# This is a dummy test document. Website

## Design

Two designs, three change cycles

### Audience

2 main groups of people that visit the regions for cycling

1. 1 Mountain bike riders – combined household income of $100 000 plus – age 30-39 – often professional – getting back to dirt/nature – blow off steam. “Young urban males with a dirt deficiency”. Will tent but would – but they would stay self contained if they were available. Adrenaline seekers.
2. Long distance cyclists – often dentists (ages 40-49) – higher income bracket again. – They want coffee stops and wine at night – they stay in caravan/cabin but would prefer to stay in self contained units.

Most people come in groups – often as couples or with kids – therefore women choosing to visit the region is very important. Promoting cycling BUT also the region – attractions, food, wine, safe, outdoors.

Key terms selling – Quirky, unspoilt, unique, friendly, close to country, connection and release (‘men being men’)

Each regional page needs to outline the cycling options in the town and nearby region

### Design Assets and Style Guide

The SFRTA cycling site will keep within the branding themes developed by the Flinders Ranges Mountains of Memory project, now known as National Landscapes, as well as the South Australian general branding guidelines.