

GIPPSLAND ODYSSEY

SUMMARY

The Gippsland Odyssey is a multi-faceted cycling (and walking) experience based on a network of cycling routes spread across Gippsland that best highlight the region's myriad of environmental, cultural and heritage attractions while creating important connections between rural communities.

The Trail strategically activates a cycling network anchored by established rail trails complimented by a mix of on-road, shared-use and newly-proposed trails linking tourism attractions and townships.

The Trail will be marketed as a nationally significant long-distance / multi-day undertaking while also being pitched as a suite of shorter, achievable ride itineraries attractive to a variety of cycle tourism markets.

The Trail will deliver economic benefits to the region through increasing visitation, and the length of stay, together with social and liveability benefits through improved connectivity, access to infrastructure, and improved health and commuter safety outcomes.

The proposal will:

- Have State-wide tourism significance
- Leverage existing rail trail networks (i.e., Great Southern Rail Trail) and tourism nodes
- Connect and activate rural communities
- Create economic and business growth opportunities, direct and indirect
- Foster employment opportunities via build, maintenance and tourism activation and servicing
- Activate transport and rider safety outcomes
- Tap into growth of existing and new cycling markets including e-bike use, bike-packing and gravel grind
- Be Strategically supported via the *Gippsland Tracks and Trails Feasibility Study* and the *Destination Management Plan for Gippsland*.

Destination
GIPPSLAND

FAST FIGURES

1,100km

Trail network distance (concept)

10 / 4

Existing rail trails / shared paths used

\$55m to \$60m total project cost

with \$7.9m identified for immediate investment

7

Local Government Area coverage

550km

Potential new trail construction

60

Townships connected

7

High priority new trail sections

16

Number of works packages

Gippsland ODYSSEY (THE G.O.)

