



MANJIMUP
TRAIL BIKE HUB

MANJIMUP TRAIL BIKE FRIENDLY BUSINESS PROGRAM



SCAN ME

The Manjimup Trail Bike Hub Experience
...more than just the trails!

manjimuptrailbikehub.com.au

51 Mottram Street Manjimup WA

INTRODUCING THE MANJIMUP TRAIL BIKE FRIENDLY BUSINESS PROGRAM

Our vision is to make Manjimup a place where trail bike riders feel welcomed and have a high quality trails experience exploring the forest. A favourite regular destination for Western Australian riders and a 'must-do' experience for rider outside the state.

The Manjimup Trail Bike Friendly Business Program has two complementary aims:

- to ensure trail and adventure bike riders feel welcomed and supported when visiting our region, and
- to help businesses in our region benefit from the significant economic benefit these riders will generate.

The Program will support and promote those local businesses that are open to providing a warm welcome to riders, and particularly those who want to maximise the opportunity by doing that little bit extra to cater to the needs of riders and their families.

30,000
visitors

95%
Rider intention to visit

\$11.8 million
expenditure

Source: Feasibility Study 2015

Source: Lucid Economics 2017



ECONOMIC BENEFIT: *DID YOU KNOW?*

The Manjimup Trail Bike Hub concept will see Manjimup and surrounding towns becoming a magnet for all types of adventure and trail bike riders.

Similar 'Trail Town' concepts have been successfully rolled out in various areas within Australia and across the world, most notably for mountain bike riders. Manjimup is the first in Australia - and possibly the only one outside of North America - to cater specifically for **adventure and trail bikes**.

Manjimup Shire is ideally suited for trail and adventure bike touring. With its abundant forest areas, thousands of kilometres of old logging roads, rail forms and magnificent scenery it presents as a world class option.

Manjimup has a long history with off-road motorcycling, hosting enduro events for nearly fifty years and the iconic Manjimup 15,000 motocross event since 1980. Many locals have been enjoying trail bike riding for years.

The Manjimup Trail Bike Hub project undertook one of the most extensive surveys of the trail bike riding market in Australia, attracting over 2,000 responses. Over 75% of respondents said they would definitely come to Manjimup to ride if the hub concept proceeded. (95% said they would definitely or probably come).

An independent economic impact assessment (Lucid Economics) estimates that when fully operational, the Hub will attract over **30,000 trail bike visitors** for Manjimup generating **\$11.8 million in expenditure** each year.



NOT JUST THE TRAILS

A Trail Town needs more than just great trails. To create a memorable experience that keeps visitors returning it must also offer the products and services that meet the needs of riders.

That's where the Trail Bike Friendly Business Program comes in.

From meals and accommodation to fuel, spare parts, things to see and do between rides, activities for non-riding family members and services like pharmacy, bike wash, laundromat and physio - there are countless opportunities for local businesses to tap in to the opportunity and contribute to the success of the concept.

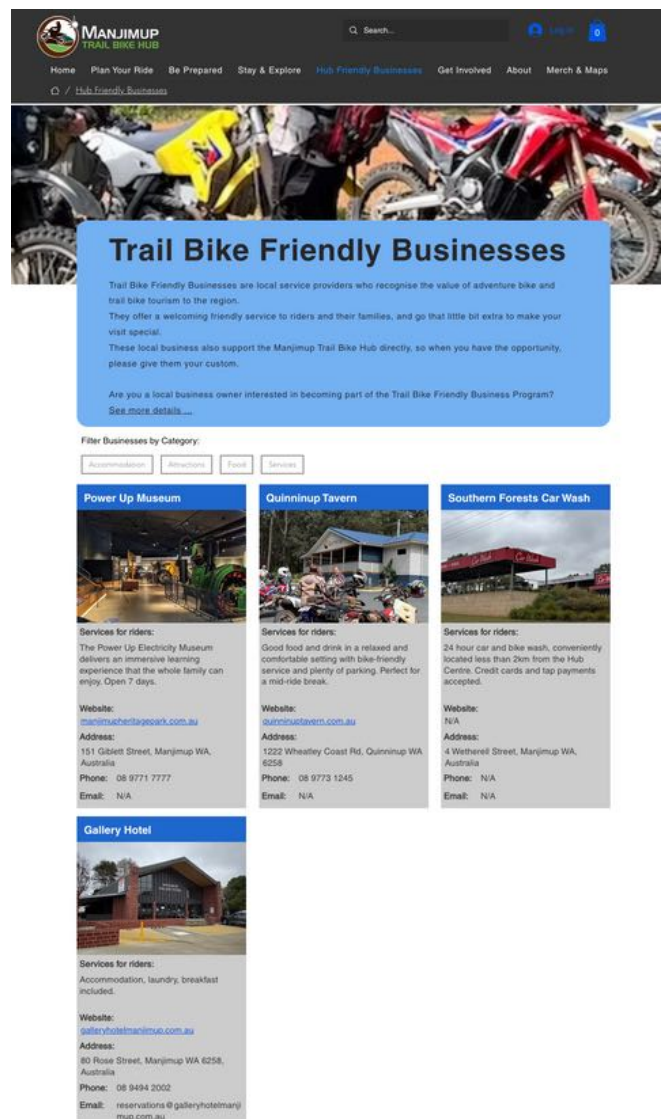
When you join the Trail Bike Friendly Business Program, your business will be promoted and linked on the Manjimup Trail Bike Hub web site in a directory that can be filtered by type of service.

Further promotion will come via email communication with riders, printed information available from the Hub Centre and social media.

Participating businesses will also receive a certificate and window sticker to display on premises.


We will work with you to help you to maximise the business opportunities, and participating businesses will be kept informed and able to share ideas via a regular Trail Bike Friendly Business Program newsletter.

You'll also receive a 20% discount on all Hub merchandise, and be eligible for the annual 'Trail Bike Friendliest Business' award.



THE DIRECTORY

Available via desktop browser, tablet or mobile, the Trail Bike Friendly Business Directory will be the go-to for riders on their visit to the region.



MANJIMUP
TRAIL BIKE HUB

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[Plan Your Ride](#)
[Be Prepared](#)
[Stay & Explore](#)
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[/ Hub Friendly Businesses](#)

Trail Bike Friendly Businesses

Trail Bike Friendly Businesses are local service providers who recognise the value of adventure bike and trail bike tourism to the region.


They offer a welcoming friendly service to riders and their families, and go that little bit extra to make your visit special.

These local business also support the Manjimup Trail Bike Hub directly, so when you have the opportunity, please give them your custom.

Filter Businesses by Category:

[Accommodation](#)
[Attractions](#)
[Food](#)
[Services](#)

Quinninup Tavern



Services for riders:
Good food and drink in a relaxed and comfortable setting with bike-friendly service and plenty of parking. Perfect for a mid-ride break.

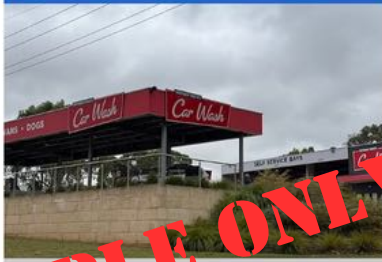
Website:
quinninuptavern.com.au

Address:
1222 Wheatley Coast Rd, Quinninup WA 6258

Phone: 08 9773 1245

Email: N/A

Southern Forests Car Wash



Services for riders:
Get your car and bike wash, conveniently located less than 2km from the Hub Centre. Credit cards and tap payments accepted.


Website:
N/A

Address:
4 Wetherell Street, Manjimup WA, Australia

Phone: N/A

Email: N/A

Gallery Hotel



Services for riders:
Accommodation, laundry, breakfast included.

Website:
galleryhotelmanjimup.com.au

Address:
80 Rose Street, Manjimup WA 6258, Australia

Phone: 08 9494 2002

Email: reservations@galleryhotelmanjimup.com.au

Photo

Brief description

Contact details

SAMPLE ONLY

WHAT IS 'TRAIL BIKE FRIENDLY'

Making your business more **"Trail Bike Friendly"** will maximise your return from the Trail Bike Friendly Business Program. Here are some of the things riders say they would value. How many of these are applicable to your business?

- ☐ Provide a warm welcome and friendly service to all visitors arriving by trail bike
- ☐ Allow trail bike riding attire in your business.
- ☐ Provide free drinking water for filling water bottles.
- ☐ Facility for washing goggle lenses (water spray bottle and clean cloth)
- ☐ Hooks or shelves for jackets and helmets.
- ☐ Staff members have some knowledge about the MTBH project.
- ☐ Staff members know location of trail bike-relevant services/shops.
- ☐ Options for securing bikes or visual contact from seating area
- ☐ Create themed products and/or menu items
- ☐ WiFi access and/or mobile charging facilities
- ☐ A fan heater to warm and dry gloves in winter

Specific to Trail Bike Friendly Accommodation:

- ☐ An area where boots, coats and backpacks can be left to dry.
- ☐ Secure/locked parking for bikes
- ☐ Facilities for washing and drying clothes
- ☐ First Aid kit on premises and information about closest medical assistance
- ☐ Short term luggage and small equipment storage (less than 1 day)
- ☐ Trailer parking and / or a ute unloading bay

Discounts are not required by the program, however if you elect to provide one, or some other form of incentive it would be promoted to riders on our web site.

We will discuss ideas specific to your business when you sign up to the program.



A 6 STAGE PROJECT

The Manjimup Trail Bike Hub is a long term project, planned around six distinct stages:

- **Stage 1 - Adventure Bike Riders:** Longer distance routes on bitumen and gravel roads and wider trails
- **Stage 2 - Trail Bike Tourers:** Shorter routes with an emphasis on narrower trails.
- **Stage 3 - Private Property:** An opportunity for landowners to develop commercial facilities, especially for families
- **Stage 4 - Single Track Explorers:** Lower speed, more technical riding through tight and twisty single trail
- **Stage 5 - Family Explorers:** Bringing the forest experience to riders of all ages
- **Stage 6 - ATV and Side by Side Touring:** Popular in the USA, a first for Australia



THE MTBH TRAILS CENTRE

As an integral part of the Manjimup Trail Bike project, a Hub Trails Centre has been established in Mottram Street Manjimup.

The Hub Centre will be staffed by volunteers and is intended to serve as a meeting point for riders and information centre.

It will provide:

- Change rooms, lockers and showers, with after hours access
- A basic workshop
- Merchandise for sale
- Space for tour guide operators to hold pre-ride briefings & safety inductions
- Information about local businesses and attractions, highlighting the Trail Bike Friendly Business Program partners

The aim of the Hub Trails Centre is to complement, but not duplicate (or take away business from) local businesses.



PROGRAM FEES

At launch, Foundation Tier partnerships will be available at the introductory rate of **\$275 per annum** (inc GST).

But we don't want to launch with an empty Trail Bike Friendly Business Program, so we are offering the first 50 local businesses to sign up the opportunity to get on board for the first year for just...

\$110

That's a **60%** discount.

What's more, your initial year of membership will run for 12 months from the launch of our new web site and the first availability of trail maps, expected to be in late June 2025.

To sign up, or if you would like to discuss how your business can be involved, simply send us an email at: admin@manjimuptrailbikehub.com.au

Summary of Business Benefits:

- Listing in Trail Bike Friendly Business directory
- Inclusion in printed material and displays at Hub Centre
- Promotion in Hub social media and communications
- Tailored suggestions to maximise the trail bike rider opportunities
- Trail Bike Friendly Business Program newsletter
- Certificate and window stickers
- 20% off all Manjimup Trail Bike Hub merchandise

The Manjimup Trail Bike Hub Trail Friendly Business Program is operated by the Manjimup Trail Bike Hub Inc., a Manjimup-based non-profit association dedicated to the success of the Hub project for the benefit of all stakeholders.