



Northern Rivers

# RAIL TRAIL

## Are you Rail Trail Ready?

The Northern Rivers Rail Trail is converting disused railway line into a 132 km trail, to draw thousands of visitors each year to explore and discover the natural beauty of the Northern Rivers.

The construction of the Lismore to Bentley (16.3 km) section is well underway, with completion in late 2024.

The Tweed section of the Rail Trail has continued to attract visitation to the region with 130,887 visitors being welcomed since it opened in March 2023, achieving an average monthly visitation of 14,085 visitors up until December 2023. The stats just stack up!

### User Summary

RETURNING VISITORS



Over 94% of visitors are likely to return.

PREFERRING MURWILLUMBAH



Over 60% are starting at Murwillumbah.

ROUND TRIP JOURNEYS



Over 85% are opting for a round trip.

Most popular day to visit the Rail Trail

**SUNDAY**

Followed by



SATURDAY  
FRIDAY  
WEDNESDAY  
THURSDAY  
TUESDAY  
MONDAY



Monthly visitor average since opening

**14,085**



Weekly visitor average since opening

**3,214**



Daily visitor average since opening

**459**

**130,887**

Visitors have been welcomed to the Tweed Section of the Northern Rivers Rail Trail since March 1, 2023.\*

9 am - 11 am

MOST POPULAR TIME TO VISIT



267 Google reviews  
★★★★★  
averaging 4.8 stars



44 Tripadvisor reviews  
★★★★★  
averaging 4.5 stars



Over 97% of Rail Trail visitors are satisfied or very satisfied with their overall Rail Trail experience.



**53%**  
Bicycle riders



**18%**  
Walkers and runners



**+ 70**  
Horse permits

**+ 29%**  
E-bike riders

\*This patronage update is updated quarterly and is correct as of December 31, 2023, 2023.

**Bike riding is one of the world's fastest growing recreational, sport and tourism activities and is a travel motivator that provides economic return to the destination**

### Here are some fun facts!

- Cycle tourists have a higher propensity to travel to regional areas, typically stay longer, spend more and engage in a broader range of experiences than the average visitor
- Cycle tourists have a high tendency to become repeat visitors, 94% of visitors to the Tweed section plan to return!
- 9.5M Australians ride a bicycle and in 2022 Australians spent \$1.56M on bicycles, at an average cost of \$1,148, providing an economic contribution of \$17.58bn to the tourism economy

## Here's a list of some simple things important to cycling visitors.

- Be open early serving great coffee.
- Provide good grab and go food and snack options, such as carbs with quality protein and vegetarian options.
- Provide free water to refill bottles.
- Be open on Sundays, the most popular day to experience the Rail Trail.
- Provide current information on websites and social media about your opening hours and services to support cycling visitors to plan their trip.
- Provide places for riders to sit, congregate and socialise, where bikes are visible.
- Provide safe and visible bike storage.
- Provide digital connection so visitors can share their adventures online.
- Be welcoming and provide trail and visitor information.
- Provide facilities to wash a bike, or do some bike maintenance.

## Business support is at hand to help you realise the benefits.

If you provide a guest experience, service or product in one of the following categories, you are eligible to apply for the **Northern Rivers Rail Trail Business Connect Program**.

**Taste** (food and beverage experience/products)

**Stay** (accommodation)

**Move** (travel and on-trail experiences)

**Enjoy** (entertainment, fun and events)

The Connect Program can make your business more visible to cyclists, even if you are not on the Rail Trail itself through:

- **Rail Trail Pass for Commercial Operators:**  
Apply for a permit to undertake commercial activities on the Rail Trail.
- **Marketing Program:**  
For businesses that wish to promote their business directly to Rail Trail visitors.
- **Signage Program:**  
Provides access to on-trail signage options for Marketing Program members.



For business support and advice  
Email [business@lismore.nsw.gov.au](mailto:business@lismore.nsw.gov.au)

Like more information on the Lismore  
section of the Rail Trail?

Visit [yoursay.lismore.nsw.gov.au](https://yoursay.lismore.nsw.gov.au)