



Media release

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Albany cycle experience gets national exposure

Anyone keen to embark on a cycling holiday need look no further than Albany, according to the January edition of Cyclist magazine.

Adorned with a cover photo of two cyclists riding side-by-side along a gravel road in the Vancouver Peninsula, the glossy magazine features a 12-page report and photos showcasing Albany as a cycling destination.

“Rugged and relatively unknown, the roads around Albany showcase the region’s natural beauty and storied past. Cyclist discovers this alluring, remote location, learns of its indigenous and colonial significance, and survives a couple of close encounters with the local wildlife,” the magazine article reads.

The visiting cyclists rode almost 100km around the Albany area, taking in the wind farm, Torndirrup National Park, Frenchman Bay, Vancouver Peninsular, Albany Heritage Park, Middleton Beach and Emu Point.

As well as cycle routes and must-see scenery, the article also makes recommendations on local accommodation, food and drink.

The visit by the magazine’s cyclists was arranged by Australia’s South West and the City of Albany supplied the pocket-friendly 10 Great Rides guide to help the cyclists see the best of our city.

With the magazine distributed across Australia and New Zealand, Albany Mayor Dennis Wellington said the feature was invaluable publicity for Albany and aligned with its goal of becoming a cycle city.

“Albany’s profile continues to grow and to be recommended by one of the leading cycling magazines as a destination for cyclists is just fantastic,” Mayor Wellington said.

“Our city is fast gaining a reputation as an adventure destination and exposure like this reinforces that.

“We are focussed on becoming a cycle-friendly city and recognise cycle-tourism as an area for visitor growth, so we encourage cyclists to visit Albany to enjoy our experiences, scenery and community hospitality.”

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