



ONTARIO BY BIKE

Cycle Tourism Development Workshop

Brockville, May 11th, 2018

www.OntarioByBike.ca

© 2018 Transportation Options

Ontario By Bike Workshop: Brockville

Agenda – May 11th, 2018



1. Welcome, Overview & Introductions
 2. What is Cycle Tourism and who are Cycle Tourists?
 3. Cycle Tourism in International Destinations
 4. Cycle Tourism in Ontario
 5. Benefits of Being Bicycle Friendly: The Ontario By Bike Network
 - 10 Minute Break
 6. Cycle Tourism in Eastern Ontario
 7. *Panel Discussion* – Opportunities, Impact and Community Development
 - 5 Minute Break
 8. Uncovering New Business Opportunities
 9. Destination Development Assessments
 10. *Breakout Session* – Completing the Destination Assessment Checklist
 11. Measuring the Impacts of Cycle Tourism
 12. Next Steps
- Q&A



Ontario By Bike Network Partners

Ontario By Bike Workshop Brought To You By



Ontario By Bike Promotional & Supporting Partners



*With thanks to our municipal and regional,
destination marketing and regional tourism organizations partners*

Additional regional partners listed at

www.OntarioByBike.ca



1. OVERVIEW & INTRODUCTIONS

Project Coordinators

*T*ransportation *O*ptions

Projects



PARKBUS

What is the Ontario By Bike Network?

Goal: To develop and promote bicycle tourism in Ontario and establish a network of bicycle friendly businesses that together enhance the region's cycle tourism product





2. WHAT IS CYCLE TOURISM?

What is Cycle Tourism?



Cycle Tourism: Can incorporate road, trails or mountain biking and typically falls under:

1. **Destination Riding:** Overnight cycling that focuses around a specific destination and the cycling amenities available in that area.
 - E.g. Weekend trips incorporating road riding in Grey County or Mountain biking at Sir Sam's in Haliburton / Referred to also as "Hub & Spoke"
2. **Touring:** Independently organized, multi-day trips. Could have support vehicle or self-supported / FIT (fully independent travelers)
 - E.g. Cycling from Montreal to Toronto, carrying all necessary equipment and gear
3. **Events & Tours:** Visitation to a region due to specific cycling events or tours hosted in that area. Day or multi-day.
 - E.g. Thousand Island Gran Fondo, 2018 Great Waterfront Trail Adventure (Ajax – Quebec)
4. **Day Rides and Urban Cycling:** Day trips that focus around a specific destination and the cycling amenities available in that area.
 - E.g. Ottawa residents drive and ride in Ottawa Valley, Hamilton residents take train and ride on Toronto trails

Who Are Cycle Tourists?



A Cycle Tourist: Someone travelling >40km from their place of residence, where cycling is incorporated in the trip

All types – Wide range of ability & age

- Leisure & family cyclists
- Recreational cyclists
- Touring / experienced cyclists
- Race & competitive cyclists
- Mountain / Cross / Fat bikers

Attractive demographics





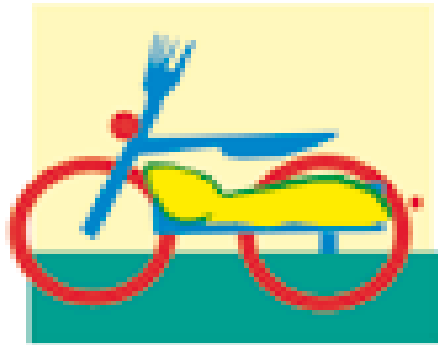
3. CYCLE TOURISM INTERNATIONALLY

Cycle Tourism Is Growing Internationally



Economic Impact
\$47B USA - €44B/CDN\$59B Europe

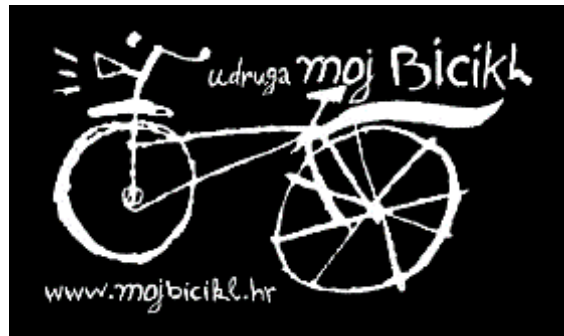
Bicycle Friendly Business Programs Are Growing – Internationally



Bett & Bike



RideOregonRide.com



Cyklisté vítáni

Germany – Bett+Bike



The screenshot shows the Bett+Bike website homepage. At the top is the Bett+Bike logo and a navigation menu with links: Search, About Bett+Bike, Bett+Bike Categories, App, Service, Recommendations, and Contact. The main banner features a scenic road with the text "HOLIDAY BY BIKE" and "BICYCLE-FRIENDLY ACCOMMODATIONS", with a "SEARCH NOW" button. Below this is a section titled "Check In and Work Out" with a bicycle icon and text explaining the "Bett+Bike Sport" certification. At the bottom are three categories: "BETT+BIKE CAMPING" (tent icon), "BETT+BIKE HOLIDAY HOME" (key icon), and "BETT+BIKE E-BIKE" (battery icon). The footer contains a search bar for guesthouses with fields for country, number of persons, and city, and a "Search" button.

bett+bike adfc

Search About Bett+Bike Bett+Bike Categories App Service Recommendations Contact

HOLIDAY BY BIKE

BICYCLE-FRIENDLY ACCOMMODATIONS

SEARCH NOW

Check In and Work Out

Are you cycling on a mountain bike or racing bike and have very specific needs in terms of overnight accommodation? In some German states several bicycle-friendly establishments have already obtained the additional certification of "Bett+Bike Sport". This guarantees a special level of quality for safety, maintenance and equipment for athletes cycling guests.

CHECK IN AND WORK OUT

BETT+BIKE CAMPING

BETT+BIKE HOLIDAY HOME

BETT+BIKE E-BIKE

Search for Bett+Bike Guesthouses:

Country: No. of persons: City: **Search**



Cycle Tourism Is Growing: *New Zealand*

- **1.3 million users** along the Nga Haerenga, the New Zealand Cycle Trail in 2015
- Generated **\$37.4 million for local communities**
- 13.5% were international visitors
- An estimated 1:3.55 ROI in construction/maintenance to annual benefits
- Social contribution estimated to be \$12 million
 - E.g. *reduced mortality and cost savings from diseases associated with physical inactivity*
- **Factors of success included:**
 - A clear strategy, marketing expertise and dedicated resource for trail maintenance



Cycle Tourism Is Growing: *United States*

The Outdoor Industry Association released a study in 2017:

- Bicycle Tourism Contributes **\$83 Billion Annually** to U.S. Economy
- Bicycle recreation spending also contributes to the creation of **848,000 jobs**.

State economies are benefiting:

- Arizona - \$88 Million (2013)
- Michigan - \$668 Million (2014)
- Colorado - \$522 million (2016)
- Utah - \$121 million (2017)

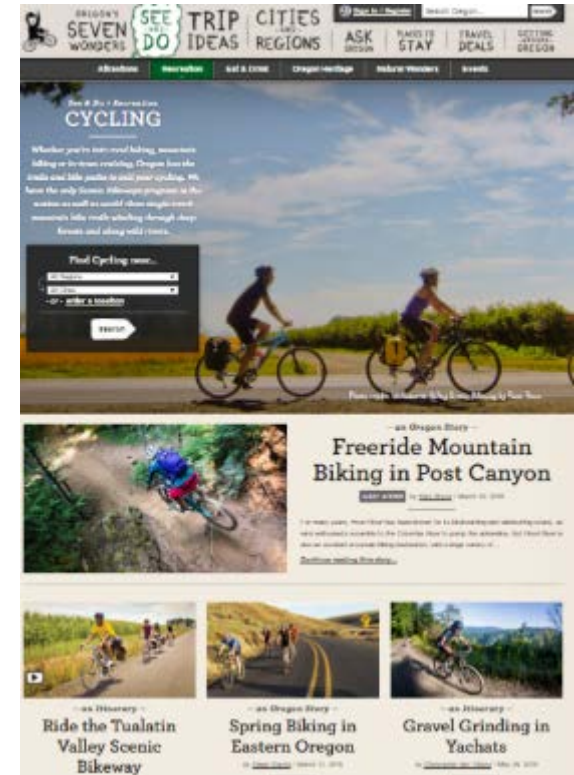
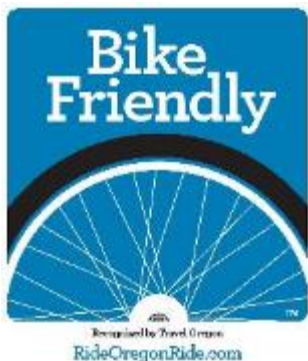
Regional economies are benefiting too:

- Great Allegheny Passage (241km) - >\$76 million (2015)
 - Almost 1 million trail users
 - 62% of trail users had an overnight stay
 - Overnight spending average of \$125 (USD)



Cycle Tourism Is Growing: *Travel Oregon*

- Bicycle travellers in Oregon spent **\$400 million USD (\$1.1 million/day)** in 2012
- Bicycle travellers are estimated at generating **4,600 jobs** and **\$18 million** in local and state tax receipts.
- Bicycle travellers in Oregon spend approximately **20% more on average per trip than the average traveller.**
- While spending is higher closer to urban centres, some **regions receive nearly 15% of total visitor spend** from bicycle travel.



Cycle Tourism Is Growing in Canada



Mountain Biking in BC

- MTB contributed \$10M dollars to Squamish economy in 2016
- Destination BC developed Mountain Bike Tourism Strategy (2015)



Provincial Cycling Network & Bicycle Friendly Business Program

- Project to identify 3,000km continuous network of bicycling infrastructure
- RFP to implement bicycle friendly business program



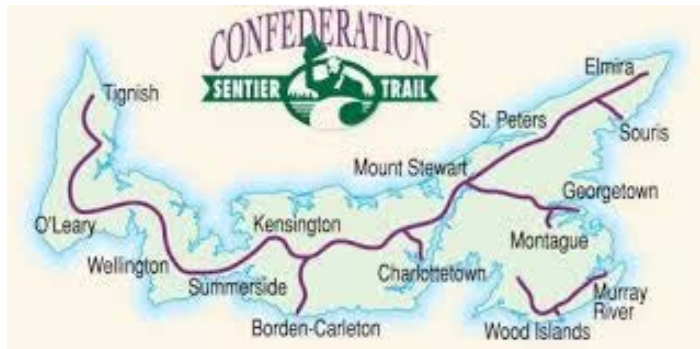
Destination Development

- Bicycle friendly business program, print / digital resources, events
- Leveraging destination along The Great Divide Bicycle Route.



Cycle Tourism Is Growing: *PEI*

- The Confederation Trail (434km) completed in 2000
- An economic impact study indicated that between June-Sept of 2012
 - Approx. 18 000 cyclists
 - Generated >\$2.7 million and stayed longer than other tourists
 - Almost 69% of the trail users planned to visit the trail **before** arriving to the area.
 - Uniquely shaped provincial park that is managed by the provincial government & supported with annual trail guide and various marketing initiatives



Vélo Québec

Provincial Cycling Network – La Route verte:

- Increase of 1.8 million cycling trips between '10-15
- \$700 M spent annually (2015)
- 500 Certified Bicycle Friendly Businesses

Estimate annual regional economic impacts:

- P'tite Train du Nord: \$16 million
- Estriade: \$3.4 million
- Parc lineaire des Bois-Francs: \$2.4 million

Lac St-Jean, Quebec

- \$9.75 M annually (2015)
 - 38% growth from 2010
- 250,000+ cyclists





4. CYCLE TOURISM IN ONTARIO

Cycle Tourism is Growing in Ontario



www.youtube.com/watch?v=STe4jYrWUR4&feature=youtu.be

Cycle Tourism in Ontario

April 2017 – Ministry of Tourism, Culture & Sport released a Ontario Cycling Tourism Plan

Includes 12 Action Items align with four priority areas:

1. Products and Experience Development
2. Strategic Marketing
3. Advancing the Tourism Sector
4. Making Evidence Based Decisions

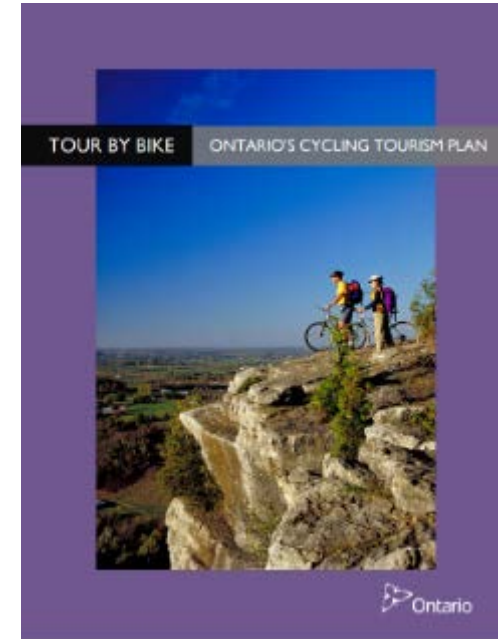
Other Provincial Developments:

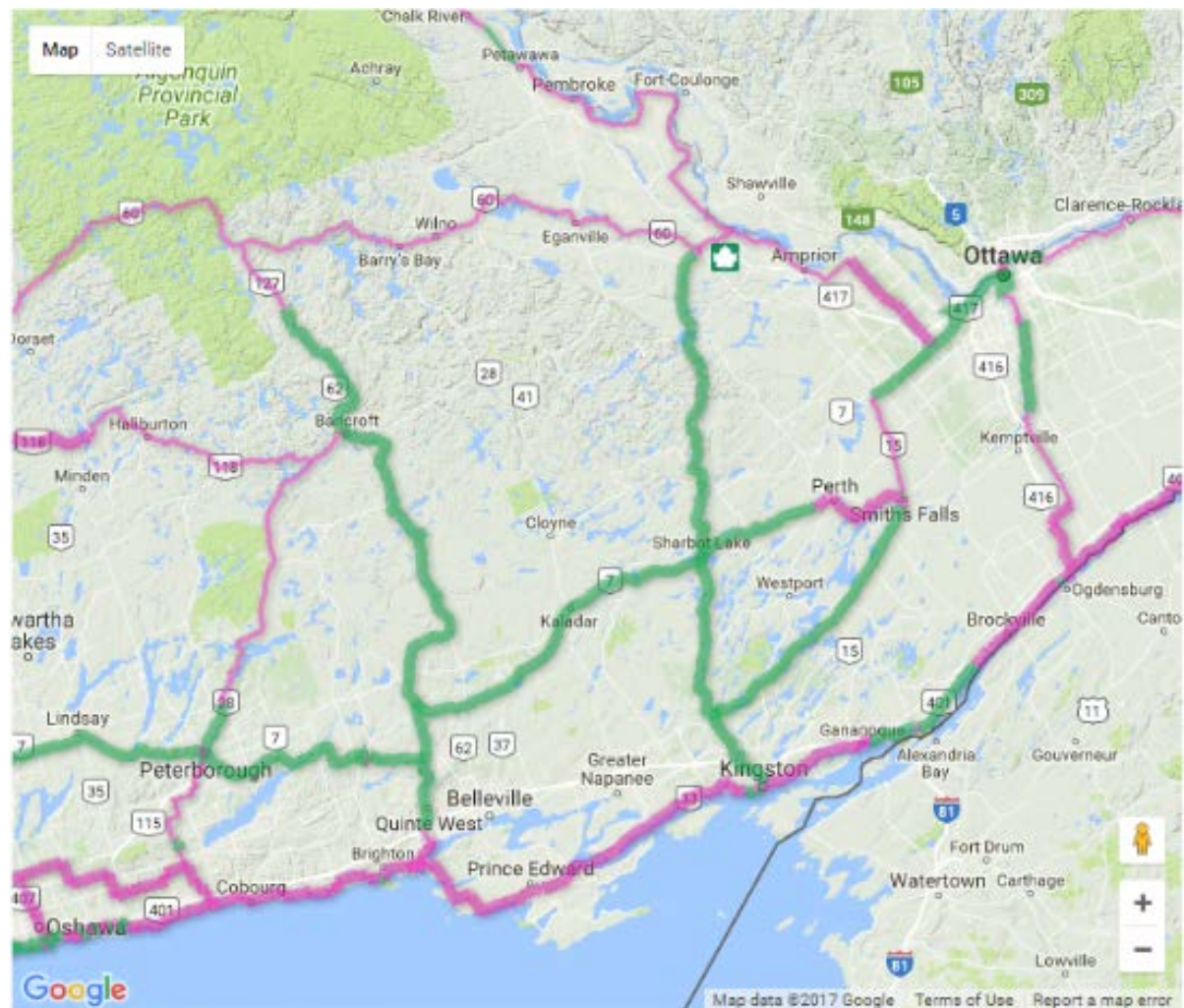
- Ministry of Transportation - Ontario Cycling Strategy (2013)
- Ministry of Transportation – CycleON 1.0 Action Plan (2014)
- Ontario Government – Passes The Supporting Ontario's Trails Act (2016)

NEW April 2018

- Ministry of Transportation – Province-Wide Cycling Network Final Report & Map of Routes
- MTO & MTCS – CycleON 2.0 Action Plan

Available at: www.Ontario.ca/Cycling

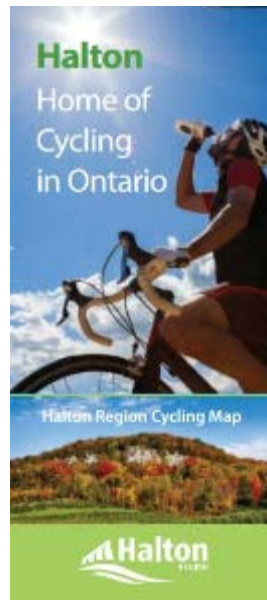
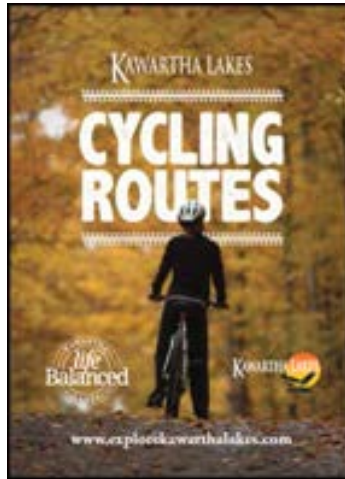
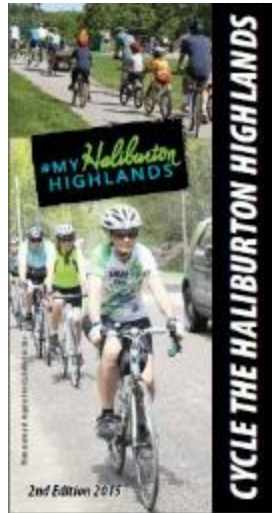




- Existing on road routes™
- Proposed on road routes™
- Existing off road routes◇
- Proposed off road routes◇

www.mto.gov.on.ca/english/safety/province-wide-cycling-network.shtml

Increasingly competitive with many Great Places to Cycle in Ontario



Cycle Tourism in Ontario

In 2015, Visitor Numbers and Spend:

- 1.7 million cycling visits in Ontario, representing 1.2% of total visits in Ontario
- Spent \$500 million accounting for 2% of total visitor spending in Ontario
- Largest spending categories – food & beverage, accommodations



Source: MTCS Tourism Research Unit. Ontario Cycling Tourism Statistics 2015 Analysis Report. Winter 2017. From Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey, 2015

Cycle tourists spend more & stay longer in Ontario!



- \$299/trip vs. \$179/trip (non-cyclists)
- 3.7 nights vs. 3.2 nights (non-cyclists)



Source: MTCS Tourism Research Unit. Ontario Cycling Tourism Statistics 2015 Analysis Report. Winter 2017. From Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey, 2015

What About Impacts on Local Businesses?



81% of cyclists spend over \$26 on food and beverage each day (36% spend over \$50)



69% of cyclists spend over \$50 on accommodations each night (38% spend over \$100)



52% spent between \$50 and \$100 per day on items including bike repairs and parts, activities, gifts.



AquaBella B&B, Niagara-on-the-Lake: Approximately 280 cyclists stayed overnight in 2014. Estimate 140 room nights were booked by cyclists.

Flyers Cafe, Dunnville, Haldimand County: 5 to 6 cyclists a day during the week - more on the weekends. Estimated more than 1500 cyclists served May to September 2014.

Hillier Creek Estates Winery, Prince Edward County: Between June and September, averaged 10 cyclists a day. Estimated 850 cyclists in 2014.

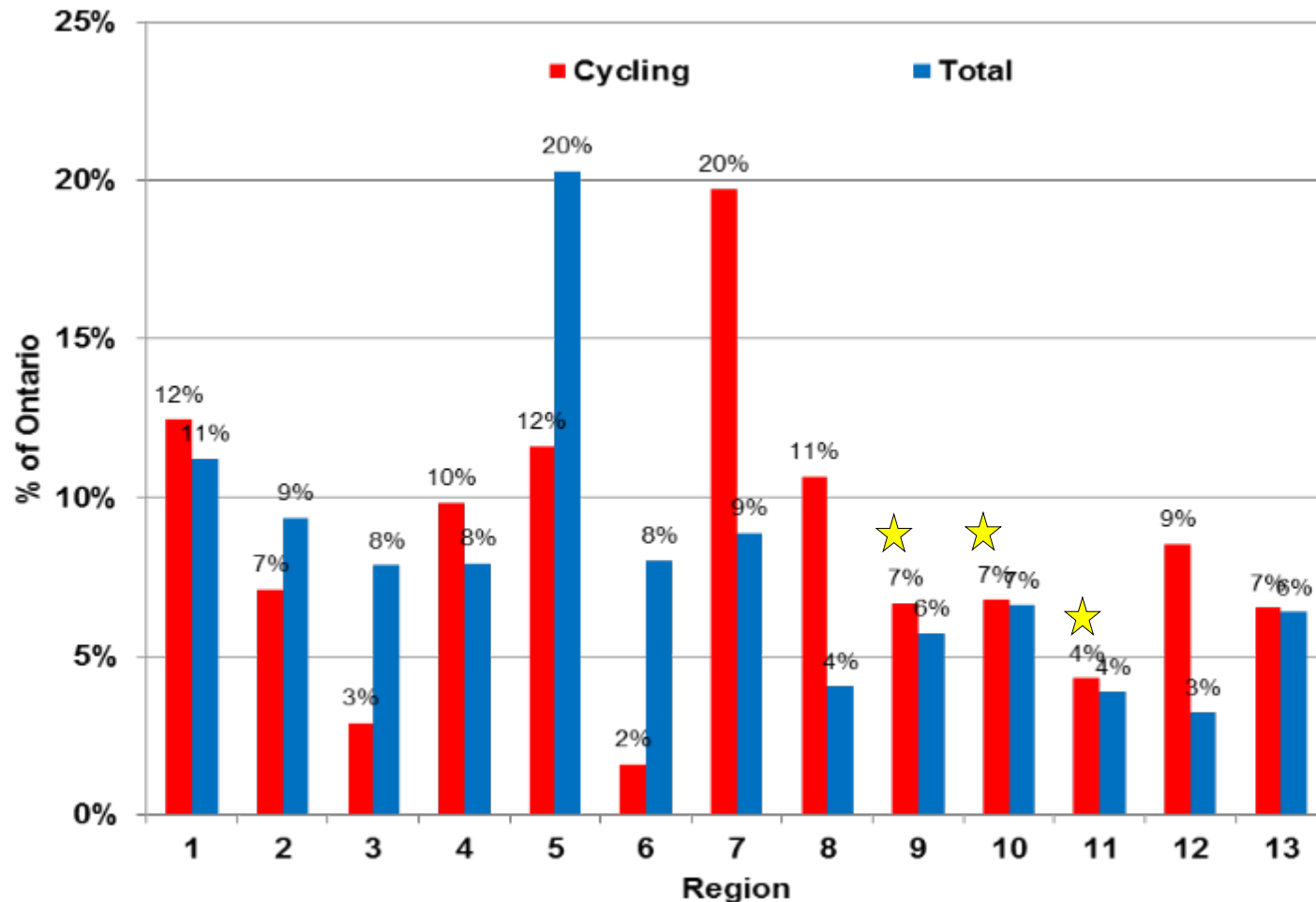
Top activity preferences for Ontario cyclists are culinary experiences, visiting cultural sites and museums, hiking, camping, wine tasting and shopping



Ontario Cycle Tourism Stats and Facts

In 2015, % of cycling visits taking place in each tourism region compared to % of total visits:

Note: Combined, RTO9 + 10 + 11 received ~ 18% of total cycling visits in Ontario.



Source: MTCS Tourism Research Unit. Ontario Cycling Tourism Statistics 2015 Analysis Report. Winter 2017. From Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey, 2015

Remember this?

A Cycle Tourist: Someone travelling >40km from their place of residence, where cycling is incorporated in the trip



All types – Wide range of ability & age

- Leisure & family cyclists
- Recreational cyclists
- Touring / experienced cyclists
- Race & competitive cyclists
- Mountain / Cross / Fat bikers

Attractive demographics



The Ontario Cycle Tourist

Most frequent Ontario cycle tourist

- Age 45-64
- Male
- Above average household income
- Well educated
- Experienced road cyclist
- Participate in multiple cycling events annually
- Rides in groups of 2 to 4
- Travels in Ontario with bike



What else do we know about Ontario cycle tourists?

Age - 35-44 age range is also significant

Gender - Female riders are increasing

Education - Many hold post-graduate degrees or certificates

Income - Nearly half have household incomes of \$100k+

Ability - Cyclists identify themselves as experienced vs. recreational or leisure



Ontario Cycle Tourism Stats and Facts

Ontario Cyclists - Source Markets:

- Majority of cycle tourists (similar to all tourists) are from Ontario (88% of which 35% from Toronto)

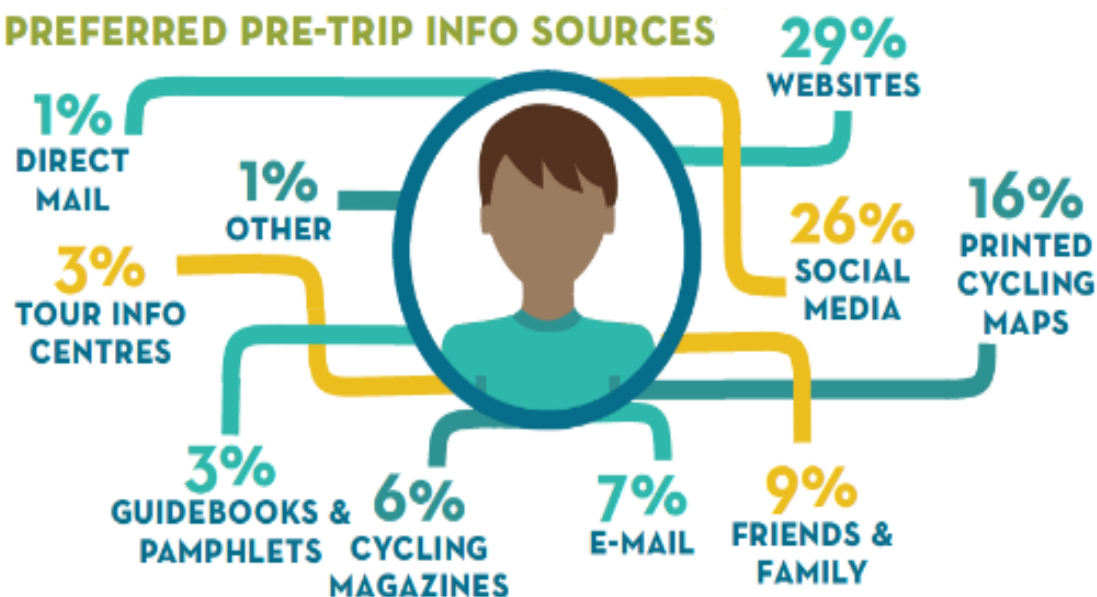
Other cycle tourists in Ontario are:

- Canadian - 6.5% (*of which 70% from Quebec*)
- International - 3.5% (*predominantly from France, UK, Germany*)
- American - 2%

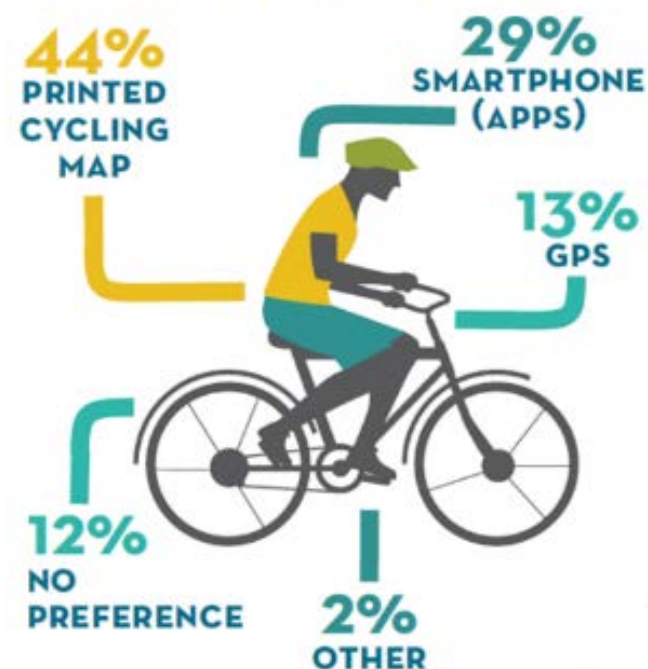


Cyclists in Ontario prefer to use websites, social media, and printed cycling maps to receive marketing information.

PREFERRED PRE-TRIP INFO SOURCES



PREFERRED INFORMATION SOURCES WHILE CYCLING



Case Study: Niagara

www.niagaracyclingtourism.com

- Dedicated website and staff
- Ontario By Bike region since 2010, 160 certified locations
- Excellent promotional video, multiple maps (bilingual)
- Tour operators, bike rental locations & multiple transportation options
- Positive economic impacts:
 - **2010:** Average spending by cyclists staying one or more nights (excluding accommodations): \$148 PP*
 - **2014:** Cyclists stated that the average spend on a cycling holiday was \$1,060 on a 3 day holiday**

* Transportation Options ** Niagara Cycling Tourism Centre



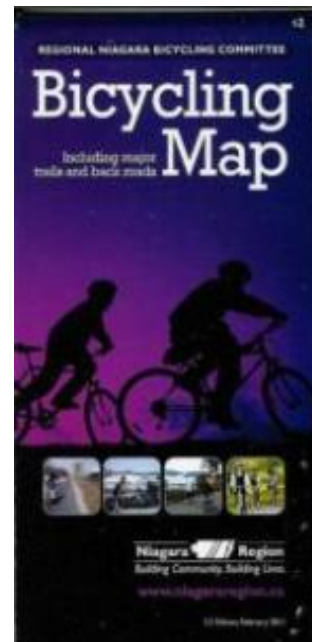
A Division of Metrolinx



An agency of the Government of
Ontario since 1885



NIAGARA cycling tourism CENTRE
niagaracyclingtourism.com/cyclinginniagara.bike
cycletourismniagara.com/niagawebcic.bike



Case Study: Simcoe County

www.cyclesimcoe.ca

- Dedicated website and staff
- Strong mountain biking, trail riding, & road cycling products
- Variety of cycling events
- 3 cycling maps for trails & routes, a historical cycling route for families, safe cycling videos and campaigns
- Ontario By Bike region since 2013, 99 certified locations
- Tour operators, bike rental locations and MTB facilities (private & volunteer-led)
- Research shows:
 - Captured more (54%) Mountain Bikers than (39%) Road Cyclists in past 5 years
 - 87% of all cyclists were very interested / interested in riding in BGS in the next 2 years, similar to 2013

* Resource Management Consulting Group (RMCG) 2014, Toronto International Bicycle Show Survey





5. BEING ONTARIO BY BIKE CERTIFIED

Who Can Participate?



Ontario By Bike is **free** for businesses who:

- Comply with the certification criteria for each category
- Are located in region that the program is offered

- Accommodation providers
- Campgrounds
- Food services providers
- Tourist attractions
- Business areas
- Other cycling-related businesses/organizations

www.ontariobybike.ca/addyourbusiness

www.ontariobybike.ca/terms



Certification Criteria – By Category

Over 1,400 locations across Ontario

Differs depending on category:

- Secure bike lock-up area
- Local cycling information
- Basic bicycle repair tool set
- Healthy, local food options
- Rest area, washrooms and water

www.ontariobybike.ca/criteria

	Accommodations
	Attractions
	Bike Shops & Rentals
	Bike Tours
	Breweries
	Business Area
	Cafes & Restaurants
	Visitor Information
	Wineries



How to Register My Location

It's as easy as 1,2,3....4

1. Review the criteria for my category – www.ontariobike.ca/criteria
2. Create a User Account - www.ontariobike.ca/industry/registration
3. Verify Email and Log In - www.ontariobike.ca/login
4. Click on relevant icon, click on navy blue button that reads “Add Your Listing Here”, Add Business Details, Press Submit

You can always visit website for instructions

www.ontariobike.ca/addyourbusiness

www.ontariobike.ca/terms



Quality Assurance

- Self-audit
- Site visits (Select Regional Visits)
- Cyclists' reviews and ratings on-line
- www.OntarioByBike.ca/terms

Ontario By Bike Network™



Site Visit and Business Audit
Summary Report

Prince Edward County
2014

For More Information
Phone: 416-827-2774 or 1-866-701-2774
Email: info@ontariobybike.ca
www.OntarioByBike.ca
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Funded in part by
 Ontario



Network Participant Benefits

Online Directory Listing

- Business details, contact info, logo, images
- Category icon on custom Google Map
- Linked directly to regional cycling information
- Increases SEO/Online footprint

Ontario By Bike Network Programming

- Ontario By Bike Participant Tool Kit
- Regional Cycling Resource
- Industry Workshops & Webinars

Industry tools and resources

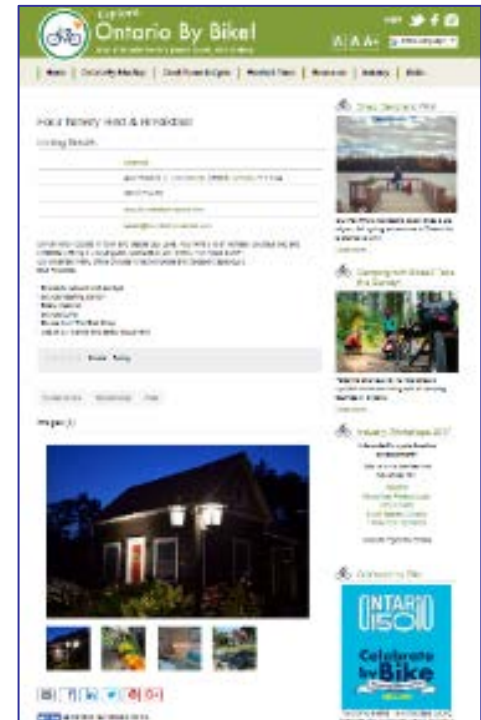
- Cycle tourism research
- Industry e-newsletter archive
- Communication tool kit
- Bike parking resources
- www.ontariobybike.ca/industry

Formation of a larger network in Region/Province

- 1,400+ Certified Bicycle Friendly Businesses in Ontario

Ontario By Bike Network Marketing and Promotions

- Exposure and access to Ontario's cycling market



Digital Marketing & Promotions

www.ontariobybike.ca

Website

- 126,000 sessions (Jan – Apr 2018)
 - Avg. 44,000 sessions/month (Apr-Oct - 2017)
- Responsive Design
- Maps & Guides for Road, Trail and Mountain Bike
- Tours, Events, Routes, Itineraries, Blog, Promotions

E-newsletters

- 14,400 Subscribers for Consumer E-Newsletter
- 2,500 Subscribers for Industry E-Newsletter

Social Media

Dedicated landing pages for Regions

- Road routes
- Major off-road trails
- Cross regional routes
- Self-guided itineraries
- Mountain bike networks
- Cycling maps & routes
- Links to bicycle friendly businesses for each area
- **Great Places to Cycle pages for:** South Eastern Ontario, Prescott-Russell, Ottawa, Lanark, Ottawa Valley, Haliburton, North Hastings/Frontenac/Lennox Addington
- www.ontariobybike.ca/great-places-to-cycle



Marketing and Promotions (Con't)

Cycling In Ontario Annual Guide

- Online at www.OntarioByBike.ca/2018
- Printed 28,500 in English and 13,500 in French
- Distribution across Ontario, Quebec, smaller quantities to USA
- 40-pages, driving traffic to businesses, partner websites and OntarioByBike.ca
- Eastern Ontario Partners include: *St. Lawrence Parks, SDG Tourism, 1000 Islands Tourism, Quinte West, Lennox & Addington County, Ottawa Tourism, Ontario Highlands (Ottawa Valley & Haliburton), Waterfront Regeneration Trust.*



Promotional Rack Cards

- Online at www.OntarioByBike.ca/2018
- Drives cyclists to website
- Wide distribution (e.g. bike shops, info centres, shows)

Print Advertising

- Select advertising in 2018
- Aligning with brand and target markets
- Inclusion on cycling maps across Ontario



Marketing and Promotions (Con't)

2017-18 Digital Advertising Campaigns

- Led by Ontario's Regional Tourism Organizations

Purpose

Generate awareness of Ontario's cycling opportunities among cycling enthusiasts.

Campaign Tagline – *"Great Lakes to Greenbelt to Great North"*

Objective

Drive clicks to the Ontario By Bike Explore page as well as the two sub-pages: Great Places to Cycle and the Events & Tours

Target Audience

Cycling enthusiasts aged 18-65 with an interest in bike touring, who live in Quebec or the US border cities

Timing

Flight 1: September 5, 2017 – October 15, 2017

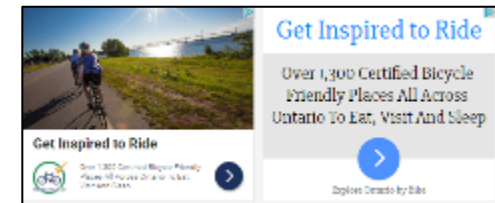
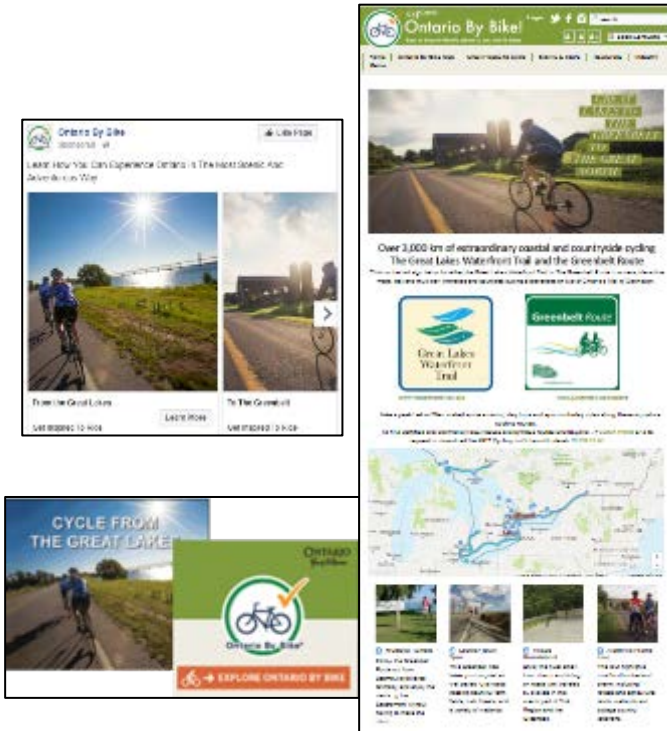
Flight 2: February 6th – March 31st, 2018 (& targeting MTL market)

2017 Results!

- Over 9 million impressions
- Nearly 150,000 clicks to OntarioByBike.ca

2018 Results! (to date)

- Over 10 million impressions
- Over 150,000 clicks to OntarioByBike.ca



Sample Google Search

Explore Ontario by Bike
ontariobybike.ca/explore/ontario
Over 1,300 Certified Bicycle Friendly Businesses Enroute. Plan Your Ride Today!

Investigating further campaigns for 2018-19!

Marketing & Promotions

Logo Usage

- Window decal
- Outdoor Sign
- Print & digital



Media Relations

- Local / Provincial / International
- Traditional & Influencers



Event Marketing

- Consumer Travel Shows
- Cycling Events



Small Group Tours

- Weekend Overnight Tours
- www.ontariobybike.ca/rides





10 MINUTE BREAK



6. CYCLE TOURISM IN EASTERN ONTARIO

Eastern Ontario has...

Fantastic print maps & digital resources

- Ottawa Valley Cycling Map (2018) – NEW!
- Ottawa-Gatineau Cycling Map (2017)
- Ride South Eastern Ontario (2016)
- Cycl-O-Route Ottawa River (2016)
- Lanark Cycling Map / Vélo dans Lanark (2015)
- Cycle the Haliburton Highlands (2015)
- Mississippi Mills Cycling Map / Carte vélo (2014)
- South Eastern Ontario / Great Waterway Cycling Map (2013)

Compelling Signature Routes & Itineraries

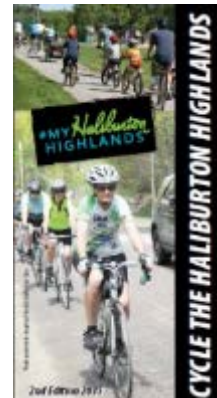
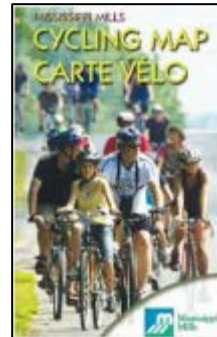
- >75 suggested cycling routes on printed maps
- Great Lakes Waterfront Trail / Ontario Trail of Distinction
- Ontario Highlands developed - 4 self-guided 2-day itineraries
- Ottawa's Rural Routes – 16 self-guided itineraries
- South Eastern Ontario tourism region – 11 self-guided itineraries

Adventure products like Mountain/Cross/Fat Biking

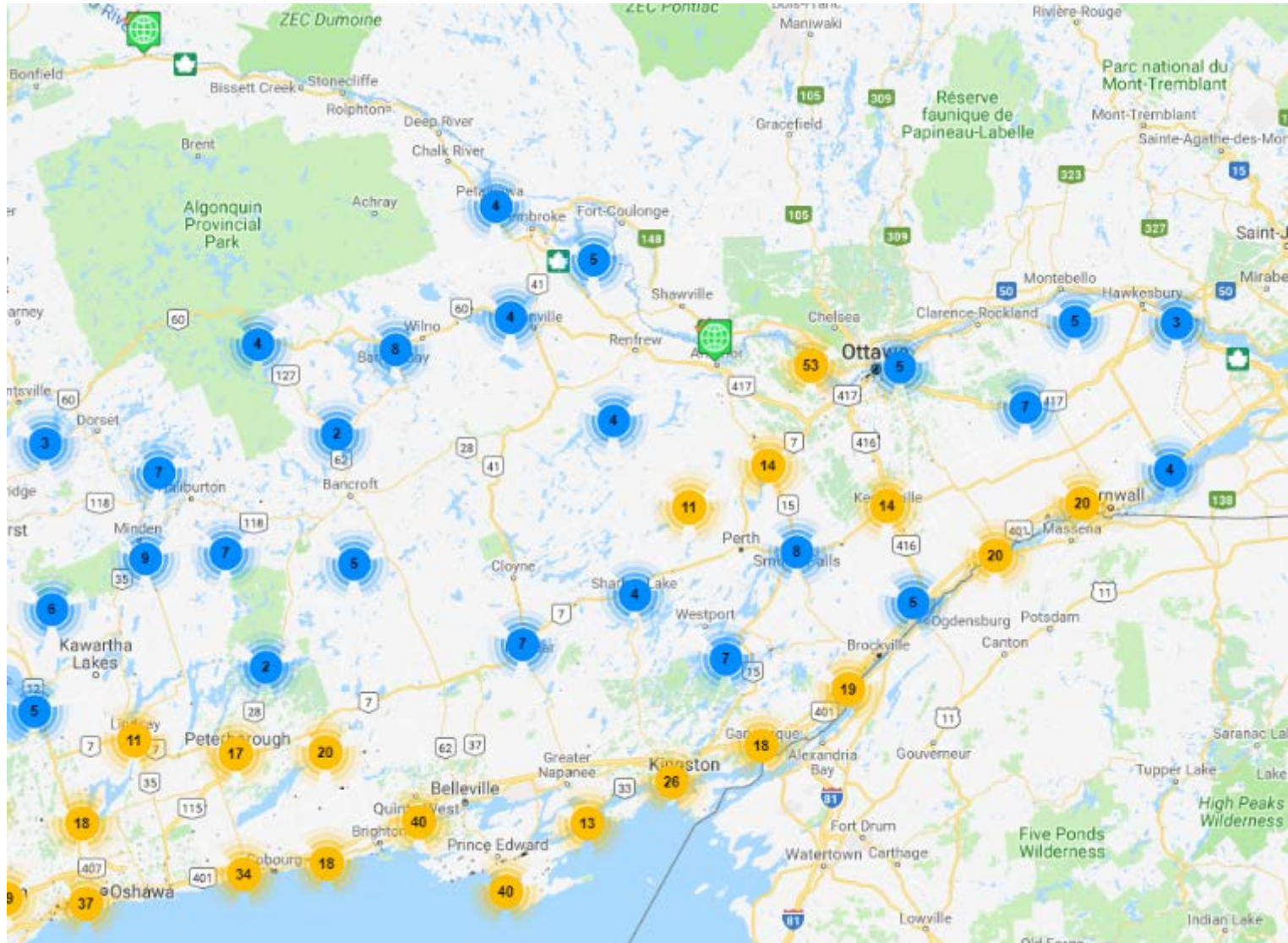
- Lift access downhill trails in Haliburton
- 100's km of single & double track from Quinte to Beachburg
- Engaged, volunteer-led community groups that build trails, host events and promote destinations (e.g. BORCA, MTB Kingston, QuinteMTB, OMBA)

& Bike Packing

- Central Ontario Loop Trail (COLT) – 450km Trail Loop
- Central Frontenac – Sharb Echo Scramble – 300km Trail Loop



397 Certified Businesses in Eastern Ontario!



New Developments in Cycling & Cycle Tourism

Ontario Municipal Commuter Cycling Program (OMCC)

2017 funding - \$93 million. Funded by proceeds from the province's cap on pollution and carbon market.

- Eastern Ontario communities received > \$13,200,000 or about 14%

Ottawa Valley Recreational Trail – Under Development

- 296km discontinued CP Rail line between Smiths Falls and Mattawa
- Deemed a motorized, multi-use recreational trail. Website – www.rail-trail.ca

Voyageur Cycling Route – Eastern Expansion

- 630km route under development - Sudbury to the National Capital Region
- Route options study and consultations in 2018. Project Link - www.discoveryroutes.ca/vcr

Great Lakes Waterfront Trail

- Wolfe Island to become part of the trail, signed and mapped in 2018

Bicycle Friendly Communities in Eastern Ontario – Share the Road Coalition

- Kingston, Cornwall, Ottawa, Belleville, Mississippi Mills awarded designations
- For more information visit - www.sharetheroad.ca

St. Lawrence Parks – Investments in Cycling

- Paving 4km trail between the Upper Canada Bird Sanctuary and Upper Canada Village
- Others including bike racks, promotions, etc.



Why Support Events, Tours & Rides in Eastern Ontario?

- Promotes destination awareness
- Attracts cyclists & support crew
- Increases visitor spending
- Generates return visits
- Drives overnight stays
- Diversifies markets

Cycling events researched by Ontario By Bike in 2014 had an economic impact in hosting regions, ranging from \$6,000 to \$1.42 million



Case Study: Impact of Cycle Tours

Ontario By Bike 'Rides'

1000 Islands St. Lawrence River Ride (August 2017)

- Gananoque to Cornwall / 150km+
- 35 participants (*Recreational cyclists aged 15-85*)
- Economic Impact of \$530pp and approx. \$20,128 total for 3 days & 2 nights
- Downloadable self-guided legacy itinerary available
- www.ontariobybike.ca/rides





7 . CYCLE TOURISM PANEL DISCUSSION

PANELISTS

Dan Hodgkinson – Owner, 1000 Island Bicycle Tours Co.

Hillary Geneau – Executive Director, Downtown Brockville

Josie Groniger – Owner, Brockberry Café & Suites

Kemp Stewart – Owner, Hillier Estates Winery

FORMAT

Panelists will be sharing a brief overview of:

- Their business interest
- Experience welcoming cycle tourists
- Shared perspective on impacts and opportunities from the cycle tourism market
- Discussion, Q&A

TIMING

- 30 minutes



10 MINUTE BREAK



8. UNCOVERING NEW BUSINESS IDEAS

Enhancing Appeal & Connecting with Cyclists

What do we mean?

Start simple and small, but be intentional

Consider improving and enhancing consumer 'touch-points' in your community or business to incorporate cycling.

Be quirky, have fun and consider your audience



Enhancing Appeal & Connecting with Cyclists

The basics: Make a GREAT first impression

- Signage (at trailhead or connection points to road routes)
- Bike parking, in highly visible locations
- No bike shop? No problem, but there should be access to basic bicycle repair tools/pump at a designated location/s
- Visitor Information or Welcome Centres with cycling information
- Other amenities like picnic tables, access to water and washrooms (permanent or portable) at trailheads or entry points from road routes.
- Include cycling content in pamphlets, on your website and or through social media
- A variety of businesses and locations that understand the needs and wants of cyclists and are certified as bicycle friendly ([more info here](#)).
- Promote bicycle friendly certification, use Ontario By Bike's logo – web, social, print

Opportunities

- Create fun and catchy signage to draw cyclists into businesses or communities
- Promote washrooms and drinking water with signage aimed at cyclists
- Build 'fun'ctional bike racks or allocate area for bicycles
- Be Bike 'Motif'ated, by incorporating cycling in design or decorations
- Promote your locations' proximity to signature routes and trails – web, social, print
- Connect directly with outdoor or cycling clubs, encourage a visit to your location with a pre-planned and self-guided route and offering.
 - Offer a discount, state the services you'll offer (e.g. outdoor patio, bikes allowed inside, access to water/washrooms and proximity to route or trail)



Improve or Develop New Products / Experiences

What do we mean?

Cycle and trail tourism offer new opportunities to repackage existing tourism offerings, as well as to develop something brand new.

Assess what your community currently offers and how it draws visitors (*e.g. culinary, festivals, spas, wineries or other outdoor experiences*), and consider how cycling could be incorporated into these and to elevate and attract a new market.

Cyclists need both a network of bicycle friendly places to eat, visit and sleep, but also a range of experiences to encourage longer stays and repeat visits.

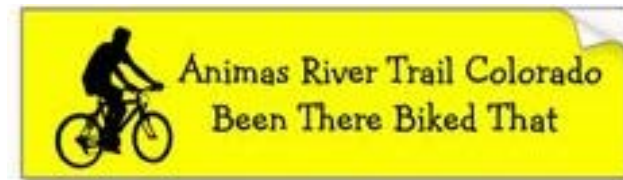
Understand your market and consider their needs.



Improve or Develop New Products / Experiences

Opportunities

- Retail businesses(*e.g. wineries or galleries*) can offer delivery service with a minimum purchases or sell branded carriers for products.
- Consider selling small, bike-branded souvenirs that cyclists can take with them on their ride like pins and bumper stickers
- Offer complimentary bikes for overnight guests or complimentary bike locks
- Create pre-ordered, drop-off picnics for cyclists (or tour operators)
- Offer bike valet at local events/festival
- Developed cultural- / culinary-themed cycling experiences,
- Develop guided or self-guided multi-sport adventures
- Create “training and nutrition” weekends or “Race-Ready” weekends for specific events
- Explore opportunities on how to move cyclists around your region. Do you have shuttle services for other types of visitor? Why not something for cyclists?



Examples

- Pedal your Arts – Art-based Guided Bike Tours ([LINK](#))
- Maine’s Art Museum Trail – 7-day bike tour ([LINK](#))
- Windsor Essex Bike Bus – Bike Transportation on Bus ([LINK](#))
- Bikes and Beer Tours by WindsorEats ([LINK](#))
- Forks In The Trail Maple Cycle – Seasonal Product / Culinary Offering ([LINK](#))
- Think “Boats, Boots and Bikes” ([LINK](#))



Leveraging Relationships and Building Partnerships

What do we mean?

The tourism industry has always been built on collaboration and mutually beneficial partnerships. Cycling and cycle tourism is no different.

Hold your community to standards of how you welcome visitors. (Re: Ontario By Bike Network certification criteria, etc)

Consider stakeholders already involved in tourism, or perhaps some that aren't.

How can cycling complement or enhance their services and products; creating business for you and your partners.



Leveraging Relationships and Building Partnerships

Opportunities

- Connect with your local DMO/RTO to align with, and support cycling-related product or promotional initiatives
- Unify a community around a [Bicycle Friendly Business Area](#) designation
- Create familiarization trips for cycling clubs. Use local cyclists as guides
- Create a fun, themed cycling component to an existing signature festival or event in your region (e.g. *Elvis Roll in Tweed* or *Gemboree Ride in Bancroft*)
- Build a network of shuttle and luggage transfer services by partnering with local taxi or limo companies
- Create a Regional Cycle & Stay Network of accommodations along regional trails or routes
- Explore opportunities to produce visual assets (e.g. images or video) for your region, community or business
- Advocate for continued investment in cycling infrastructure, including trails, road and mountain bike networks





9 Destination Development ■ Assessment

Destination Development & Readiness Assessment



WHO: Business areas, communities, towns, municipalities, county

WHAT: Key elements: *Regional and Local Cycling Product & Infrastructure; Supporting Businesses, Services & Amenities; Information Services & Marketing; Partner and Community Support*

WHY: Helps assess destination readiness, existing elements, future opportunities and identify gaps

WHEN: Can be used as a year over year measuring tool



Infrastructure

- Trails, Routes & Roadways
- Signage
- Bike Parking
- Transportation Options
- Staging / Parking Areas



Existing Product



Services

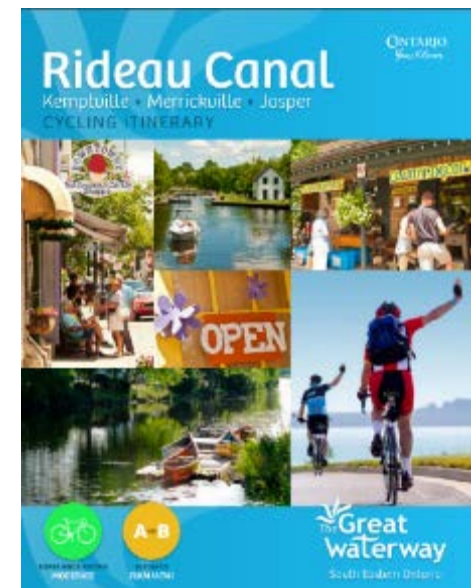
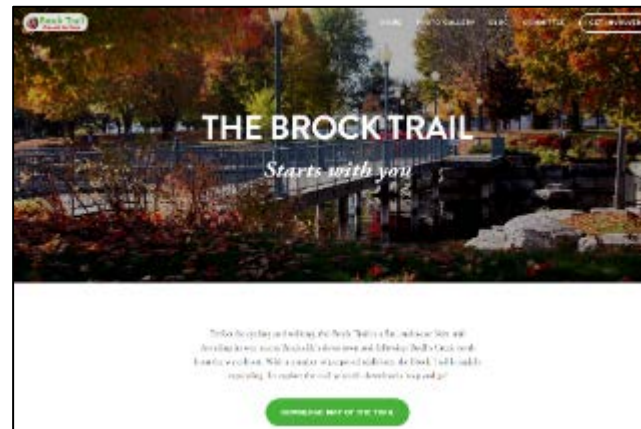
- Business Area
- Accommodations
- Food Services
- Attractions
- Bike Stores

Certified Bicycle Friendly



Info & Marketing

- Outdoor &/or Cycling Map
- Websites
- In Print
- Media
- Events



Partners in Destination Development

- **Local & Business Community**
- **First Nations Communities**
- **Town / Municipality / Region**
- **Champions & Leaders**
- **DMO / Tourism Organizations**
- **Provincial – MTCS & MTO**
- **RTO / Regional Tourism Organization**
 - **Ontario's Highlands Tourism Organization**





BREAKOUT SESSION:
COMPLETION OF CYCLE TOURISM
COMMUNITY DESTINATION
READINESS ASSESSMENT

10. CHECKLIST

Destination Assessment

Infrastructure

- Trails, Roads
- Routes
- Facilities & Signage
- Bike Parking

Services

- Accommodations
- Cafes & Restaurants
- Attractions
- Bike Stores & Rentals

Info & Marketing

- Outdoor & Cycling Maps
- Digital & Print
- Media & Advertising
- Events

Transportation

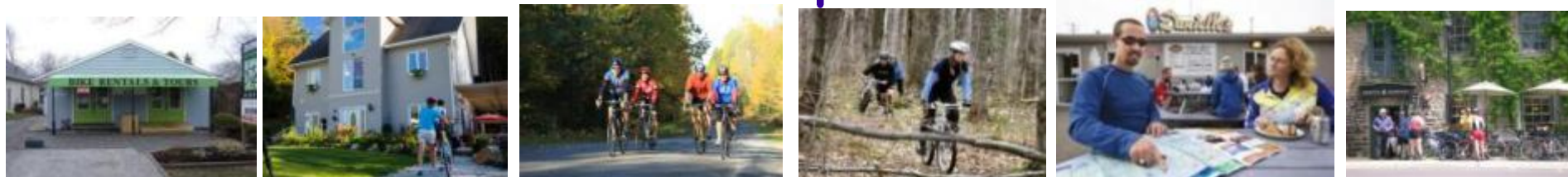
- Train / Bike Train
- Bus, Plane, Boat (Ferry)
- Private vehicle & Shuttles
- Cycle in / Cycle out

Partners

- Town / Municipality / Region
- Provincial – MTCS & MTO
- Champions & Leaders
- Local & Business Community
- First Nations Communities
- Trails & Other Committees

Destination Development

- Evaluate existing product
- Assess opportunities & gaps
- Prioritize strategies



STEPS FOR BREAKOUT SESSION

1. **Pick area of knowledge and join others in small group**
2. **Review and complete checklist for chosen key element:** *Regional and Local Cycling Product & Infrastructure; Supporting Businesses, Services & Amenities; Information Services & Marketing; Partner and Community Support*
3. **Identify and Discuss in Group**
 - Components of key elements that community does and does not have
 - Key elements that represent an opportunity (to initiate as new or improve existing)
 - Identify timelines to activate opportunities (immediate, short or long term)
4. **Group Summary**
 - Select one group member to present findings from assessment, opportunity areas and overall summary of group discussion

Any Questions?



11. MEASURING THE IMPACT OF CYCLE TOURISM

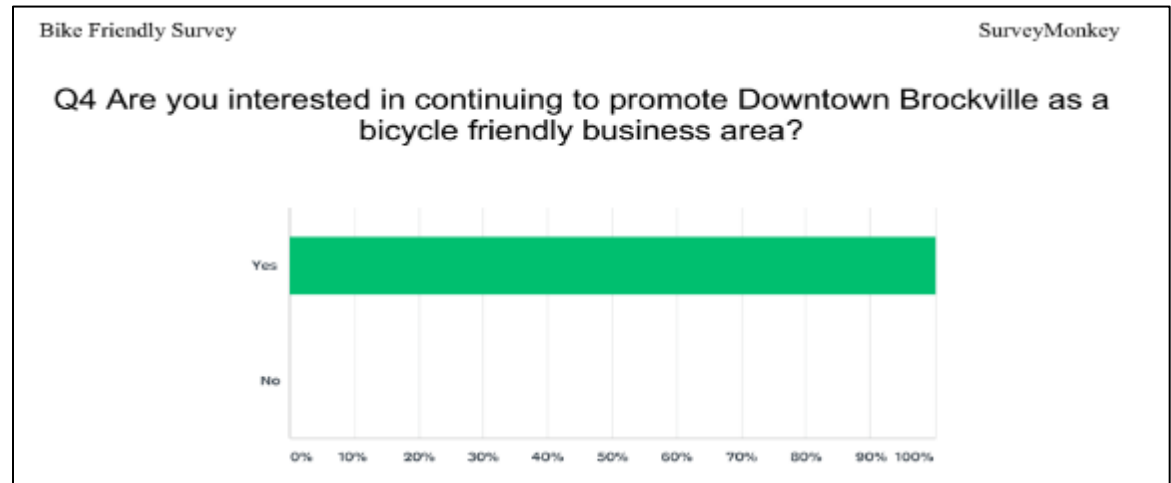
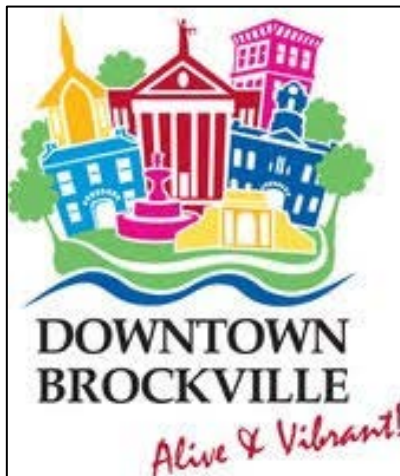
Measurement – A Local Approach

Businesses certifying as bicycle friendly are asked to assist with occasional impact or feedback surveys.

Tracking the numbers of cyclists visiting your location during the cycling season will give you a sense of the potential cycle tourism market in your region.

Examples:

- **Accommodations** - Track # of cyclists on spreadsheets during bookings or checkout.
- **Visitor Info Centres** - Include cycling as activity tracked from consumer inquiries
- **Attractions** - Train frontline staff to simply monitor visitor types
- **BIA's, Chambers, Tourism Partners** – Coordinating feedback surveys to networks of businesses



Measurement – A Regional Approach

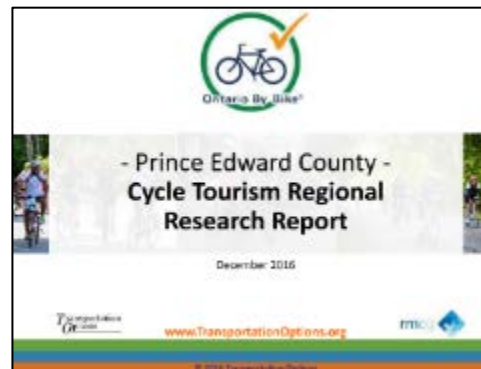
Cycle Tourism Impact Study includes:

- Trail Counters & Intercepts
- Business Surveys
- Cycling Event Surveys
- Marketing & Promotions Audits

Business Survey should seek information on:

- Level of business from cyclists
- Level of business change from previous year
- Type of cycling customers
- Distance from permanent residences
- *Online Survey, < 10 questions, between 3-5 mins to complete*

Research available at www.transportationoptions.org/research





12. NEXT STEPS

Next Steps



- Ontario By Bike Registration
- Tracking cyclists & Cyclists' evaluations
- Ongoing feedback – Phone or email
- Share program information with stakeholders
- Uncover new business opportunities





Thank You

www.OntarioByBike.ca

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