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Ride High Country joins the Tour

Australia's number 1 cycling destination, Victoria's High Country, will showcase the incredible diversity of the spectacular region's cycling experiences in a **brand new campaign screening across SBS TV's live telecast** of the world's greatest road race, the *Tour de France*.

With an audience reach in the millions, the [Ride High Country TV commercial](#), which stars the former **Mountain Bike World Champion** and Ride High Country Ambassador, **Paul van der Ploeg**, will screen throughout the Tour broadcast, **from 6 to 29 July**.

The campaign aims to target and inspire fans of the world's premier road race to join the more than 140,000 cyclists who now ride the roads, MTB parks and rail trails each year, injecting close to \$80 million into the regional economy.

The campaign will offer *Tour de France* viewers an exciting taste of what locals have known for years (and what Ride High Country visitors are now discovering in droves!) and reinforcing the region's outstanding cycle credentials, notably:

- Six of the toughest and highest road climbs in Australia
- Long and scenic valley rides
- Seven standout dedicated MTB parks
- Rail trails and gravel riding experiences through some of the most stunning landscapes on the continent

- The largest rail trail network in the country with almost 300km of genuine 'rail trails' to explore, featuring the longest sealed rail trail in Australia (Murray to Mountains) at 116km and the longest continuous rail trail in Victoria (Great Victorian Rail Trail) 134km .../2
- Host region of the 'Peaks Challenge' recognised as one of the top 10 Gran Fondos in the world by Global Cycling Network (where no other ride in Australia features on this highly respected list) and Australia's toughest gran fondo.

Australia's premier cycle tourism destination now also has 120 certified Ride High Country Preferred businesses, ready to service the needs of visiting cyclists, including cycle-specific accommodation and dining experiences, bespoke cycle tours, bike hire and shuttle services.

For Australian *Tour de France* viewers, here are a few more reminders of how the High Country's cycle and travel offerings stack up...!

FRANCE	VICTORIA'S HIGH COUNTRY
Travel time Melbourne to Paris is 22hours 25mins	Travel time Melbourne to Victoria's High Country is approx. 3hours
Col du Tourmalet is the Tour de France's most visited <i>Hors Categorie</i> climb at 1268m in elevation	Mt Hotham is the High Country's most iconic <i>Hors Categorie</i> climb at 1304m in elevation
The 2019 Tour de France has five mountain top finishes	Ride High Country has five Category 1 and Hors Categorie mountain climbs accessible from one location
On 'Rest Days' at Le Tour, the cyclists ride their bikes	On rest days in the High Country you can hit up a brewery, sample some wine, swim with the kids, go for a bushwalk...or maybe even a ski.
Until the 1960s, riders used to drink alcohol to numb the pain (a practice that is now banned)	Nowadays we head to a favourite High Country Brewery post ride, to recount tall stories of our monumental efforts and immeasurable pain
France has Champagne to enjoy with triple cream Brie and a baguette	The High Country has excellent local Prosecco to enjoy with locally crafted ashed goats cheese and sourdough
12 million spectators will line the roads and cram the riders throughout the Tour	There are no crowds in the High Country, in fact our roads and trails are pretty much traffic free
France is approximately 645,000 km ² , about the same size as two Victorias	The High Country covers 24,000 km ² , roughly the same size as the French Alps
France is voted Europe's number 1 cycling country	The High Country is Australia's number 1 cycling destination

Tourism North East Ride High Country Marketing Manager, Matt White, is available for interview.
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