



MEDIA RELEASE

17 October 2017

Cycle trails, parks, tours and events feature strongly at the NZ Bike Expo

Planning your next bicycle holiday or want to enter an event? Operators from cycle trails, parks, tours and events from around the South Island, wider New Zealand and beyond can help you decide on your next adventure at the first-ever NZ Bike Expo.

The NZ Bike Expo is aiming to attract 6,000 people to its first-ever show that is focused on 'everything to do with the bicycle'. About 50 exhibitors are bringing hundreds of bike-related brands and bike experiences together at the Air Force Museum of New Zealand in Wigram, Christchurch on 28 and 29 October 2017.

Event owner Cycling Action Network (CAN) is thrilled at the response from cycle tour, event and trail operators, says spokesperson Jo Mackay.

'We have about 20 exhibitors who can talk to visitors about events, tours, and cycle trails. They offer bicycling experiences in some of the most beautiful areas in the South Island, North Island, and internationally,' says Jo Mackay.

'The NZ Bike Expo brings them all to Christchurch's doorstep. This is a perfect opportunity to look at your next adventure, whether it's a mountain-bike marathon, a relaxed multi-day trail or overseas tour.'

New Zealanders are flocking to use the newly built cycle trails. NZ Cycle Trail's statistics indicate that 1.3 million people used New Zealand's cycle trails in the past year, and 86.5% of them were domestic tourists. (NZ Cycle Trail Evaluation Report 2016, MBIE)

Bike experiences coming to the NZ Bike Expo on 28 and 29 October in Wigram include:

- Adventure South NZ (New Zealand trails)
- Adventurers Travel Company (New Zealand)
- Alto Cycle Tours (Canterbury)
- Around the Mountains Cycle Trail (Southland)
- Bike it Now! (Clyde – Otago Central Rail Trail)
- Cardrona Alpine Resort (Cardrona Bike Park)
- Christchurch Adventure Park
- Escape Adventures – Unforgettable Cycle Tours (Africa, Asia, America, Pacific)
- Great Rides App

- Hanmer Springs & Hurunui District (Hurunui)
- Hauraki Cycle Trail (North Island)
- Haven Mountain Bike Park (Canterbury)
- Highland Events (The Big Easy mountainbike race – Southland)
- Iron Maori – triathlon events (North Island)
- Queenstown Bike Tours
- The Flahute Presents (events)
- Tour de Force Biking (Colorado)
- Venture Southland
- Welcome Rock Trails (near Queenstown)

Also attending are bicycle suppliers including the widest selection of electric bikes yet seen in one place in Christchurch, bicycle accessories, apparel and parts from bike-packing bags to custom-made componentry and accessories, GPS trackers, cameras, lights, clothing and even butt lubricant will be available for sale, many at great Expo special prices.

This will be the first time in New Zealand that a range this extensive across sports, recreational, cycle tourism, and e-bikes is all under the same roof.

People will be able to test ride the bikes on 3 outside tracks.

‘The Expo will show just how big and full of potential the cycling sector including the cycling tourism sector is – it’s a good-news story for Christchurch and New Zealand.’

The NZ Bike Expo is initiated by the Cycling Action Network, and created by Dare To special projects agency. It is supported by Gold partners Fulton Hogan and the NZ Transport Agency, Social Partner Cassels & Sons Brewing Company and other partners including Retail NZ’s Bicycle Industry Association (BIANZ) and Cycling New Zealand.

Media contact:

Jo Mackay, Cycling Action Network: 027 202 8815 jo@can.org.nz

Images available on request.

- Ends -