



**Media Release  
Monday 21 November 2011**

**Millers Flat to Host Cycling Tourism Workshop**

Tourism Central Otago with support from Clutha District Council is holding a cycling tourism workshop in Millers Flat on Monday 28 November.

The workshop is aimed at present and future tourism operators in the Teviot Valley, Lawrence and wider Central Otago community. The day will include informative presentations on topics such as 'who and what is the cycling market', 'lessons learnt from the Otago Central Rail Trail', 'collaborative marketing and opportunities the Clutha Gold and Roxburgh Gorge Trails present'.

Presenters include Tourism Central Otago, the Otago Central Rail Trail Trust, Central Otago District Council representatives from planning and business development, Central Otago Visitor Centres manager and Central Otago tourism businesses from the accommodation, activity and transport/package tour operator sectors.

National cycling research shows that cycling is officially a national pastime, with more than 10,000 bikes sold annually. Its' global audience popularity, low impact fitness, flexibility and accessibility make it suitable for all ages. It's inherently a social activity. Central Otago's strengths are its cycling, its heritage, food and wine and camping – all which offer opportunities for the cycling market by creating immersive iconic kiwi experiences. The Clutha Gold and Roxburgh Gorge Trails will add to these iconic moments and offer the visitor and local alike a breathtakingly different view of Lake Roxburgh and the Clutha Mata-Au River, says Michelle Kinney from Tourism Central Otago.

People can still register to attend the workshop by contacting Judith Whyte at Central Otago District Council on (03) 440 0618.

For more information, contact:

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