

FOR IMMEDIATE RELEASE



- **7 Peaks ride starts this Friday**
- **Extended 6 month season**
- **New 7 Peaks - Ride High Country app**
- **Cycle tourism boom in Victoria's High Country**
- **70,000 new Ride High Country guides publishing December**

[Ridehighcountry.com.au](http://Ridehighcountry.com.au)

[7peaks.com.au](http://7peaks.com.au)

[#RideHighCountry](https://twitter.com/RideHighCountry)

[#7PeaksRide](https://twitter.com/7PeaksRide)

## High Country set for record cycle season

**Victoria's High Country cycle season starts in earnest this Friday 27 October with the launch of the longest ever 7 Peaks - this year extending to a six full months, until 29 April 2018 - and a new official digital passport, the 7 Peaks-Ride High Country app.**

The Strava-integrated app has already been downloaded by more than 1000 keen riders limbering up for the annual road climbs of the seven Victorian alpine peaks of **Mt Baw Baw, Mt Buffalo, Mt Buller, Dinner Plain, Falls Creek, Mt Hotham** and **Lake**

**Mountain.** As well as being a digital passport for recording completed rides, the app offers comprehensive information about ride segments and maps and provides automatic entry into this year's 7 Peaks grand prize of a trip for two to the 2018 Tour de France.

The 2017/18 season, which has been extended by a full month, reflects the enormous - and growing - growth in cycle tourism in Victoria's North East which currently attracts more than 100,000 visiting cyclists. And to meet that demand, around 400 registered bike-friendly and Ride High Country Preferred businesses are now dotted across the region including shuttles, tours, bike hire businesses, accommodation offering lockable bike storage and cafes.

Aside from some of the most challenging road climbs in the country, the High Country also boasts seven MTB parks across the region, including Australia's only internationally accredited Epic Trail at Mt Buller, and more than 200km of safe off road trails for leisure cyclists looking for a more sedate experience.

**Contact Tourism North East PR Manager, Sue Coultie, for more information, images, videos or to discuss possible Ride High Country media famils - 03 5728 2773 or [sue.coultie@tourismnortheast.com.au](mailto:sue.coultie@tourismnortheast.com.au)**