher spend and nights per trip than overall travellers; while international trips to Australia that include cycling activities have over two times higher spend and nights per trip than overall international travellers.[22]

2024 CYCLE TOURISM



2024 RAIL TRAIL TOURISM



Market Demand

Demand indicators for cycle tourism are strong. Global research suggests around one quarter of travellers express interest in cycling experiences, often skewing younger, active and more male-dominated, with growing participation among families.

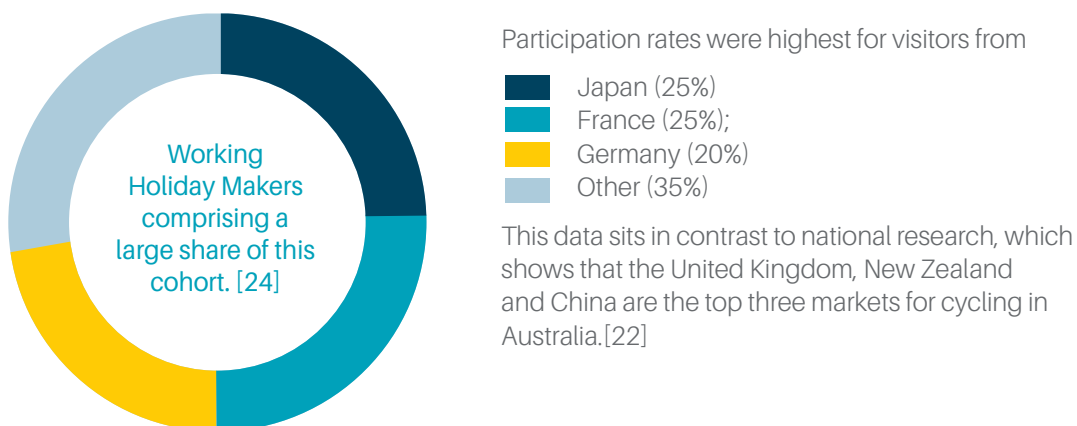
In Australia, a 2022 Tourism Australia study found 16% of Australians (around 1.4 million people) expressed interest in cycling while on holiday. [15]



Among international markets, interest in cycling during travel was 25%, highest in Germany (37%), followed by East and South East Asia and India.

Interest was particularly strong among Luxury Travellers (29%), Long-Stay Travellers (28%) and Working Holiday Makers (40%).

Yet in 2024, only 11.6% of international visitors to Western Australia reported cycling during their trip.





Rail Trail Visitation

Trail counters for rail trails in Australia and overseas provide one indicator of demand for rail trail experiences. Much of this data is drawn from trail counters placed at different locations along the length of a trail and as such are estimations of total visitor numbers. Importantly, this data reveals little about length of visit, repeat visitation, type of user (e.g. visitor or resident), and user motivation (i.e. the number of Destination Trail Users vs Trail Users While on Holiday).

A summary of publicly available data for several popular rail trails provides a high-level indicator of potential demand (see Table 3). Notably, those areas close to major metropolitan centres or destinations with existing strong tourism visitation record very high total trail users.

Table 3: Rail Trail Visitation Data

	Great Victorian Rail Trail[23]	Murray to Mountains[23]	East Gippsland Rail Trail[23]	Mornington Peninsula Bay Trail[23]	Brisbane Valley Rail Trail[25]	Otago Central Rail Trail[18]
Year Data Collected	2018	2018	2018	2018	2021	2023
Trail Length (km)	134	116	111	100	161	152
Total Rail Trail Users	92,053	315,442	22,488	128,500	52,000	12,756
Number of Rail Trail Users who are Visitors	73,642	252,354	21,000	105,000	na	11,901

Cycling Visitor Segments

Building on the distinction between Destination Trail Users and Trail Users While on Holiday, Western Australia’s cycle tourism framework differentiates cycling visitors based on their motivations, experience levels and typical trip patterns. Table 4 summarises the key cycling visitor segments used in WA and highlights their relevance to rail trails.

Given their strong alignment with rail trail characteristics and travel patterns, this analysis focuses on Active Lifestyle cyclists as the primary market within Destination Trail Users, and Leisure Cyclists as the primary market within Trail Users While on Holiday. These two segments provide the most relevant foundation for developing rail trail-specific products and identifying realistic opportunities to drive visitation and spend.

Table 4: WA Trail Tourism Market Segmentation Model

Visitor Segment	Description	Market Potential for Rail Trails
Destination Trail Users		
Active Lifestyle	Active Lifestyle cyclists are outdoor enthusiasts who intentionally plan travel to include cycling. They ride regularly, often own their own bike and are comfortable in natural settings. They value well-designed and well-signed trails, plus supporting services. When travelling to new destinations, they may purchase guided or packaged experiences.	High – strong fit with multi-day rail-trail holidays and potential to drive destination choice.
Adrenaline Seekers	Highly skilled, technically focused riders who seek challenge and technical features, often connected to clubs, competitions, events, or personal performance goals.	Low – rail trails typically lack technical challenge; may participate only as an add-on to a mountain biking holiday.
Independent	Frequent riders and outdoor enthusiasts who prefer self-planned itineraries and self-sufficiency. They are motivated by adventure and autonomy rather than technical features. They will use a range of trail types and may undertake overnight or multi-day rides but typically minimise reliance on packaged services.	Medium – likely users, but generally lower yield unless supported by bookable experiences and strong town-based offers.
Trail Users While on Holiday		
Leisure Cyclists	Holidaymakers who choose cycling as a secondary activity while visiting a destination. They often ride infrequently, prefer short, low-effort rides (commonly 1–2 hours), and favour easy access, clear signage and maps, toilets, picnic facilities and convenient parking. Commonly travel in families or mixed-age groups.	High – typically the largest market by volume and well suited to short scenic rail-trail sections close to towns and attractions.

Rail Trail Visitor Segments

The Active Lifestyle Cyclist (Destination Trail User) and Leisure Cyclist (Trail User While on Holiday) segments can be further differentiated based on how rail trails fit within their travel motivations and the type of cycling experience they seek (see Table 5). The rail trail-specific segments discussed below draw on rail trail market research and user data from comparable trails in Australia and New Zealand.

The model is also aligned to Tourism WA’s domestic visitor segmentation (Premium Nature, Family Time, Simple Nature and Luxe Culture) to ensure the rail trail market approach connects to broader destination marketing priorities and target audiences (see Table 6). The resulting segmentation is designed to inform product development, experience design and investment priorities. Note that there is no comparable data on Luxe Culture segment.

This approach to rail trail market segmentation recognises that most rail trail visitors are drawn less by cycling itself than by the richer journey the trail makes possible. While some ride for fitness or the simple pleasure of being on a bike, for many the primary appeal is the mix of place-based experiences encountered along the way – heritage and railway stories, historic infrastructure, wildlife and landscapes, local food and produce, public art installations, and relaxed time with friends and family in the open air. In this sense, the trail functions as a low-effort, high-reward ‘experience corridor’ that links multiple attractions into a single, coherent day or multi-day outing. The case studies below reinforce that successful rail trail tourism is shaped by the whole end-to-end visitor experience.

Table 5: Rail Trail Segmentation Model

WA Domestic Segments	Destination Trail Users (Active Lifestyle)	Trail Users While on Holiday (Leisure Cyclists)
Premium Nature	<p>Signature Journeys</p> <p>This is the strongest market for the Otago Rail Trail (NZ). In year ending June 2023, 88% of trail users completed the entire trail (n=11,187). The majority (93%) were visitors, of which 47% were aged over 60 years, and 32% aged between 50-59 years.[18]</p>	<p>Nature Immersion</p>
Family Time	<p>Active Families</p> <p>A small segment of the Australian cycle market (<8%).[26]</p>	<p>Family Fun</p> <p>Australian research suggests that this market accounts for approximately 16% of rail trail visitors.[23]</p> <p>While less than 10% of Australian travellers fall into this category, it represents 33% of the cycle tourism market.[26]</p>
Simple Nature	<p>Active Explorers</p> <p>Australian research suggests that this is the largest market for rail trips (54%). It comprises frequent cyclists, primarily male (over 60%), under 45. Primarily undertake day trips (less than 20% do multi-day rail trail trips).[23]</p>	<p>Scenic Explorers</p> <p>Australian research suggests that this market accounts for approximately 31% of rail trail visitors. These are casual cyclists who only use rail trails (i.e. they exhibit no cross-over interest in other forms of cycling). Skews primarily male (60%); under 35. Prefer easy, short distance rides.[23]</p> <p>Represents 28% of the cycle tourism market.[26]</p>

Table 6: Detailed description of Rail Trail Visitor Markets

Destination Trail Users	
<p>Destination Trail Users are visitors for whom cycling the rail trail is the main reason for travel. They undertake half- to full-day riding on the trail and include at least one overnight stop.</p>	
Active Lifestyle	<div style="background-color: #e0f2f1; padding: 10px;"> <p style="text-align: center;">Signature Journeys (Premium Nature)</p>  <p style="font-size: small; margin-top: 5px;">Tourism WA, Jarrad Seng</p> <ul style="list-style-type: none"> Profile: 55-75; couples/friends; interstate plus higher-income intrastate; may include international Experience Seekers. Motivations: 'bucket list' completion; premium comfort. Behaviours: multi-day (whole-trail completion is common) in 3-6 days with distances up to 25km per day; packaged products (pre-booked); small group (exclusive); includes guided eco-tours, Aboriginal cultural tours. Messaging hook: Fully supported, beautifully paced, exclusive. Product implications: all-inclusive packaging; luggage/shuttle reliability; premium accommodation and dining; milestone storytelling and photo moments. </div>
	<div style="background-color: #e0f2f1; padding: 10px;"> <p style="text-align: center;">Epicureans (Luxe Culture)</p>  <p style="font-size: small; margin-top: 5px;">Tourism WA, Jarrad Seng</p> <ul style="list-style-type: none"> Profile: 35-60; couples/groups; higher discretionary spend; intrastate and interstate; may include international Experience Seekers. Motivations: signature cycling holiday built around food, wine, heritage/story and towns. Behaviours: small group (exclusive); shorter multi-day (2-3 days) with distances 8-15km per day; behind-the-scenes food/wine experiences, exclusive cultural and heritage experiences, including Aboriginal cultural tours. Messaging hook: Ride for flavour and story, exclusive. Product implications: all-inclusive packaging; luggage/shuttle reliability; premium accommodation and dining; heritage and or food/ beverage-led pause points. </div>
	<div style="background-color: #e0f2f1; padding: 10px;"> <p style="text-align: center;">Active Families (Family Time)</p>  <p style="font-size: small; margin-top: 5px;">Tourism WA</p> <ul style="list-style-type: none"> Profile: 35-60; couples/groups; higher discretionary spend; intrastate and interstate; may include international Experience Seekers. Motivations: signature cycling holiday built around food, wine, heritage/story and towns. Behaviours: small group (exclusive); shorter multi-day (2-3 days) with distances 8-15km per day; behind-the-scenes food/wine experiences, exclusive cultural and heritage experiences, including Aboriginal cultural tours. Messaging hook: Ride for flavour and story, exclusive. Product implications: all-inclusive packaging; luggage/shuttle reliability; premium accommodation and dining; heritage and or food/ beverage-led pause points. </div>
	<div style="background-color: #e0f2f1; padding: 10px;"> <p style="text-align: center;">Active Explorers (Simple Nature)</p>  <p style="font-size: small; margin-top: 5px;">Tourism WA, Jarrad Seng</p> <ul style="list-style-type: none"> Profile: 30-65; couples/friends; intrastate; mixed fitness. Motivations: switch off; nature immersion; unhurried pace. Behaviours: values scenic, sightseeing rides with stop-offs and natural environment; single day to multi-day (1-3 days) with distances up to 25km. Messaging hook: Unwind on the rail trail - relaxed rides, nature close-up, no rush. Product implications: comfort amenities at intervals; viewpoints + interpretation; easy access from accommodation. </div>

Trail Users While on Holiday

Trail Users While on Holiday access the rail trail while on holiday. They ride short sections as an add-on activity during a broader trip.

Nature Immersion (Premium Nature)



Tourism Australia

- Profile: 45-75; couples and small friend groups; intrastate and interstate; may include international Experience Seekers.
- Motivations: immerse in wild nature and distinctive landscapes; prefer comfort and ease alongside an active outdoor experience.
- Behaviours: chooses a rail-trail ride as a high-quality add-on within a broader trip; a single day (or part-day) on the trail rather than an end-to-end journey; gravitates to the most scenic sections and signature viewpoints; more likely to pay for premium add-ons.
- Messaging hook: A premium nature experience in a day – immersive, effortless, unforgettable.
- Product implications: curated “signature sections” with exceptional scenery; seamless access; bookable guided micro-experiences; high-quality interpretation and photo moments concentrated on the “best bits”.

Local Flavours (Luxe Culture)



Tourism Australia

- Profile: 30-60; couples/groups seeking a social day with chance to sample local food and beverages; intrastate; may include interstate and international.
- Motivations: local produce, towns, markets, cellar doors; cycling as the connector.
- Behaviours: day structured around venues/opening hours.
- Messaging hook: Ride into the region’s best local flavours.
- Product implications: curated “trail-to-town” routes; bookable stop-to-stop offers; safe return options; partnerships with venues/attractions

Family Fun (Family Time)



Tourism WA

- Profile: parents 30-45 with kids; families already holidaying nearby; short time window, may include interstate and international.
- Motivations: an easy activity; safe, simple fun.
- Behaviours: day-use, low planning, easy access.
- Messaging hook: Add a stress-free ride to your holiday – easy kilometres, happy kids.
- Product implications: hire at trailheads; trikes and e-bikes to accommodate young children or older grandparents; picnic/play and treat-stop partners.

Scenic Explorers (Simple Nature)



Tourism Australia

- Profile: 30-65; couples/friends on a broader holiday, intrastate, may include interstate and international.
- Motivations: quick nature fix; scenery in a day.
- Behaviours: single-day highlight ride; convenience sensitive.
- Messaging hook: A scenic ride that fits your holiday plans, everyone can join in.
- Product implications: “half/full-day highlights” with time/distance certainty; simple trailhead access; concentrated scenic/photo nodes.

TRAIL TOURISM PRODUCTS AND SERVICES

Rail trails support a broad mix of tourism products and services, typically across three layers:



Core trail services (needed to enable use)

Core trail services enable visitors to access and utilise rail trails. These services lower barriers to entry for independent travellers and provide the building blocks that accommodation providers, tour operators and booking agents can assemble into bookable, trade-ready packages. Where services are reliable, visible and easy to book, a rail trail can shift from being a great ride to a scalable visitor experience that can be sold, bundled and repeated.

Support services include:

- **Shuttle transfers** - One-way or staged transfers for people and bikes that make point-to-point riding/walking practical without needing to return to the start.
- **Luggage transfers** - Daily luggage transfers between accommodation so visitors can travel light, increasing comfort and widening the market for multi-day trips.
- **Bike Hire** - On-trail or gateway-town hire that enables visitors to participate without bringing equipment. Usually includes helmets and can also include child trailers, panniers, locks. For e-bikes, services may include chargers, battery swap options, or charging at designated locations.
- **Accessibility services** - Adaptive equipment hire, accessible transfers, and tailored routing to support inclusive participation.
- **Bike Service and Repairs** - Gateway-town or on-call mechanical support (including rescue and pick-up) that increases confidence and reduces disruption risk. Often bundled with bike hire.
- **Food Hampers** - Pre-ordered picnic hampers and trail lunches that solve 'where do we eat today?' in low-service stretches. Also includes breakfast packs and evening meal hampers for self-catering accommodation.
- **Return logistics and storage** - Secure car parking that makes multi-day use feasible and reduces perceived risk.
- **Booking and coordination layer** - a visitor-facing booking pathway (or coordinating agent) that can assemble accommodation, transfers and extras into one transaction is often what turns services into a usable package.

For a complete list of potential services, see Appendix A.



Trail-linked experiences (what visitors come for)

Trail-linked experiences form the wider tourism ecosystem and include:

- food, beverage and agritourism (cellar doors, farm gates, produce trails, picnics)
- heritage and culture (railway heritage interpretation, museums, town walks, storytelling)
- nature-based add-ons (short walks, wildlife viewing, photography, river/forest/coastal experiences)
- wellness offerings (yoga, recovery, massage, slow-travel retreats)



Stay-and-spend products (what lifts yield)

Stay-and-spend products drive yield through higher spend, longer stays and greater dispersal. There are three primary trail tourism products that drive yield - tour products, events, and boutique/unique trail accommodation.

Tour Products

Across mature rail-trail destinations, trail tourism experiences tend to cluster into two tour product types – multi-day itineraries and single-day experiences.

Multi-day Itineraries

Most multi-day rail-trail itineraries are planned around 25–35 km per day on generally gentle grades (although this can extend to 40-60 km for experienced riders with higher fitness levels). This pace supports a comfortable day's ride with time for frequent stops at attractions and food and beverage outlets, ending in a town or village that offers a choice of accommodation.






These itineraries appeal strongly to Destination Trail Users motivated by point-to-point (end-to-end) completion across multiple days. Longer rail trails also lend themselves to sectional rides of one or two nights suited to weekend breaks. Multi-day itineraries are usually experienced as linear trails, requiring shuttle services or transport options (bus, train or car hire) at the trail end. Very few rail trails provide looped options.

Multi-day itineraries typically support three core product formats – guided premium journeys, supported self-guided holidays, and independent self-guided trips. These products convert trail use into bookable inventory and disperse spend across multiple towns each night – see Table 7.



Tourism WA, photographer Jarrad Seng




Table 7: Multi-day Rail Trail Products (Primary Market: Destination Trail Users)

Product Type	Description	Rail Trail Segment most likely to purchase	Example
Fully guided premium journeys	These experiences sit at the high-yield end of the rail trail spectrum, typically delivered as small-group, all-inclusive experiences. They provide high-quality guided interpretation, dining, and curated 'behind-the-scenes' moments (for example, meet-the-maker tastings, farm gate visits, wine pairing) that visitors would struggle to organise independently. This format is especially relevant for premium Destination Trail Users who prioritise comfort, storytelling and a well-paced itinerary over independent navigation and logistics. It also enables higher price points through service intensity, exclusivity and strong local partnerships.	Signature Journeys (Premium Nature) Epicureans (Luxe Culture)	 3D/2N Tour de Murray to Mountains Rail Trail (Tour de Vines) is a fully guided end-to-end weekend on the Murray to Mountains Rail Trail delivered by Tour de Vines. Includes meals, accommodation, a local guide, curated wine tastings and producer talks, gourmet food, luggage transfers and transport; BYO bikes or bike hire available at additional cost. <i>Source: https://tourdevines.com.au/</i>  6D/5N Great Victorian Rail Trail Deluxe Experience (Pack Saddling Australia) is a small-group guided horse-riding journey incorporating local wines, country-restaurant meals and boutique accommodation. Provides equine logistics support (yards, feed and water buckets) plus a support vehicle to carry horse feed, rugs and gear; caters for BYO horses. <i>Source: https://www.packsaddlingaustralia.com.au/</i>
Supported self-guided holidays	These are the cornerstone product on many high-performing rail trails and are often marketed as 'inn-to-inn' journeys. The core value proposition is convenience with independence: operators bundle accommodation and key logistics (luggage transfers, bike hire, and shuttles) so visitors can ride point-to-point each day without planning complexity or transport stress. Supported self-guided products include full end-to-end itineraries (commonly 4–6 days on longer trails) as well as shorter 'highlights' options over 2–3 days, which suit weekend breaks and shoulder-season travel.	Signature Journeys (Premium Nature) Active Explorers (Simple Nature)	 4 Day Otago Central Rail Trail – Otago Rail Trail Explorer (Trail Journeys) is a supported, self-guided end-to-end ride on the 152 km Otago Central Rail Trail (Clyde to Middlemarch). Includes accommodation (mix of motels, B&Bs and cottages), breakfasts, luggage transfers, bike hire, and a shuttle transfer back to the trail start at trip end. <i>Source: https://www.trailjourneys.co.nz/nz-cycle-trails/otago-central-rail-trail</i>  3D/4N Camel Trail Self-guided Walking Holiday (Contours) is a self-guided walking holiday on the Camel Trail (UK), featuring countryside, villages and heritage attractions, ending in Padstow. Package includes accommodation, breakfast, luggage transfers, and taxi transfers where accommodation is not close to the trail; dog-friendly option available. <i>Source: https://www.contours.co.uk/</i>
Independent self-guided trips	The distinguishing characteristic of independent self-guided travel is that visitors plan, book and manage each element separately rather than purchasing a packaged product. This appeals to riders seeking maximum flexibility in timing, start/finish locations and daily distances, and it enables rest days or detours for sightseeing, food and wine, or events. Independent travel also supports a 'base-and-ride' pattern, where visitors stay in one hub and use family/friends or commercial shuttle services to access different trail sections each day.	Active Families (Family Time) Active Explorers (Simple Nature)	 3 Day Brisbane Valley Rail Trail Cycle Tour (Out There Cycling) is a self-guided itinerary building website. Visitors tailor their trip around those elements that they need (e.g. shuttle transfers, accommodation bookings, luggage transfers, bike hire). Accommodation options range from country pub rooms, motels & cabins to luxury retreats. <i>Source: https://outtherecycling.com.au/brisbane-valley-rail-trail</i>

Day Tours

Most rail trail visitors experience the trail as part of a day trip. Day trips typically range from 2–6 hours of riding and cover up to 30 km. They include both guided and self-guided formats and are designed for ease and immediacy – short ‘best bits’ itineraries that can be booked and enjoyed without complex planning – see Table 8. This makes them particularly attractive to Trail Users While on Holiday, including visitors staying in gateway towns who want a low-effort activity with clear post-ride options (cafés, beaches, wineries, town centres). Day trips create same-day spend in nearby businesses and can be the entry product that convert holiday-makers into repeat trail users.

Table 8: Day Trail Products (Primary Market: Trail Users While on Holiday)

Product Type	Description	Rail Trail Segment most likely to purchase	Example
Day Guided Tours	All-inclusive, guided day experiences designed to remove planning friction – typically bundling shuttle transfers, bike hire, meals and on-trail interpretation into one bookable product. These tours are often positioned as premium, high-yield ‘Taste of the Trail’ experiences, suited to visitors with limited time who still want a guided story-led journey and local food and beverage.	Nature Immersion (Premium Nature)	 Guided Wadandi Track e-bike tour (On Track MTB) is a 4-hour guided cycling experience from Cowaramup to Witchcliffe, with pick-up available from Busselton, Cowaramup and Margaret River. The tour includes a scenic ride along the Wadandi Track with return shuttle provided. <i>Source: https://www.ontrackmtb.com.au/guided-rides</i>
		Local Flavours (Luxe Culture)	 Yarra Valley Guided Bike Tour (Cycling Vine Tours) is a 6 hour guided day ride on the Lilydale to Warburton Rail Trail (Victoria) that pairs pedalling with food and wine experiences. Includes guide, bike, helmet, water bottle, morning tea, lunch, and tastings at cellar doors or farm gate. <i>Source: https://vinetours.com.au/</i>
Self-Guided Day Trips	Independent day rides that rely on bike hire (or BYO bike), simple trip-planning tools and confident wayfinding – with spend largely discretionary (cafés, cellar doors, retail) and therefore typically lower yield per visitor. They are often slotted into an existing holiday itinerary (substituting another activity rather than adding nights), so economic uplift depends on how well access, hire, maps and easy point-to-point logistics convert interest into actual trail use.	Family Fun (Family Time) Scenic Explorers (Simple Nature)	 Self-guided Wadandi Track Itinerary – bike hire, helmet and map – provided by Burnside Bikes (Busselton, Margaret River); Hairy Marron Bike Hire (Margaret River); Golden Jersey Bike Hire (Cowaramup)

Events

Events can be a powerful motivator for rail trail use and a practical tool for destination activation. Festivals, themed ride weeks, challenges and community markets can lift demand in quieter periods, generate media and social sharing, and create a time-bound reason to travel that encourages repeat visitation (including visitors who may not otherwise plan a rail-trail trip). They also provide a simple hook for packaging – converting a linear trail into a hosted, social experience with built-in support.



Cycle Dindi 2026 is a charity bicycle ride on the Great Victorian Rail Trail delivered as a joint project by the Rotary Clubs of Alexandra and Yea with Friends of the Great Victorian Rail Trail. Using Yea, Yareck and Alexandra as multiple start points, it offers distance options and packages the trail as a supported social day – entry includes Billy tea and damper, a barbecue lunch at Cathkin, Tunnel Treats, and a hosted pause at the historic Cheviot Tunnel with refreshments. Proceeds support Rotary Youth Projects, demonstrating how event programming can activate trail visitation while delivering community benefit and a ready-made reason to travel.

Source: <https://www.cycledindi.com/>



The Otago Ale Trail Run 2025 is a half marathon plus 8 km option staged on the Otago Central Rail Trail, raising funds for the Otago and Southland Rescue Helicopter. It's a strong example of converting a rail trail into a time-bound, social experience with a clear cause and an on-brand finish-line reward – a useful model for shoulder-season activation and local engagement.

Source: <https://www.trailhub.co.nz/news-and-events/otago-ale-trail-run-2025>

Trail Lodges

Trail lodges are a distinctive accommodation style that has emerged around some high-performing trails. They are purpose-designed (or strongly adapted) to meet the practical needs of riders and walkers doing point-to-point journeys, rather than general holiday stays. What makes trail lodges different to standard accommodation is the integrated service layer: they often bundle or can organise logistics like shuttles, luggage transfers and even vehicle relocation as add-ons, meaning independent travellers can book directly.

Timber Trail Lodge on the Timber Trail (NZ) positions itself around trail-ready facilities such as bike wash-down, secure bike storage, a tools/service stand, drying facilities for wet gear and e-bike charging, alongside meals included with room rates.

<https://www.timbertrailodge.co.nz/>



Image Credit: <https://www.timbertrailodge.co.nz/>

WADANDI TRACK - TRAIL TOURISM ASSESSMENT

To assess trail tourism opportunities along the Wadandi Track, the corridor has been divided into five segments that cluster around established accommodation and attraction hubs (Table 9). These hubs provide the hospitality capacity, services and visitor infrastructure required to support trail-based product development and packaging.

Table 9: Wadandi Track – Trail Tourism Segments

Segment	Tourism Opportunities Analysis	Distance
1	Busselton to Yallingup Siding	27.2km
2	Yallingup Siding to Cowaramup	19.2km
3	Cowaramup to Margaret River	13.5km
4	Margaret River to Karridale	31.4km
4a	Margaret River to Witchcliffe	9.5km
4b	Witchcliffe to Karridale	21.9km
5	Karridale to Flinders Bay	17.9km

A tourism business audit was undertaken in December 2025 along the current and proposed Wadandi Track alignment. The audit captured businesses located within 2 km of the trail corridor, as well as those within the town centres of Busselton, Cowaramup, Margaret River, Witchcliffe, Karridale and Augusta. Businesses were categorised by primary product or service type, recognising that many offer multiple complementary experiences (for example, cellar doors with on-site restaurants).

The audit reveals that there is currently very limited trail tourism product explicitly utilising the Wadandi Track (Table 10). Most trail-based tourism experiences in the region are focused on other established natural assets, particularly the Cape to Cape Track (multi-day hiking), canoeing on the Margaret River, horse riding, wild swimming, coasteering and mountain biking. This highlights that, while the region has strong nature-based tourism demand, the Wadandi Track is not yet being leveraged as a distinctive or bookable trail tourism experience.

Table 10: Wadandi Track Tourism Product

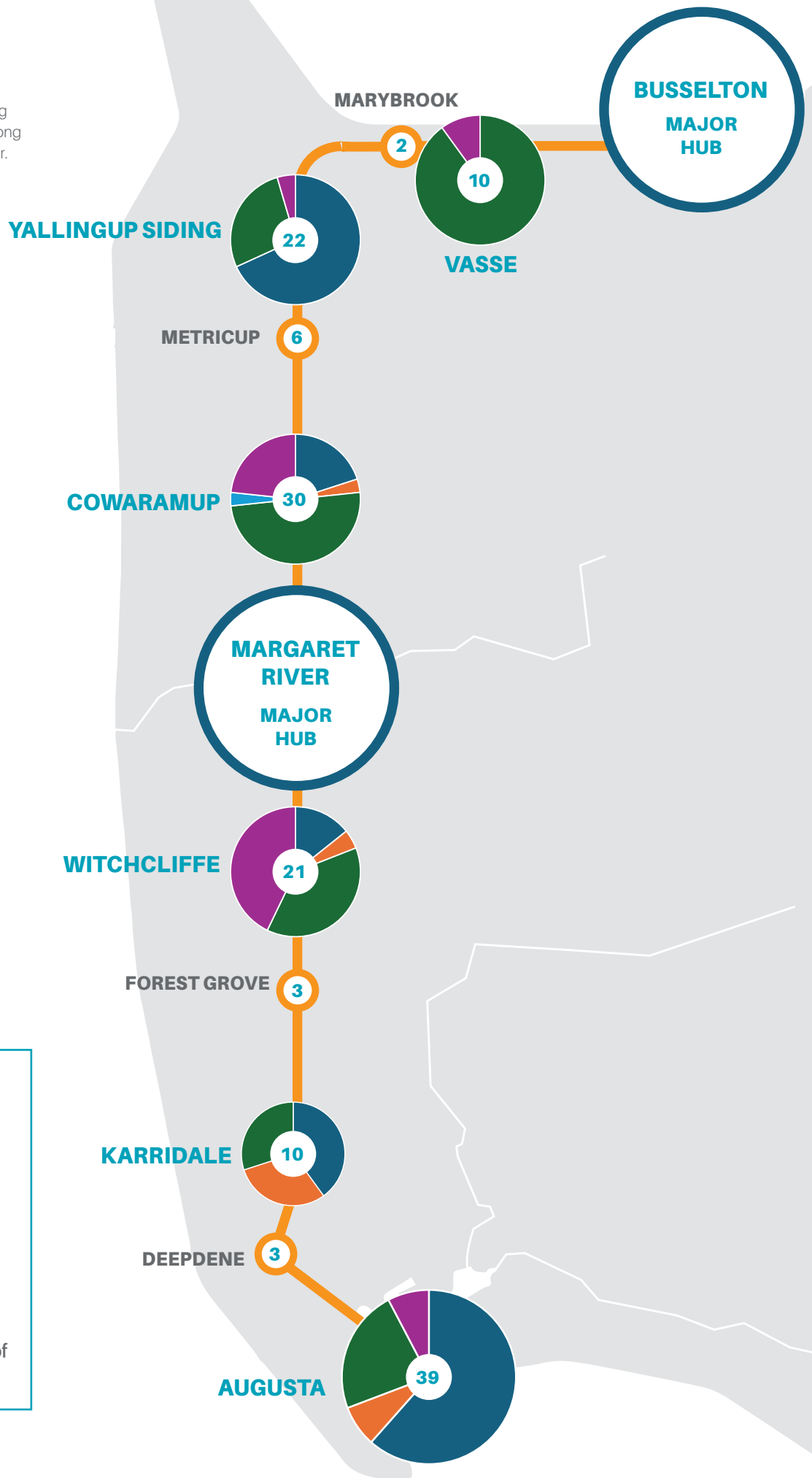
Business	Type	Detail
On Track Mountain Biking	Guided	4 hour Wadandi Track e-bike guided tour (Cowaramup to Witchcliffe)
Burnside Bikes	Bike Hire	Self-guided Wadandi Track itinerary (Busselton, Margaret River)
Hairy Marron Bike Shop, Bike Hire and Cafe	Bike Hire	Self-guided Wadandi Track itinerary (Margaret River)
Golden Jersey	Bike Hire	Self-guided Wadandi Track itinerary (Cowaramup)

Note: Other bike hire businesses operate in the region, but do not currently advertise or promote itineraries specific to the Wadandi Track.

The following section summarises the key findings of the audit and gap analysis for each trail segment, identifying opportunities to strengthen trail-ready product, supporting services and market positioning.

Note: The Aspirational Blueprint divides the Wadandi Track into six sections to guide infrastructure and off-track amenity planning. While useful for trail delivery and construction staging, these sections do not align closely with the current tourism product landscape or the most practical pathways for trail tourism product development, so the segments used in this report are slightly different.

Figure 3. Heatmap showing business concentration along the Wadandi Track corridor.





Busselton Jetty, Tourism WA

Segment 1: Busselton to Yallingup Siding

The northern end of the Wadandi Track begins near Busselton Jetty, a signature arrival point and the longest timber-piled jetty in the Southern Hemisphere. Busselton is the region's primary service centre, with a broad accommodation base (budget to luxury), strong food and beverage offer, and visitor services (including bike hire, servicing and retail). It also benefits from direct air access via Busselton-Margaret River Airport, including Jetstar flights from Sydney and Melbourne, and coach connectivity via Transwa's regional network.

Nearby Dunsborough broadens the base for pre- and post-journey stays and is linked to Busselton by an established coastal shared path, extending the feasible visitor catchment for Wadandi Track day rides and sectional trips. It also provides an additional nearby drawcard experience through the Cape Naturaliste Lighthouse precinct, supporting easy add-on itineraries.

From the Busselton Jetty precinct, the Track heads west along the former railway alignment and Geographe Bay foreshore towards Vasse Village.

Vasse has limited visitor accommodation but functions well as a refreshment stop rather than an overnight destination, with a small cluster of cafés/ takeaway options and local services (including bike servicing/sales). While the trail experience quality is currently constrained by lower visual amenity through residential areas, this section remains strategically important for trail users seeking short day rides to/from Busselton or Dunsborough.

Beyond Vasse, the route transitions into open farmland along the Vasse-Yallingup Siding Road corridor. Yallingup Siding is a logical day-stage endpoint for a multi-day journey (approximately 27.2 km from Busselton) and sits within the broader Yallingup-Quindalup accommodation zone. However, the accommodation closest to the alignment is currently dominated by self-catering holiday homes, with gaps in mid-range and budget options, one-night-stay availability, hosted properties offering meals, and accessible evening dining near the trail. The broader area can partly address these gaps but requires reliable shuttle transfers.

Product development needs: Activating this segment for end-to-end riders will require packaging – accommodation plus evening meal solutions and dependable shuttle logistics (including to/from higher-service nodes). The segment is particularly well suited to guided or hosted experiences that leverage premium accommodation, food and beverage, and agritourism experiences, however, key components may need to be accessed via short transfers rather than directly by bike



Segment 2: Yallingup Siding to Cowaramup

Between Yallingup Siding and Cowaramup, the Wadandi Track traverses a predominantly agricultural landscape of pasture and vineyards, punctuated by small pockets of conservation estate. At 19.2 km, Cowaramup is a logical overnight stop from the Yallingup Siding trailhead for both end-to-end and sectional itineraries.

Cowaramup has a strong and distinctive rural identity shaped by its farming heritage and expressed through a deliberately playful town narrative. This includes a series of full-size cow sculptures positioned throughout the town, alongside signage and business names that reinforce the 'Cow-town' theme, creating a memorable sense of place and a family-friendly, approachable personality.

The town centre includes three accommodation providers (with limited one-night stay availability), several cafés and casual dining venues (with relatively limited evening options), a cellar door, wine bar, distillery and brewery. Supporting services include a newsagency, pharmacy, bottle shop, butcher, bakery, gourmet food merchant and small

retail offer. Bike hire is available by advance booking, though currently via phone enquiry only, which limits spontaneity for visiting trail users.

Cowaramup also presents a strong opportunity for product layering through adjacent trail experiences. The proposed Wilyabrup Food and Wine Cycle Trail (currently unfunded) is a planned loop of approximately 14 km showcasing the Wilyabrup wine district linking Cowaramup with the Wadandi Track and passing numerous wineries, cellar doors, restaurants and gourmet producers. [27] Without funding to construct a new trail off busy Caves Road, the vision for this looped trail is stalled. However, an alternative (not included in the original proposal) would be to follow a longer loop of approximately 16 km using a mix of the Wadandi Track, gravel roads and lower-volume sealed roads (including Harmans Mill Road, Tom Cullity Drive, Miamup Road, and Brockman Road). While this option would reduce the number of cellar doors directly accessed, it would materially improve rider safety, albeit with requirements for on-road cycling treatments, upgraded signage and clear wayfinding.³

Product development needs: Realising Cowaramup's potential as a trail tourism hub will require additional accommodation supply, or greater flexibility for one-night stays within existing properties. Shuttle services linking the trail to nearby accommodation clusters in Wilyabrup and Gracetown would significantly broaden the overnight offer. The segment is particularly well suited to guided or hosted experiences that integrate portions of a future Wilyabrup food and wine cycling loop as a premium add-on to Wadandi Track journeys.

³ This alternative Wilyabrup Food and Wine Cycle Trail alignment option is indicative and subject to detailed feasibility and safety assessment.



Olivia Bello, Margaret River Tourism WA

Segment 3: Cowaramup to Margaret River

Between Cowaramup and Margaret River, the Wadandi Track traverses a varied landscape of agricultural land and remnant forest, including sections within state forest and Wooditjup National Park. In the final 5 km approaching Margaret River, the trail crosses a series of bridges over the Margaret River and its tributaries, with informal picnic areas along the route. Just north of Carters Road, the trail provides direct access to the Margaret River mountain bike area.

At 13.5 km, this is a relatively short segment that works well as a half-day one-way ride or a 27 km full-day return trip. For point-to-point riders, Margaret River functions as a high-quality overnight stop and itinerary anchor. From the town centre, Gnarabup Beach can be accessed via shared-use path through Prevelly, allowing riders to add a coastal

side trip. Margaret River also supports multiple food and beverage cycling itineraries, including the Margaret River Food and Beverage Cycle Trail and the Margaret River Wine and Cycle Trail, which link wineries, a distillery and gourmet food producers close to town via shared use paths.

Margaret River is the region's primary tourism hub – lively, well-served and surrounded by internationally recognised wine, food, surf and nature assets. The town offers a broad range of accommodation, strong dining and retail, and comprehensive visitor services including bike hire and servicing. Numerous tour operators deliver day tours focused on food and wine, agritourism, ecotourism, and cultural and heritage experiences, making Margaret River a natural convergence point for trail users and non-trail visitors alike.

Product development needs: With its established visitor economy and service depth, Margaret River is a cornerstone hub for trail tourism on the Wadandi Track. It is ideally positioned to function as a mid-itinerary rest day, enabling riders to pause their journey and engage with regional highlights beyond the trail itself. A high profile trailhead, comprehensive wayfinding, and embedded messaging in marketing collateral will cement this role.



Segment 4: Margaret River to Karridale

South of Margaret River, the Wadandi Track moves through a mix of pasture, vineyards and remnant forest before transitioning into forest and open farmland enroute to Witchcliffe, a small, creative village known for its community energy, local makers and relaxed cafés, with a welcoming, slightly alternative character. Its appeal lies in intimacy – it feels discovered rather than signposted. While there is no accommodation within the village itself, four self-contained properties are located within approximately 3 km of the track. The village offers a small cluster of cafés and restaurants, a wine bar, a cellar door and a range of boutique and specialty retail focused on hand-crafted, artisan, antique and retro goods. There is currently no bike hire or bike servicing available in Witchcliffe.

Witchcliffe is well suited to day trips from Margaret River – either a short one-way ride (9.5 km) or a full-day return ride (19 km). For point-to-point riders, it functions best as a morning tea or lunch stop rather than an overnight destination.

South of Witchcliffe, the trail takes riders through the Leeuwin Naturaliste National Park and into the iconic Boranup Forest which is renowned for its karri trees. This 21.9 km sub-section is one of the longest uninterrupted stretches of the Wadandi Track and has limited attractions or formal rest areas, emphasising immersion in forest landscape over stopping points.

Karridale is a quiet rural settlement. Visitor services are limited. Two self-contained accommodation properties are located close to the trail, though neither currently supports one-night stays. The Karridale Tavern, approximately 2.5 km off the alignment, provides pub-style meals for lunch and dinner and represents the primary food option for overnight visitors.

Product development needs: Activating this segment for overnight trail tourism will require either new accommodation supply or reliable shuttle services linking the trail to nearby accommodation clusters (Hamelin Bay or Augusta). Incorporating guaranteed evening meal options is critical for making Karridale viable as an overnight stop within multi-day Wadandi Track itineraries.



Segment 5: Karridale to Flinders Bay (Augusta)

The final section of the Wadandi Track travels through agricultural landscapes of pasture and vineyards, interspersed with small pockets of remnant vegetation, before arriving at the coast (17.9 km). The southern trail experience is defined by water – the Blackwood River, the Southern Ocean and the Cape Leeuwin Lighthouse. The ride into Flinders Bay delivers a strong sense of arrival, with expansive coastal views and an immediate shift in pace. Fishing boats, beach walks, snorkelling, swimming and seasonal whale watching shape the visitor experience, reinforcing Flinders Bay and Augusta as places to slow down, linger and absorb the feeling of being at the edge of the continent.

The Flinders Bay trailhead connects to the town centre of Augusta via the dual-use Whale Trail (approximately 4 km), enabling a seamless transition

from trail to town. Augusta offers a moderate range of accommodation across budget to mid-range categories, though it lacks premium product. The town provides a solid base level of services, including cafés, restaurants, a supermarket, bakery and small retail offering. There is currently no bike hire or bike servicing/repair available in Augusta. The town is connected to Busselton, Bunbury and Perth via the Transwa coach network.

An additional highlight is the Leeuwin Biddi Trail, a 3.1 km coastal link between Flinders Bay and the Cape Leeuwin Lighthouse precinct. This short trail provides dramatic coastal vistas and access to the lighthouse heritage experience and café, making it a highly complementary add-on for visitors staying overnight in Augusta and a natural extension of the Wadandi Track.

Product development needs: The primary product development gap in this segment is the absence of bike hire and bike service/repair, and transfer services which constrains independent use and limits Augusta's role as a functional endpoint for multi-day journeys. Addressing this gap would significantly improve end-to-end logistics, support self-guided itineraries, and strengthen Augusta's position as a restorative 'finish and stay' destination at the southern terminus of the Wadandi Track.

EXPERIENCE OPPORTUNITIES

The Wadandi Track presents a clear opportunity to evolve from a recreation asset into a coherent, bookable trail tourism experience. The core proposition is a low-impact, slow-travel layer that connects towns, food and beverage, nature and culture.

A successful trail destination delivers a combination of 'hero' and supporting experiences.



Hero experiences

Hero experiences are destination-driving products with the strongest potential to align with the region's brand positioning and deliver high yield outcomes. They are those most likely to:

- drive visitation and visitor expenditure, particularly from interstate and international markets,
- reflect Tourism WA's brand narrative (including Walking on a Dream) and the Margaret River Region's competitive strengths, and
- offer unique, memorable and highly shareable trail-connected experiences.



Supporting experiences

Supporting experiences are enabling services (for example, accommodation, transport and transfers, hire and servicing, guiding, food and beverage, wellness, and interpretation).

Collectively, hero and supporting experiences will help position the Wadandi Track as a sought-after, bookable trail tourism destination.

As outlined above, two visitor markets underpin the trail's tourism potential and require different product logics. Destination Trail Users drive yield and overnight spend through supported multi-day products, while Trail Users While on Holiday build volume, visibility, shoulder-season use and repeat visitation through shorter, easy-access experiences. Designing for both – rather than prioritising one at the expense of the other – is central to achieving a sustainable trail tourism outcome.

Hero experiences are the primary focus of this report because they drive yield and dispersal, grow brand reputation, and generate demand across all visitor segments.

Product Development Opportunities and Constraints

To assist operators to understand and evaluate these opportunities, eight aspirational product concepts have been developed (see below). These concepts draw on examples of unique trail tourism offerings delivered in Australia or internationally. Each concept includes length (days/nights), location, inclusions, and target market segment. These concepts have not been subject to market testing or feasibility assessment; detailed market research and feasibility analysis will be required before they can be brought to market. In some cases, existing operators may be well placed to expand or diversify into these offerings; in others, new start-ups may be required.

Many opportunities assume that the Wadandi Track and key supporting infrastructure are operational by mid-2028 (the current completion target). Some tourism product opportunities can be developed and delivered now in sections that are already open (supported by improved wayfinding and visitor information) and then expanded on a rolling basis from 2026 onwards as additional trail sections and supporting services come online. In some locations, however, required supporting infrastructure is unfunded, which may delay roll-out of some product opportunities.

Destination Trail Users

The Margaret River Region’s reputation for high-quality nature-based experiences and premium food and beverage positions ensures that it is well placed to attract higher-yield Destination Trail Users. The strongest immediate opportunity for this market lies in **guided and supported self-guided products**, which are the most effective formats for converting trail use into higher local spend. The two priority markets for these experiences are **Signature Journeys** (Premium Nature) and **Epicurean** (Luxe Culture). These segments build on the Margaret River Region’s unique value proposition and brand positioning by leveraging an existing base of high-quality experiences.

Busselton, Cowaramup, Margaret River and Augusta function as natural gateways and anchors for multi-day itineraries of approximately 2–4 days. Daily shuttle transfers that link riders to accommodation clusters near the trail corridor will enable multi-day journeys without requiring immediate new accommodation development. The depth and diversity of accommodation and hospitality within 10 km of the alignment makes shuttle-supported itineraries a realistic and scalable near-term solution.

Independent self-guided experiences form the mainstay of many domestic and international rail trail experiences and while there is significant potential for these on the Wadandi Track, accommodation gaps at Yallingup Siding, Karridale and Witchcliffe, and the absence of dedicated shuttle and luggage transfers, constrain delivery of a continuous end-to-end offer in the short term. Targeted investment in these areas will add depth to the multi-day offering and appeal the to the Active Families (Family Time) and Active Explorers (Simple Nature) markets.

The following concepts demonstrate how the Wadandi Track can support high-yield, premium holiday experiences for the Destination Trail User market. Together, these products build depth, resilience and repeat visitation across priority markets.

1. Margaret River Signature Cycle Experience on the Wadandi Track	Elements	Description
Discover the Margaret River Region at riding pace – a fully supported, beautifully paced cycle journey through forest, farmland and coastline. Expect rich interpretation that brings the region to life – from towering forests and open rural scenes to salt air and coastal light – with time for unhurried pauses, curated tastings, and those quiet “this is why we came” moments. With transfers, support and contingencies handled, you’ll enjoy the satisfaction of a multi-day journey that provides meaningful connection to landscape and place.	Type	Guided Multi-day
	Market Segment	Signature Journeys (Premium Nature)
	Market Source	Domestic and International
	Days/Nights	5D/6N
	Length	112km
	Accommodation	Premium nature-based hotel or luxury retreat
	Inclusions	<ul style="list-style-type: none"> • All meals included (breakfasts, lunches and dinners featuring local produce) • E-bike hire, luggage transfers and daily shuttles to/from trail • Return shuttle to Busselton
	Deliverability	Medium

MARKET FIT AND VALUE PROPOSITION

This product is designed for Premium Nature guests seeking certainty, expert interpretation and premium comfort with a strong sense of achievement. The focus is the on the quality of pacing, storytelling, and seamless logistics that convert a ride into a restorative, place-based journey.

CORE ITINERARY LOGIC

An end-to-end itinerary (Busselton Jetty to Cape Leeuwin Lighthouse) works best as a hub-and-spoke model using 2-night stays across three accommodation bases, with daily transfers to/from the trail. This reduces operational complexity (fewer check-ins/outs, simplified luggage handling), improves comfort, and builds weather resilience. The accommodation selection is central to delivering Premium Nature desirability – quiet settings, nature immersion, strong sleep quality, and wellness features (outdoor bathing, sauna, yoga space, excellent dining) should be treated as non-negotiables.

KEY INCLUSIONS

Operators should make the support system explicit and consistent:

- daily transfers and on-call support (including contingencies for heat, wind, or heavy rain)
- luggage transfer
- mechanical support (mobile mechanic partner, spare bikes, parts, puncture management)
- e-bike option as a core inclusion
- clear daily ride ranges and short/long options to manage effort and deliver pacing

INTERPRETIVE LAYER AND CURATED ENGAGEMENT MOMENTS

The success factor is the integration of curated moments that feel purposeful, not incidental. Build a repeatable rhythm each day:

- a short guided interpretive walk or micro-story stop (heritage, ecology, food landscape)
- premium food/beverage engagement (producer-hosted, behind-the-scenes, or tasting with narrative)
- restorative ritual (sunrise yoga, beach sunset walk, hot soak, guided mindfulness)
- where cultural experiences are included, prioritise Traditional Owner-led delivery and bookable partnerships

DELIVERABILITY

Deliverability is moderate in the short term and high once the full Wadandi Track alignment is open. The Margaret River Region already has the premium nature brand and a strong base of high-quality accommodation and experiences.

A staged pilot (2 days/2 nights Cowaramup–Witchcliffe) offers a practical pathway to prove the model now. It can validate the delivery chain – daily transfers, luggage standards, mechanical support, e-bike charging, curated interpretive moments, and the restorative rhythm – while testing partner performance, guest satisfaction and price tolerance. With learnings embedded, the product can then scale confidently into a full Busselton–Cape Leeuwin itinerary as remaining trail sections and service capacity come online.

CONSTRAINTS

The main delivery gap is not the market – it is the operational system required to make an end-to-end, premium, low-friction journey feel effortless: reliable transfers, luggage handling, rider support, and consistent food and beverage programming.

Accommodation supply is another constraint. This product requires hosted premium nature-based accommodation suited to small groups of 10 (twin-share/double with ensuite) with shared communal spaces for meals and wellness offerings. While there are several options in the northern sections (although not near the trail), there is limited supply south of Margaret River, making drive-in-/drive-out a practical solution in the short to medium term. The other challenge is minimum-night stay policies, although this could be overcome with a hub-and-spoke model.

This product is ideally suited to a trail-lodge offering, however, local government land use policies may constrain small, boutique accommodation developments in some locations.

CASE STUDY

Luxury Trail Company's Alps 2 Ocean Cycle Trail

The Alps 2 Ocean Trail is one New Zealand 'Great Rides'. This 315km ride typically takes 5-7 days that begins in the alps near Aoraki/Mt Cook Village and finishes in the coastal harbour town of Oamaru.

Highlights of the trail include views of New Zealand's highest peak Aoraki/Mt Cook and its surrounding national park walks, Mackenzie's turquoise lakes & golden tussock, intriguing hydro-dams & power stations, craft breweries & Waitaki wine country, country towns (with pubs, cafes & shops).

The Luxury Trail Company has created The Premier - Alps 2 Ocean Cycle Experience for riders wanting to enjoy a fully guided ride in luxury. This product has two options, Classic and Premier, with Premier providing 6 nights luxury accommodation, all meals, barista coffee, enroute taste packs, cellar door experience, hot tub experience, helicopter transfer, Aoraki/ Mount Cook walk, daily baggage transfers, and luxury gift pack. Transfers available from Queenstown or Wānaka return.

PRICE: NZ\$5,995 per person (Premier)

WEB: www.luxurytrailcompany.co.nz/alps-2-ocean-luxury-premier/



Image Credit: www.luxurytrailcompany.co.nz/alps-2-ocean-luxury-premier/

Margaret River Signature Wine Experiences



The Margaret River Signature Wine Experiences provides a framework from which to build this product. Choose from refined tastings and masterclasses, food and wine tastings, unique behind-the-scenes experiences, and indulgence packages in the Wilyabrup and Wallcliffe areas. Building vineyard stays further elevates the experience margaretriver.wine/experiences

2. Margaret River Food and Wine Cycle Experience on the Wadandi Track	Elements	Description
<p>Easy riding, exceptional dining – this 3-day, 3-night epicurean escape pairs relaxed half-day cycling on the Wadandi Track with the Margaret River Region’s most celebrated flavours. Stay three nights in your luxury retreat, with daily transfers to the best trail sections – no packing up, no logistics, just effortless indulgence. Glide by e-bike through forest and farmland, then settle in for long winery lunches with curated pairings, degustation dinners that champion local produce, and slow mornings over gourmet breakfasts. Between experiences, there’s time to unwind – poolside, at the spa, or simply lingering over a final glass.</p>	Type	Guided Multi-day
	Market Segment	Epicurean (Luxe Culture)
	Market Source	Domestic and International
	Days/Nights	3D/3N
	Length	<30km
	Accommodation	Premium nature-based hotel or luxury retreat
	Inclusions	<ul style="list-style-type: none"> • All meals included – exceptional produce and beverage pairing; long winery lunches with curated wine pairings; degustation dinners showing regional produce • Exclusive behind-the-scenes or meet the maker opportunities • E-bike hire, luggage transfers and daily shuttles to/from trail • Return shuttle to Busselton
	Deliverability	High

MARKET FIT AND VALUE PROPOSITION

This concept suits Epicurean guests who prioritise indulgence, style and ease, and who want the story of place delivered through food and wine rather than physical challenge. The hero is the region’s dining and cellar-door calibre, with cycling as a pleasurable, scenic connector that earns appetite and enhances the sense of journey.

CORE ITINERARY LOGIC

A single luxury base for three nights is central to ease and perceived value. Each day operates as a half-day ride (Yallingup Siding to Margaret River sections) plus a signature culinary anchor (long lunch or dinner). Daily transfers solve access, reduce fatigue, and allow flexible start/finish points based on weather, group ability, and partner availability.

KEY INCLUSIONS

- e-bike hire as standard
- daily transfers (guest and bikes)
- no decisions curation: pre-booked venues, timed arrivals, dietary management
- built-in downtime blocks (spa, pool, browse town, late checkout on departure day) to match Luxe Culture pacing

INTERPRETIVE LAYER AND CURATED ENGAGEMENT MOMENTS

Storytelling should be delivered through producers, chefs and place-based hosting: behind-the-scenes tastings, meet-the-maker moments, and short, high-quality interpretations of landscape-to-plate (soil, climate, seasonal produce, farming). Keep the cycling interpretation light and sensory – the narrative payoff happens at the table.

DELIVERABILITY

Deliverability is high. The track alignment, the epicurean proposition, and the region's premium brand and established visitor market are already in place between Cowaramup (Wilyabrup wine district) and Margaret River (Wallcliffe wine district). The primary task is to package existing strengths into a seamless, bookable product with consistent service standards.

This product is partnership-led, built around a curated set of hero wineries and restaurants that can reliably deliver elevated hosting, long lunches with pairings, and degustation dining. A single luxury accommodation base, an e-bike provider, and a trusted transfer/logistics partner complete the delivery chain. The focus should be on coordination – allocations, timing, dietary management, wet-weather alternatives, and a single point of contact for guests.

CURRENT CONSTRAINTS

In Cowaramup (Wilyabrup), the primary constraint is safe, low-stress access from the Wadandi Track to cellar doors and food and beverage venues. This could be addressed through targeted road safety measures on minor roads (e.g. reduced speed environments, cyclist warning signage where appropriate), alongside negotiated farm-gate connections via short spur tracks that use internal service roads, supported by clear visitor guidance and education around farm biosecurity.

While accommodation supply near Cowaramup is limited, this product is well suited to a drive-in/drive-out model, with a range of accommodation options available in nearby Yallingup.

CASE STUDY

Tour de South Australia Vineyards - Cycling Tour South Australia

This is a premium, small-group, multi-region cycling holiday that links four of South Australia's best-known rail trails – the Barossa Trail, Riesling Trail (Clare Valley), Amy Gillett Trail (Adelaide Hills), and Shiraz Trail (McLaren Vale). Designed for relaxed pedalling, it blends easy-paced cycling with a curated itinerary that keeps the experience social, unhurried, and highly supported.

What makes the tour distinctive is the deliberate pairing of rail trail riding with bespoke food and wine experiences across multiple wine regions. Rather than treating dining as an add-on, the itinerary positions local produce and cellar-door moments as core highlights – moving from Barossa icons through Clare Valley and the Adelaide Hills to the flavours of McLaren Vale. The result is a journey that appeals to visitors who value taste, story, and atmosphere as much as time in the saddle.

The operating model reinforces exclusivity and comfort. Group size is capped at 10 riders, there are only 10 trips per season, and the experience is guided by a knowledgeable local guide with a dedicated support bus throughout. Includes 5-star accommodation in Adelaide at the start

and finish, lunch at the acclaimed Skillogalee Winery Restaurant in the Clare Valley, gourmet breakfasts, lunches and dinners, and an exclusive wine making and tasting tutorial at Wirra Wirra Wines in McLaren Vale.

PRICE: from \$4,599 per person

WEB: www.tourdevines.com.au



Image Credit: www.luxurytrailcompany.co.nz/alps-2-ocean-luxury-premier/

3. Margaret River Cycle Explorer on the Wadandi Track	Elements	Description
Experience your own Wadandi Track escape with the confidence of support and the freedom to ride at your own pace. This self-guided cycling experience is designed for families, couples and groups of friends who want an easy, great-value adventure without the planning hassle. Choose a short sampler or a longer multi-day ride, stay in comfortable accommodation, and decide whether you self-cater or eat out along the way. With optional e-bike hire, breakfast starter packs, and reliable transfers where needed, it's the perfect way to enjoy the Margaret River Region's natural beauty.	Type	Supported Self-Guided Multi-day
	Market Segment	Active Families (Family Time) Active Explorers (Simple Nature)
	Market Source	Domestic
	Days/Nights	2-5 days
	Length	50-110km
	Accommodation	Mid-range nature-based B&B or self-contained
	Inclusions	<ul style="list-style-type: none"> • Bike (including e-bike) hire • Luggage transfers • Shuttle transfers
	Deliverability	Medium

MARKET FIT AND VALUE PROPOSITION

This product suits guests seeking flexibility, value and low-stress logistics. For Active Families, the priority is a safe, enjoyable shared experience with manageable daily distances and dependable support. For Active Explorers, the appeal is an uncomplicated, scenic multi-day ride with autonomy and the satisfaction of covering ground. The value proposition is 'freedom with a safety net' – a bookable, supported framework that removes planning friction while keeping costs accessible.

CORE ITINERARY LOGIC

The concept should be modular rather than end-to-end by default: 1–2 night samplers, 2–3 night short breaks, and an extendable format for longer rides. This enables product delivery even while accommodation/service gaps persist in some locations, and it better matches Family Time availability and Simple Nature travel patterns. In the near term, a hub-and-spoke model (single base with daily transfers) can sit alongside a ride-in/ride-out option where accommodation clusters align closely with the corridor. Offer clear, pre-set route options (with daily distance bands) to simplify choice.

KEY INCLUSIONS

- pre-mapped routes with distance options
- e-bike upgrades and child equipment options (where relevant) to reduce effort barriers
- booked accommodation (mid-range/budget) with secure bike storage
- support response plan (mechanical help, reroutes, weather adjustments)
- breakfast starter pack plus curated 'easy eats' recommendations
- luggage transfers (where required) and shuttles in the short term to overcome corridor gaps and improve comfort

INTERPRETIVE LAYER AND CURATED ENGAGEMENT MOMENTS

Keep interpretation light-touch and self-guided: story stops that add meaning without slowing everyone down. Curate a small number of reliable, budget-friendly engagement moments: a favourite bakery stop, a casual tasting option, a short nature loop walk, or a simple picnic spot. The aim is to turn a practical itinerary into a memorable one without adding cost.

DELIVERABILITY

Deliverability is medium because while the component parts already exist in-market – accommodation, food outlets, bike hire – the challenge is providing ride-in/ride-out options along the entire route. In the short-term, the main work is packaging: defining a small set of bookable itineraries, confirming partner service standards, and providing clear guidance that makes the experience feel easy and reliable.

Shuttle transfers and selective luggage moves will be important to bridge gaps and keep daily distances comfortable; over time, as accommodation and services near the corridor mature, the product can shift toward a true inn-to-inn model with fewer transfers and stronger trail town stays.

CURRENT CONSTRAINTS

The primary constraint to developing the self-guided, point-to-point market is the limited availability of trail-proximate, one-night accommodation (i.e. genuine inn-to-inn options) along the length of the Wadandi Track. While the region offers a diverse accommodation base that suits this market in principle, relatively few properties sit close to the corridor and many operate with minimum-night stay policies, making it difficult to assemble seamless multi-day itineraries.

Comprehensive, centralised visitor information is also critical for the self-guided market. Currently there is no single source that allows visitors to confidently plan and book – whether that is purchasing a ready-made package on demand or curating their own itinerary by combining accommodation, transfers, bike services and trail guidance.

Multi-day (overnight) bike hire with support (including breakdown service, e-charging support, and remote pick-up/drop-off) is currently not available across the region, limiting the ability for visitors – particularly those travelling without their own bikes – to commit to point-to-point itineraries with confidence.

CASE STUDY

Big Sky Bike Adventures - Otago Central Rail Trail

Big Sky Bike Adventures pride themselves as local specialists: “We live here, ride here, and know every pub, paddock and pothole from Clyde to Middlemarch. When you book with us, you get more than a package – you get real local know-how and a trip crafted by people who live, breathe and ride this trail”.

Offering 3, 4 and 5 day options that cover the full trail distance of 152 km on the Otago Central Rail Trail, Big Sky Bike Adventures is a booking agent that develops customised itineraries. They tailor accommodation to match visitor preferences using three categories: (i) Trail Luxe – luxury, boutique lodges and heritage stays; (ii) Trail Comfort – mid-range, cosy ensuite lodges and B&Bs; and (iii) Trail Starter – clean, budget, bunkhouses and cabins with shared facilities. Using their website, users advise their preferred style and budget, and are provided with a selection of options to choose from.

They also provide bike hire, car relocation, shuttles from Queenstown and Dunedin, accommodation shuttles, luggage transfers, trail support, and optional add-on experiences (e.g curling lesson in Naseby, winery visit).

WEB: www.bigskyadventures.co.nz



Otago Central Rail Trail
Image Credit: www.bigskyadventures.co.nz

Trail Users While on Holiday

Trail Users While on Holiday are motivated differently to Destination Trail Users. They are already in the Margaret River Region and want low-effort, high-reward activities that slot neatly into their itinerary. Flexibility, shorter distances, easy access, and clear links to cafés, beaches, cellar doors and town centres matter more than completing the trail.

The Wadandi Track aligns strongly with this market because it can be experienced in sections close to established visitor hubs. Day rides that naturally suit this market include Busselton-Vasse (and the option to loop back via the Geographe Bay shared path), plus shorter 'out-and-back' or point-to-point rides between Margaret River, Cowaramup and Witchcliffe where trail access and complementary experiences are readily available.

However, day products alone are unlikely to drive substantial new visitation or broad spend. This market is made up of primarily self-drive visitors who already have abundant alternatives competing for limited holiday time (beaches, wineries, attractions, caves, dining, retail). The opportunity, therefore, is less about volume and more about yield - creating day products that feel distinctive, premium and 'worth choosing.'

International visitors to the region are motivated by activities such as dining out, sightseeing and nature-based experiences, creating a pathway for trail-based hero products that lift spend and can help extend trip duration. For domestic markets, high repeat visitation and strong short-break patterns increase demand for experiences that are easy to book, modular, flexible and aligned with lifestyle and wellness interests.

For this reason, the products target higher-yield Premium Nature, Luxe Culture, and the International Experience Seeker markets - visitors who are more receptive to small-group, curated and exclusive experiences. Family Time and Simple Nature remain important secondary markets but are more likely to prefer self-guided options supported by bike hire/BYO bikes, clear route choices, and sharp price points.

In summary, the following experiences are designed to be easily bookable as half-day or full-day activities, pairing the Wadandi Track with what visitors already come here for - nature and food and beverage - while using convenience and curation to lift yield.

4. Explore Margaret River's Villages by Bike	Elements	Description
A guided e-bike tour between Margaret River and Witchcliffe (half-day) or Margaret River and Cowaramup (full-day). With calm pacing, a local guide, and rich nature and cultural storytelling, this experience is less about kilometres and more about presence - forest light, birdsong, fresh air, and the quiet rhythm of riding. Pause for morning tea or lunch featuring local produce and explore quaint country villages. Ideal as an optional add-on for Cape to Cape walking itineraries.	Type	Guided Full-day
	Market Segment	Nature Immersion (Premium Nature)
	Market Source	Domestic and International
	Days/Nights	Half-day/full-day
	Length	9.5km/13.5km
	Inclusions	<ul style="list-style-type: none"> • Bike (including e-bike) hire • Lunch • Shuttle transfer
	Deliverability	High

MARKET FIT AND VALUE PROPOSITION

This product suits Trail Users While on Holiday seeking a Signature Journeys-style moment in a short format: premium feel, interpretation, low effort, and high sensory reward. It complements existing holiday stays and higher-end itineraries by offering a 'nature immersion' that is bookable, guided, and restorative.

CORE ITINERARY LOGIC

Operate as a half-day or full-day tour using the Margaret River–Witchcliffe or Margaret River–Cowaramup sections. Schedule to integrate cleanly with the broader day – morning departure for the half-day supports the ‘add to an existing itinerary’ logic. This makes it an ideal addition to a multi-day Cape to Cape Track hiking experience as there are clear overlaps with this market segment.

KEY INCLUSIONS

- e-bike provided as standard
- calm pacing with clear ride duration and minimal technical barriers
- shuttle return to remove logistical friction
- small-group format

INTERPRETIVE LAYER AND CURATED ENGAGEMENT MOMENTS

Interpretation is the hero: ecology, seasonal change, and sense of place, delivered in a relaxed, conversational style. Build in one or two deliberate slow moments – a quiet forest stop, short off-bike nature observation, and a produce-based morning tea/lunch that reinforces wellbeing and locality.

DELIVERABILITY

Deliverability is high. The experience relies on existing assets (trail sections, Margaret River visitor base, local produce, guiding capability) and does not depend on end-to-end trail completion. The main tasks are packaging and consistency – defining a repeatable route, setting service standards (guide quality, pacing, inclusions), and building a simple booking pathway that makes it an easy add-on for accommodation, Cape to Cape Track operators, and premium wellness partners.

CASE STUDY

Authentic Tuscany E-Bike Tour

This guided e-bike day trip from Florence is designed for visitors who want a quick, high-reward immersion in the Tuscan countryside without committing to a multi-day itinerary. It’s positioned as a ‘little bit of everything’ experience – landscapes, heritage, and local flavours – delivered at a comfortable pace with electric assistance.

The route focuses on quiet backroads with minimal traffic and deliberately avoids heavily touristed corridors. Riders move through classic Tuscan scenery of rolling hills, olive groves, vineyards, pockets of woodland with frequent visual cues to the region’s cultural memory, framed as the same countryside celebrated by Renaissance painters.

A key differentiator is how the experience layers optional culinary moments into the ride. Depending on the variant, the tour can include wine and olive oil tasting at an historic winery, a simple but authentic local deli lunch, or a more exclusive farm to table lunch and tasting hosted

at a family farm. This creates a flexible product that can be pitched as either a light, accessible countryside escape or a more premium, hosted food-and-wine experience.

PRICE: from AUD\$150 per person

WEB: www.toscanaebike.com



Image Credit: www.toscanaebike.com

5. Ride, Taste, Linger	Elements	Description
A full-day e-bike experience that pairs gentle cycling with the Margaret River Region's best plates and pours - a short ride with a long lunch. Cruise out of Cowaramup along the Wadandi Track and quiet back roads through paddocks and vines, then settle in for a hosted winery or distillery lunch with tasting and storytelling. The ride is easy, the atmosphere is social, and the pace is unhurried. Finish back in Cowaramup for an afternoon wine bar or brewery session - with door-to-door transfers from Margaret River, Dunsborough or Busselton to keep the day effortless.	Type	Guided Full-day
	Market Segment	Local Flavours (Luxe Culture)
	Market Source	Domestic and International
	Days/Nights	Full-day
	Length	<20km
	Inclusions	<ul style="list-style-type: none"> • Bike (including e-bike) hire • Lunch • Wine and produce tastings • Shuttle transfer
	Deliverability	High

MARKET FIT AND VALUE PROPOSITION

This concept suits Trail Users While on Holiday in the Epicurean (Luxe Culture) segment who want indulgence and ease, with minimal physical effort. Cycling functions as a stylish connector that builds appetite and adds a sense of journey, while the hero moments are hosted tastings, long lunch, and a relaxed social finish.

CORE ITINERARY LOGIC

Operate as a loop from Cowaramup with a short Wadandi Track section linked to low-traffic back roads. Build the day around fixed bookings for the hosted lunch/tasting and the Cowaramup finish venue.

KEY INCLUSIONS

- e-bike provided as standard
- pre-booked hosted lunch and tasting with clear service inclusions and dietary handling
- guest transfers from Margaret River, Dunsborough or Busselton to remove friction and increase conversion

INTERPRETIVE LAYER AND CURATED ENGAGEMENT MOMENTS

Keep interpretation food-and-wine led: landscape-to-glass, seasonal produce, and 'why here' stories told by hosts and guide. Add one or two photogenic pause points (paddock/vine views) and a small 'linger' ritual (e.g., local bite enroute, or a structured tasting flight) to make the experience feel premium rather than transactional.

DELIVERABILITY

Deliverability is high. The route is short, the demand for food-and-wine day experiences is established, Cowaramup is a natural hub, and the product relies on packaging existing strengths rather than new infrastructure. The key is coordination: locking in venue partners, setting a repeatable run sheet (timing, transfers, riding pace), and making booking frictionless - particularly through accommodation partners and Dunsborough/Margaret River/Busselton transfer add-ons.

CASE STUDY

Napa Valley Bike Tours - Full-Day Napa Valley E-Bike Tour (Napa, California)

This product is a guided, small-group, full-day e-bike wine-country experience based out of Yountville, designed to let visitors “experience the vineyards with all five senses”. The core itinerary combines relaxed riding with curated tastings – guests visit two wineries and a picnic lunch.

The route typically averages 30km across mostly flat to gently rolling terrain, and riders can adjust pedal-assist levels to suit comfort and fitness. Guides provide interpretation on Napa’s history and the vine-to-bottle process, and the tour’s structure emphasises warm hospitality and “off-the-beaten-path” winery discovery. As an upsell pathway, the operator also promotes a bundled balloon flight option (discounted when packaged).

PRICE: US\$199

WEB: napavalleybiketours.com/napa-electric-bike-tour/



Image Credit: napavalleybiketours.com

Inclusive and Accessible Travel

Accessible tourism is a large and growing market, driven by ageing populations, higher expectations for dignity and independence, and the reality that accessibility needs often include companions and multi-generational groups. An estimated twenty per cent of Australian adults live with a disability or long-term health condition. In Australia, Tourism Research Australia estimates travellers with accessible needs took 70.5 million trips in 2024 (22% of all trips) and spent \$29.2 billion (17% of total trip spend).[28] A 2018 study found that people with a disability would like to travel if the products or technologies existed to enable/support their travel.[29]

There is also significant market opportunity internationally. A 2017 report found that over 1 billion people worldwide have disabilities, almost half of whom are in Asia. When combined to include families and carers, this rises to 2.2 billion. Collectively, they control over \$8 trillion in annual disposable income. It has been estimated that people with disability visiting the European Union contribute over \$118 billion in both direct and indirect economic benefits.[30]

Globally, UN Tourism frames accessible travel as a major opportunity for destinations and businesses, noting the scale of potential markets (including people with disabilities, older travellers and families) and the commercial upside of removing barriers. To help destinations and businesses tap into this potential, UN Tourism and its partners have released six sets of guidelines that offer strategic and actionable recommendations to provide accessible tourism experiences.[31]

Adaptive cycling enables people with a range of disabilities or impairments to participate in cycling activities. Adaptive bikes vary depending on the user's mobility, but many are pedalled by hand and have three wheels. There is an opportunity to build on market demand for inclusive tourism experiences to develop an adventure product specifically suited to adaptive cycling.

6. Adaptive Cycling on the Wadandi Track	Elements	Description
<p>This fully supported, guided cycling experience is designed for riders living with a disability who use adaptive equipment (e.g. e-trikes, handcycles), and their friends, family and carers. The ride delivers a relaxed, social journey through Wadandi Country with interpretive storytelling and accessible rest stops with a support vehicle and trained guides enabling a safe, flexible pace for mixed-ability groups.</p>	Type	Day or Multi-day
	Market Segment	Active Explorers (Simple Nature) Active Families (Family Time)
	Market Source	Domestic
	Deliverability	Medium

This product offers a strong fit with couples, families and small groups travelling with an accessibility need seeking outdoor experiences. The differentiator is certainty: the right equipment, competent support, and a thoughtfully designed route that reduces anxiety and unlocks participation (and spend) that otherwise doesn't occur. Key requirements: pre-trip needs assessment; equipment matching and backups; guide capability (inclusive communication, transfers, fatigue management); accessible toilets and safe loading zones; and turnaround options.

CASE STUDY

Adaptive Expeditions, Snowdonia Grand Tour (UK)

Adaptive Expeditions offers supported cycling expeditions in North Wales, including the Snowdonia Grand Tour, designed for handcycle or cycle participation. The product leans into teamwork, guided leadership, and immersion in dramatic landscapes (valleys, lakes and mountains) while maintaining a structured, supported model.

WEB: <https://adaptiveexpeditions.co.uk/category/bike-trips/>



Snowdonia's awe-inspiring landscapes
Image Credit: adaptiveexpeditions.co.uk

Layered Experiences

Across these offerings, special-interest layers add distinctiveness and broaden demand. Examples include birding, photography, wellness experiences, heritage, Aboriginal cultural experiences, agritourism, and seasonal highlights such as wildflowers. These extensions strengthen shoulder-season appeal and attract visitors motivated primarily by a theme or interest, rather than by the activity itself (cycling or walking). The following section focuses on two product examples – Aboriginal cultural tourism and a trail lodge. See Appendix A for a description of other unique product concepts.

7. Riding Wadandi Boodja	Elements	Description
Riding Wadandi Boodja is a Noongar-led cultural journey that re-frames a ride as time on Country – guided by Noongar hosts, shaped by story, and grounded in living culture. Offered as either a single-day immersion or a small-group, multi-day journey with set departures, the experience layers gentle trail travel with yarnning, seasonal bush foods, language, and cultural protocols that explain how Country is read, cared for, and respected. Rather than ‘stopping at attractions’, guests move through a narrative landscape – waterways, forest, old rail heritage and coastal edges – with carefully chosen pause points for learning, reflection, and shared meals featuring local produce and native flavours. The emphasis is calm pacing, deep interpretation, and exclusivity – a premium, place-specific experience that can only be done here, delivering meaningful cultural connection and tangible benefits through Noongar-led operations and partnerships.	Type	Day or Multi-day
	Market Segment	Signature Journeys (Premium Nature)
	Market Source	Domestic and International
	Deliverability	Medium

This concept demonstrates how Aboriginal-led connection to Country can transform trail use into a premium, destination-defining experience. Like wukalina Walk (see Case Study), the value is the interpretive layer – living culture – delivered through a narrative landscape. Accommodation (if multi-day) should reinforce exclusivity and immersion, and accommodation operators (if not Aboriginal-owner or managed) should embed caring-for-Country practices and Noongar self-determination. From a delivery perspective, the pathway is defined departures, small groups, strong hosting standards, and trade-ready packaging through Noongar-led partnerships.

CASE STUDY

wukalina Walk - Bay of Fires, Lutruwita/Tasmania

wukalina Walk is a strong demonstration of how experience-led layers (in this case, Aboriginal culture and connection to Country) can transform a trail activity into a premium, destination-defining trail product.

It is a multi-award-winning, 4-day/3-night Palawa-owned and operated guided experience in north-east Lutruwita/Tasmania, centred on cultural storytelling, bush tucker, yarning and learning about the ongoing connection of Palawa community to wukalina (Mt William National Park) and Irapuna (Bay of Fires).

The experience is structured around two main walking days, with shorter walks and cultural activities on the other days, totalling approximately 35 km across the journey. Guides lead the experience on foot, interpreting Country and sharing contemporary Palawa life alongside history, positioning the product as living culture rather than a heritage-only narrative.

Accommodation is integral to the exclusive (i.e. 'can only be experienced here') proposition and is purpose-designed to support the cultural journey. The first two nights are spent at Krakani Lumi (resting place) – a bespoke standing camp designed and built exclusively for the walk, featuring domed-ceiling huts that reflect Palawa culture. The final night is spent in a restored heritage lightkeepers cottage at the northern end of Irapuna (Bay of Fires), extending the story through place-based heritage.

wukalina Walk explicitly links its operations to caring for Country through Palawa land management values and low-impact practice (for example, track care, bushfood harvesting protocols, waste management and dieback hygiene measures). As a Palawa-owned business, it also provides a clear model of self-determination through Aboriginal-led

access, management and cultural expression on Country, creating meaningful community benefit alongside visitor yield.

From a trade-readiness perspective, the product is offered on a defined seasonal schedule with published departures. It departs Launceston during the main walking season (September to April/May), with multiple departures each month and guaranteed departures regardless of guest numbers, supporting confident forward sales. Pricing is positioned at the premium end (AUD \$3,295 per person twin share, with a single supplement) and it is not available for children under 12.

wukalina Walk is currently the only multi-day Aboriginal-owned and operated trail tour in Australia. It provides a uniquely Australian experience with First Nations culture at the heart of the tour.

WEB: www.wukalinawalk.com.au/



Ukalina walk gathered around the fire at Krakani Lumi (resting place) wukalina

Image Credit: Jillian Mundy

Trail Lodge

8. Wadandi Track Trail Lodge	Elements	Description
<p>The Wadandi Track Trail Lodge is a purpose-designed 'comfort in nature' base that turns a day's ride into a complete, bookable journey. Set close to the corridor, it functions as both reward and reset – arrive to hot showers, excellent sleep, and a shared space built for slow evenings, good food, and quiet connection to landscape. Guests can unpack and choose their rhythm: short or moderate rides with shuttle-assisted one-way sections, and generous time for simply doing nothing. The lodge is intentionally trail-first – with secure bike storage, drying facilities, local trail intel, and optional add-ons (wellness, interpretation, cultural hosting) that deepen the story of place without adding friction.</p>	Days/Nights	Day or Multi-day
	Market Segment	Signature Journeys (Premium Nature)
	Market Source	Domestic and International
	Deliverability	Medium

MARKET FIT AND VALUE PROPOSITION

Trail lodges vary widely in form and function depending on the market, landscape and style of experience offered. While some operate year-round, many are seasonal (typically 6–8 months), reflecting local climate and demand patterns. What defines a trail lodge is its intentional connection to the trail – functioning either as a basecamp for exploration or as a point of rest within a multi-day journey.

Trail lodges exist on a spectrum from highly accessible and amenity-rich trailhead eco-lodges to minimalist wilderness eco-camps. Design and operating models respond to location-specific factors, including trail type, remoteness, access constraints and landscape sensitivity. The intersection of trail quality and user motivation is critical: it determines what is appropriate, desirable and sustainable in any given context, and therefore the design characteristics and service offer required.

For example, a basic but functional eco-pod can strongly appeal to adrenaline-seeking mountain bikers when paired with social, amenity-led features (such as a beer garden or bistro) that support post-ride recovery and storytelling. In contrast, an amenity-rich lodge with expansive views in a remote, exclusive setting may better suit Premium Nature travellers seeking seclusion, comfort and deep connection to landscape.

Importantly, trail lodges can enhance destination appeal by converting trail use into longer stays and higher-value spend. The lodge becomes the experience anchor – a nature-immersed setting with wellness cues, excellent sleep and dining – with riding as a beautifully paced daytime layer. A trail lodge creates value when guest motivations align with trail quality and the lodge's service level; it is not 'just accommodation', but an integrated component of the trail experience.

Insights from the premium guided hiking market – including the Great Walks of Australia collection – suggest demand is strongest where trail accommodation is an integrated part of the experience: exclusive stays tied to the journey (i.e. tour guest access only); distinctive, place-responsive design with a strong sustainability credentials; high-quality, locally inspired food and wine; and optional wellbeing elements that deepen restoration (e.g. hot-tub/soaking experiences, yoga or quiet spaces for reflection).

A Wadandi Track Trail Lodge also has the potential to become destination-driving in its own right: a bookable, high-value reason to travel, where the accommodation is not merely a place to sleep but a core part of the experience.

CORE ITINERARY LOGIC

Three strong formats:

- **Lodge-based (high deliverability):** 3–6 nights at a single lodge, with daily out-and-back shuttles. A central location near Margaret River best suits this model because it minimises daily transfer time and provides flexible access to multiple trail sections and complementary experiences.
- **Lodge-to-lodge (higher complexity):** 2–4 nights across two to three lodges, creating a sense of progression while reducing the friction of frequent check-ins. A two-lodge version could pair a central/northern lodge around Cowaramup–Margaret River with a southern lodge south of Witchcliffe, supported by luggage transfers and selective shuttles to optimise the riding experience.
- **Premium start and/or end plus Lodge (high deliverability):** reduces the number of lodge nights by wrapping the experience with a premium stay at the start and/or finish of the package. The Busselton–Dunsborough–Yallingup area offers a strong range of high-quality accommodation that could anchor the northern end.

KEY INCLUSIONS

To align with the nature-based setting and exclusivity proposition, a trail lodge should be removed from highly urban or residential areas while remaining close enough to the corridor to keep logistics simple. A private vineyard setting is well suited to this model, and a coastal-adjacent setting would also be compelling, leveraging the region’s brand and experience strengths.

- Trail utility: drying room, gear/bike storage, wash-down, charging, trail info
- Comfort: hot showers, strong sleep quality, quiet setting, recovery/wellness add-ons
- Social design: lounge/dining spaces that foster trail community
- Hosted meals: focus on local food and beverage
- Daily transfers: where needed (guests and bikes) so guests can ride the best sections without logistics stress
- Luggage transfer: for lodge-to-lodge itineraries

DELIVERABILITY

Deliverability is medium for the lodge-based format because it relies on new private investment, a suitable site pipeline, and a delivery pathway that aligns land tenure, approvals, servicing and operating feasibility. While the underlying market proposition is strong, the critical path is less about concept design and more about enabling conditions – identifying a small number of ‘lodge-ready’ locations close to the corridor and resolving planning requirements such as land-use and bushfire management.

CURRENT CONSTRAINTS

Local government land use controls and planning policies may constrain where small, boutique accommodation can be developed near the corridor and what form it can take (e.g. permissibility, density, building envelopes, setbacks, bushfire requirements, access and environmental constraints). Even where accommodation is permitted in principle, uncertainty and long approval timelines can deter early private capital.

To improve deliverability, stakeholders can take a proactive enabling role by: (1) identifying a shortlist of suitable precincts or parcels (including those already appropriately zoned or with fewer constraints), (2) clarifying the preferred trail lodge typology in planning terms, and (3) packaging the opportunity for the market via an investment prospectus that sets out sites, approvals pathway, indicative servicing solutions, and the commercial logic (target market, seasonality strategy, and package integration). This shifts the lodge from an aspirational idea to a clear, investable proposition.

THE PATH FORWARD

The following section outlines a practical sequencing pathway to achieve the vision set out above. It focuses on what needs to happen first to build early momentum and market confidence, and what should follow as the Wadandi Track offer matures. In essence, it moves from activating and proving demand using existing assets and partnerships, to selectively strengthening the service and experience system that will support higher-yield, multi-day visitation over time.

Short-term opportunities (drive numbers through activation and proof of concept)

In the short term, the priority is to activate existing infrastructure through packaging, partnerships and targeted promotion to generate early demand and proof of concept. This stage is primarily industry-led, with tour operators, accommodation providers and visitor-servicing businesses best placed to develop, sell and refine bookable experiences quickly.

However, government still has critical enabling roles at all levels – coordinating across stakeholders, improving wayfinding and visitor information, supporting investment attraction and business readiness, and removing avoidable planning, access and regulatory friction that can slow delivery or limit where supporting services can establish.

This includes:

1. Improve accessibility and legibility

- Build awareness and clarity: what the trail is, what you can do, where to start, and why it matters.
- Identify and promote trail ambassadors: identify hero experiences along the completed sections of the trail that can lead with storytelling and encourage partnership development.
- Deliver strong wayfinding and confidence: signage, maps, digital and print itineraries, clear access points, and consistent messaging, particularly at high priority trailheads (Busselton Jetty, Cowaramup, Margaret River, Witchcliffe, Flinders Bay, and Augusta) and access points such as the Busselton-Margaret River airport.
- Reduce planning burden so visitors can commit with confidence (especially interstate and international markets) via a dedicated trail hub website (see Appendix B).
- Address transport pain-points: provide bike assembly areas for those flying into the region with their bike, work with coach services and Transwa to address constraints on bike transfers from one terminus to the other.

2. Create compelling reasons to ride

- Add motivators that are only discoverable via the trail: on-trail interpretation, public art, small-scale activations, story-led stopping points, and moments of interest that punctuate the journey and encourage sharing.
- Create opportunities for sustainable, community-aligned product development. This includes collaboration with Traditional Owners, local producers (e.g. farm produce honesty boxes with electronic payment options), trail groups and small operators, and aligns with visitor interest in authenticity, low-impact travel and experiences that connect nature, culture and place.
- Position the Wadandi Track as a connector to existing strengths (food, beverage and gourmet produce, forest immersion, cultural landscapes) rather than a standalone cycle journey by supporting spur trail development to towns, points of interest (such as caves), cellar doors, and other businesses.
- Develop and promote trail town personas that differentiate trail destinations, encourage visitation and highlight diverse, authentic experiences.

3. Make packaged experiences frictionless

- Enable seamless, bookable bundles: accommodation, bike hire, transfers, luggage support, optional guided elements, post-effort recovery (e.g. saunas), and exclusive behind-the-scenes tasting bundles.
- Develop bookable guided itineraries that combine accommodation in Busselton/ Dunsborough, Yallingup, Cowaramup, Margaret River and Augusta with luggage transfers and shuttles where trail-adjacent accommodation is limited.
- Expand guided day and half-day products from Busselton and Margaret River as base locations, creating repeatable 'signature day' options that are easy to add to an existing holiday.

Medium-term opportunities (drive yield through experience differentiation)

Over the medium term, the opportunity shifts to experience differentiation – addressing the structural gaps that constrain end-to-end and premium travel. Local government has a critical enabling role in this stage because many of the practical levers that determine whether businesses can activate the track sit at the local government level: land use permissibility, approvals pathways, local access connections, road environments, trailhead amenity, signage, and place-based activation in towns and villages.

Engaging and enabling businesses that border the track is particularly important. These landholders and operators are best positioned to create the experiences that turn a corridor into a visitor economy – farm-gate spurs, trail-side tastings, micro-retail, supported accommodation, shuttle and service nodes, and low-friction links to town centres. Where local governments provide clear guidance, consistent policy settings, and practical support, it becomes far easier for adjacent businesses to invest with confidence and for the track to function as a true driver of visitation rather than a passive route through the region.

Priorities include:

4. Build aspiration and exclusivity to lift the brand

- Develop premium anchors (trail lodges, exclusive ride-and-dine experiences, small-group premium packages) along the full trail length, including the terminus towns. Even for visitors who do not purchase premium products, these hero experiences create desire, elevate perception, and help position the Wadandi Track as destination-driving.
- Remove or reduce planning and regulatory constraints that inhibit investment attraction and product diversification, particularly where they limit trail-proximate, boutique accommodation and visitor servicing.
- Align key stakeholders (local and State government, land managers and industry bodies) around a coordinated investment attraction pathway and business prospectus, with a priority focus on the southern sections where gaps are most acute.
- Establish an industry learning network to share practical delivery lessons, build capability, and showcase how high-quality visitor experiences can co-exist with working agricultural landscapes (including agreed biosecurity and access protocols).
- Develop layered experiences that build niche appeal and year-round reasons to travel (wellness, nature immersion, equestrian encounters, trail running, Aboriginal cultural tourism, heritage, and elevated evening experiences).
- Leverage a dynamic events calendar to create time-bound reasons to ride and themed itineraries (e.g. Margaret River Open Studios – curated Wadandi Track rides linked to clusters of participating studios), supporting dispersal and shoulder-season demand.

5. Back-fill experience gaps to remove friction points

- Establish a tiered hub model with tailored visitor services (e-bike charging, trail information, shuttle pick-up points, luggage transfer partners and integrated booking) anchored at Busselton and Augusta with a central ‘service spine’ in Margaret River.
- Deliver bike hire and servicing at the southern terminus to support true end-to-end travel.
- Enable trail-ready one-night accommodation solutions in lower-service segments – or ensure reliable shuttle access to nearby accommodation clusters.

Taken together, these opportunities position the Wadandi Track not as a single linear product, but as a flexible trail tourism system – one that supports day use, sectional travel and multi-day journeys, and scaling over time as services, accommodation and market confidence mature.

CONCLUSION

The Wadandi Track is well positioned to become a sought-after rail trail experience, anchored by the Margaret River Region's outstanding biodiversity, food and beverage offer, agritourism and cultural heritage.

Realising this potential will, however, depend on more than natural and cultural assets. Two factors will shape success:

- The riding experience is appealing but, across many sections, it characterised by consistent landscape character rather than dramatic 'wow' moments – the 'off-track' experiences must therefore do the heavy lifting.
- Competition for trail tourism markets is strong, so the offer must be clearly differentiated through what is distinctive to this place – its landscapes, biodiversity, produce, culture and people.

What sets the Wadandi Track apart is not the corridor itself, but where it sits – the Margaret River Region. The region's established international brand, strong food and beverage offer, reputation for high-quality nature-based experiences (coastline, surf culture, Cape to Cape Track, lighthouses, caves), and experience-ready towns with boutique retail, diverse dining and local produce, provide a platform to lift the end-to-end trail experience. In other words, the trail is good – but the destination is exceptional. The task is to connect them.

Success will require a trade-ready mix of bookable experiences and supporting services that add value, extend length of stay and increase dispersal – particularly multi-day packages, reliable transfers and luggage support, signature stop experiences, and a simple booking pathway. The product concepts in this report provide a starting point for operators to showcase the best of the Margaret River Region and build the Wadandi Track's reputation over time.

Without these elements, the Wadandi Track is unlikely to drive significant new visitation on its own. It risks remaining an optional 'add-on' activity for visitors already in the region. To become genuinely destination-driving, the end-to-end experience must be lifted beyond the trail surface – through product, story, services and booking pathways.



Wadandi Track, Tourism WA, photographer, Jarrod Seng

APPENDIX A: OTHER TRAIL TOURISM OPPORTUNITIES

The following business opportunities complement the Wadandi Track experience by improving rider support, encouraging dwell time and increasing visitor spend.

Services	Description
Logistics	
Car storage and return	Safe, secure car parking and return car transfers aimed at the end-to-end self-drive market.
Luggage transfers	Enable independent riders to travel light. May include transfer to nightly accommodation, or final destination.
Storage lockers	Paid, secure lockers to store bags during half-day or full-day rides.
Bike Specific	
E-bike charging	Located at trail hubs and at business premises - encourages dwell time and spend.
Bike repair station	Including pumps and tools to make repairs enroute. Located at cafes, restaurants, cellar doors, can encourage dwell time and spend by promoting a 'trail friendly' vibe.
Bike repair kits	Puncture repair kits, spare tubes and tyre levers for sale at cafes, retail stores, etc. Particularly important in locations without a bike shop or bike servicing.
On call mechanic	On track service or repair, could be combined with bike hire, or a service provided by a bike shop. Could include emergency pick-up.
Bike washdown station	Enables BYO riders to clean-down their bike if they've spent a day on a muddy track.
Bike racks or bike parking	Safe, secure parking while exploring an attraction or eating a meal. May include undercover parking and integration with e-charging.
Cycle friendly accommodation	Secure bike parking, in-room bike parking, e-charging, bike repair.
Food and Beverage	
Food trucks	Located at trail hubs or key sightseeing locations along the trail - coffee and muffin, lunch.
Farm gate stalls	Provide a reason to stop and spend, incorporate 'tap and go' e-payment options.
Water refill station	Located at trail hubs and at business premises - provides a welcome reason to stop at a local business. Could include other types of beverage refill.
Special 'rider' deals	Special menus, beverage offers, retail packages designed for trail users. Could include a Wadandi Track Passport with deals and discounts.

The following are examples of unique trail tourism experiences that could be developed or adapted for the Wadandi Track. Many are considered niche with limited market demand but have the potential to become core trail offerings as the Wadandi Track becomes positioned as a 'must do' destination.

Experiences	Description
Cycling	Regenerative Cycle Holiday that focuses on organic and permaculture farms, foraging, artisan crafted food and produce, and sustainable unique accommodation.
	Exclusive Vineyard Stay Cycling Tour that involves day rides from a vineyard accommodation base with exclusive cellar door, restaurant and wine maker moments.
Trail running	Trail Running and Wellness Retreat for Women that involves trail running and wellness experiences.
Hiking & Cycle	Cape to Cape Return Adventure that involves to 'end-to-end' experiences - walk the entire length of the Cape to Cape and return via the Wadandi Track.
Multi-activity	Outdoor Adventure Trip that incorporates a mixture of outdoor activities such as cycling, hiking, canoeing, coasteering, caving, paddleboarding and surfing.
Horse riding	Horse Packing Tour that incorporates sections of the Wadandi Trail and other bridle trails and camping/glamping. Subject to land manager approval
Wellness	Transformative Wellness Retreat that incorporates diverse wellness modalities (e.g. yoga, Pilates, meditation, sauna, cold therapy) with a focus on organic, wholefoods and short trail activities such as cycling and forest bathing.




APPENDIX B: TRAIL PORTAL


In established rail trail destinations, the trail tourism ecosystem is deliberately designed to reduce friction (planning, transport, confidence) and to increase yield (nights, spend, premiumisation) through bookable experiences and compelling reasons to stop. Rail-trail destinations that showcase this platform approach present visitor-facing planning, service, and logistics information alongside trail information and links to tour operators and service providers.

For example: Great Allegheny Passage website (gaptrail.org)


Plan Your Trip



Take a ride on a section of the GAP starting in [\[choose a town\]](#)



Spend a few days on the GAP while [\[choose an activity\]](#) along the way.




Follow a recommended trip. [\[choose a trip type\]](#)

[Interactive Map](#)


[Updates](#)

[TrailGuide](#)


Explore the Great Allegheny Passage




CULTURE
Allegany Museum




LANDMARK
Borden Tunnel




VISTA
Bollman Bridge




CAMPGROUND
Cedar Creek




GETTING HERE
Amtrak's Floridian



HISTORY
Pump House



RECREATION
Laurel Highlands Hiking Trail

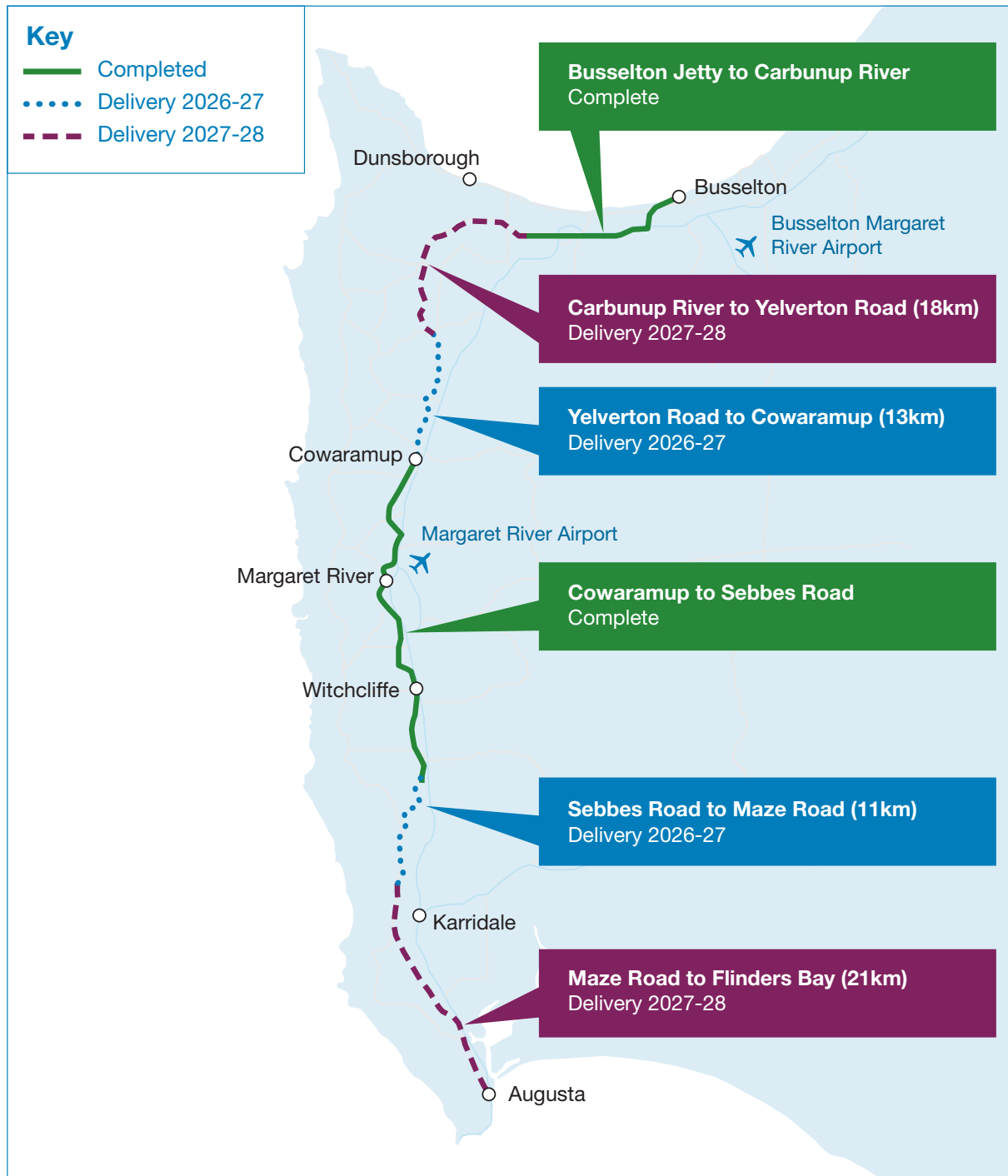


RECREATION
Mount Davis

[View More](#)

APPENDIX C: TRAIL COMPLETION DATES

Wadandi Track Expansion Project Map



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Wadandi Track, Tourism WA, photographer: Jarrad Seng