

# Australia & New Zealand Cycle Tourism Market Size, Share & Trends Analysis Report By Group (Groups/Friends, Couples, Family, Solo), By Booking Mode (Direct, Travel Agent), By Age Group, By Country, And Segment Forecasts, 2025 - 2033

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## Abstracts

### Market Size & Trends

The Australia & New Zealand cycle tourism market size was estimated at USD 5.84 billion in 2024 and is projected to reach USD 15.40 billion by 2033, growing at a CAGR of 11.8% from 2025 to 2033. Cycling tourism in Australia & New Zealand thrives on immersive, multi-sensory experiences drawn from diverse and pristine landscapes.

In New Zealand, trails like the 133 km West Coast Wilderness Trail guide cyclists through lush rainforests, sparkling glacial rivers, coastal vistas, and historical pockets of heritage, generating “unique stops” such as Cowboy’s Paradise and the historic Theatre Royal Hotel that deepen traveler engagement. These experiential hallmarks, natural beauty along cultural touchpoints, drive the Australia & New Zealand cycle tourism industry.

Similarly, Australia’s Blue Derby mountain-bike network in Tasmania spans over 125 km through temperate rainforest and rugged terrain, drawing approximately 30,000 annual visitors and catalyzing investments in local eco-lodging like the Blue Derby Pods Ride. These environments attract cyclists not just with physical challenge, but with narrative-rich and visually compelling contexts, elevating cycling from mere transport to an experiential journey.

Visitors repeatedly cite well-being, connection, and personal transformation as powerful

outcomes of immersion in the natural environment through cycle-tourism. Most of the Australia & New Zealand cycle tourism industry's leisure travel is driven by opportunities to relax or reconnect with family and friends. 90% of the Australian cycle tourism market find New Zealand appealing for a short break or holiday destination.

According to the New Zealand Ministry of Business, Innovation & Employment, in Australia, the most cited reason is relaxation (62%), compared to 56% in New Zealand. Spending time with family, friends, or partners ranks second, at 55% in both countries. Visiting friends or family in the region is also significant, with 46% in Australia and 44% in New Zealand. Escaping and disconnecting from routine follows, motivating 38% of Australians and 32% of New Zealanders. Exploration and discovery of unique places attracts 30% in New Zealand and 26% in Australia, while being active outdoors appeals to 30% of Australians and 24% of New Zealanders.

Finally, enjoying local food, wine, or beer is a factor for 25% in Australia and 20% in New Zealand. Overall, Australians emphasize relaxation, outdoor activity, and gastronomy more strongly, while New Zealanders place slightly more emphasis on discovery and cultural exploration. This deep personal impact strengthens repeat visitation, word-of-mouth endorsements, and loyalty, driving sustainable demand in the Australia & New Zealand cycle tourism industry.

## Australia & New Zealand Cycle Tourism Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Australia & New Zealand cycle tourism market report based on the group, booking mode, age group, and country.

### Group Outlook (Revenue, USD Billion, 2021 - 2033)

Groups/Friends

Couples

Family

Solo

### Booking Mode Outlook (Revenue, USD Billion, 2021 - 2033)

Direct

Travel Agent

Marketplace Booking

Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

18 to 30 Years

31 to 50 Years

Above 50 Years

Country Outlook (Revenue, USD Billion, 2021 - 2033)

Australia

New Zealand

**This report can be delivered to the clients within 3 Business Days**

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