



Ontario By Bike™

Cycle Tourism Workshop

Brockville

Friday, May 11th 9:00 – 12:00

Brockville Memorial Centre, 100 Magedoma Blvd, Brockville, ON K6V 7J5

CYCLE TOURISM IS GROWING IN ONTARIO....
Are you interested in attracting cycle tourists to your business?

Part of the Eastern Ontario Active Transportation Summit, this tourism workshop will:



Explain how welcoming cyclists can provide an economic boost to your business or organization



Describe who cycle tourists are and what they want as visitors and consumers



Highlight what's new and trending in cycle tourism in Ontario including routes, partnerships, projects and events



Provide insight into marketing, product and networking opportunities



Inform you on how to become, at no cost, a certified bicycle-friendly business and help cyclists find your business

Also includes:

A panel discussion on economic benefits, product development & business opportunities within the cycle tourism sector!

Who should attend?

This workshop is open to everyone, but is of particular interest to tourism professionals, including tour operators, accommodations, food services, attractions, breweries, wineries, business areas and cycling-related businesses and organizations interested in the development of cycle tourism in the region.

Registration is required at:

<https://brockville-ontario-by-bike.eventbrite.com>

For more information visit: www.healthyllg.org/active_transportation.html

www.OntarioByBike.ca | 1-866-701-2774

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