



ONTARIO BY BIKE WORKSHOP

Eastern Ontario Active Transportation Summit

May 30, 2014

www.OntarioByBike.ca

© 2014 Transportation Options

Ontario By Bike Workshop

Workshop Agenda

May 30, 2014



1. Welcome, Introduction & Overview
2. Ontario By Bike Network Program
3. Industry Standards & Criteria Checklist
4. Promotional & Marketing Opportunities
5. Who are Cycle Tourists?
6. Why Welcome Cyclists?
7. Why Eastern Ontario?
8. Destination Development & Evaluation
9. Next Steps
10. Q&A





1. INTRODUCTION & OVERVIEW

What is the Ontario By Bike Network™?



- Goal is to create a network of cycle friendly businesses that together enhance the region's cycle tourism product
- Comprehensive program
- Economic development
- Individual business profile/collective group profile
- Target end users – visiting cycle tourists and local cyclists





Project Background

- Project Coordinators

*T*ransportation *O*ptions

- Project Background
- Project Scope
- Project Partners



Ontario By Bike Network Partners

Program Funding Partner

Ontario
Trillium
Foundation



Fondation
Trillium
de l'Ontario



Ontario By Bike Workshop Eastern Ontario Partners



Ontario By Bike Promotional & Supporting Partners



Possibility grows here.



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

Additional regional partners listed at

www.OntarioByBike.ca



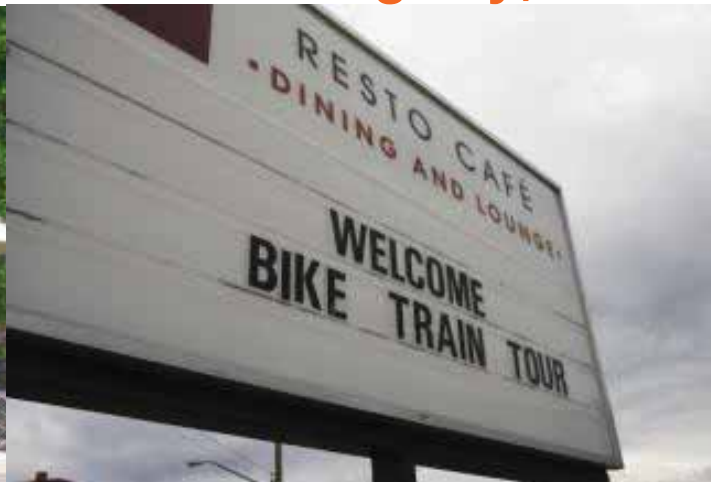
2. ONTARIO BY BIKE NETWORK PROGRAM

Who Can Participate?

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



Located In: Lanark, Renfrew, Haliburton, Ottawa, RTO9 (Leeds & Grenville, Stormont, Dundas & Glengarry, Frontenac, Lennox Addington)



Network Participant Benefits



- Workshop & Tool Kit
- Research and Product knowledge
- Directory listing, online marketing & window decal
- Access to growing cycle tourism market
- Potential for group marketing opportunities
- Formation of a larger network in region, and across Ontario



Network Participant – Registration Information



Options:

1. Attend workshop & register to join the Network (on-line or at workshop)
2. Register to join the Network on-line without attending the workshop

Criteria Checklist



Network Established & Open to Businesses Located In:

- **The Great Waterway RTO9 – 2010 to 2012 – 224**

(Leeds & Grenville, Stormont, Dundas & Glengarry, Frontenac, Lennox Addington, Hastings)

- **Lanark – 2012 -11**
- **Haliburton – 2012 – 21**
- **Renfrew – 2013 – 25**
- **Ottawa – 2014 - 14**





3. INDUSTRY STANDARDS & CRITERIA CHECKLIST

Criteria Checklist: Accommodations



Obligatory/Minimum Requirements

- ☐ Covered and secure bike storage area
- ☐ Available Cycling information
- ☐ Staff able to direct cyclists to information
- ☐ Basic bicycle repair toolset
- ☐ Healthy, local food and beverage options
- ☐ Assist with Network evaluation
- ☐ All frontline staff informed of Network participation



Basic Bicycle Repair Toolset



- Tire patch kit
- Multi-tool or equivalent
- Tire pump
- Rags
- Optional Additions:
 - Chain lubricant,
 - Spoke repair kit



Criteria Checklist: Campgrounds

Obligatory/Minimum Requirements

- ☐ All requirements as for Accommodations
- ☐ **Separate zone** for guests with tents



Criteria Checklist: Accommodations & Campgrounds



Accommodations – Suggested Additional Services

- ☐ Luggage transfer
- ☐ Single-night stays permitted
- ☐ Laundry facilities
- ☐ Long-term motor vehicle parking
- ☐ Take-away/bagged lunch option

Campgrounds – Suggested Additional Services

- ☐ Covered picnic area near tents
- ☐ An “always room” policy
- ☐ Cooking facilities
- ☐ On-site shopping for basic provisions

Criteria Checklist: Food Services



Obligatory/Minimum Requirements

- ☐ Healthy food options
- ☐ Local foods and specialties
- ☐ Secure daytime bike lock-up area
- ☐ Cycling information for region
- ☐ Assistance with Network evaluation
- ☐ All frontline staff informed of participation in Network
- ☐ And any additional requirements as may be established through consultation



Criteria Checklist: Food Services



Suggested Additional Services

- ☐ **Take-away/bagged lunch** option
- ☐ **All-day opening** policy
- ☐ **Casual dress** allowed
- ☐ Additional cycling information, including **staff able to direct cyclists to information**
- ☐ Basic bicycle **repair toolset**
- ☐ **Environmentally responsible** practices
- ☐ **Bilingual** menu and/or staff
- ☐ Knowledge of nearest **public transportation**



Criteria Checklist: Tourist Attractions



Obligatory/Minimum Requirements

- ☐ Secure **daytime bike lock-up** area
- ☐ Access to **washrooms, rest area and water**
- ☐ **Cycling information** for region
- ☐ **Healthy, local food and beverage** options (if applicable)
- ☐ Assistance with **Network evaluation**
- ☐ All **frontline staff informed of participation** in Network
- ☐ And any **additional requirements** as may be



Criteria Checklist: Tourist Attractions

Suggested Additional Services



- ☐ Additional cycling information, including **staff able to direct cyclists to information**
- ☐ Basic bicycle **repair toolset**
- ☐ **Environmentally responsible** practices
- ☐ Display of **Network decal**
- ☐ **Discounts**, special packages or promo codes for cyclists
- ☐ **Bilingual** staff or information materials
- ☐ Knowledge of nearest **public transportation**



Criteria Checklist: Business Areas



Obligatory/Minimum Requirements

- ☐ **Registration for Bicycle Friendly Business Area (BFBA) designation** must be initiated through a BIA, Chamber of Commerce or a similar association
- ☐ At least **five (5) businesses certified** as bicycle-friendly locations, including one from each of the following category - accommodation, food service provider, attraction
- ☐ Ample **bike parking**
- ☐ Location promoted as a **Bike Welcome Centre**
- ☐ Cycling **infrastructure and/or signed route** in proposed business area.
- ☐ **Dedicated cycling webpage** on BFBA's website
- ☐ Display Network **decal** by participating businesses
- ☐ Promote Network and distribute **Business Outreach Kit**
- ☐ Additional bike parking or valet service during **community events**
- ☐ Assistance with **Network evaluation**
- ☐ All **staff informed of participation** in Network
- ☐ BFBA **located within a municipality or region** supporting the Network

Criteria Checklist: Business Areas



Suggested Additional Services

- ☐ Bike Welcome Centre equipped with **First aid kit**
- ☐ Access **washrooms, rest area and water**
- ☐ Promotion of **bike parking locations**
- ☐ Provision of larger bike parking options, including **bike corrals**
- ☐ **Discount programs** for cyclists
- ☐ **Bike share station** or bike rental location within BFBA
- ☐ **Deliveries** made by bike
- ☐ Shared bikes available for sign out for **deliveries and errands**
- ☐ Installation of **signs** showing bicycle-friendly status
- ☐ **Marketing** BFBA designation and Network (e.g media releases, FB, etc)
- ☐ Participation in **complementary programs** promoting cycling, safety, health and education (E.g. Share the Road, Envirocentre, CAN Bike, etc)



Quality Assurance



- Self-audit
- Site visits (Select Regional Visits)
- Cyclists' reviews and ratings on-line



Staff Training

Make use of Tool Kit

- Industry Standards & Criteria Checklists
- Who are cycle tourists?
- Regional & local cycling information and infrastructure
- Basic bicycle repair toolset





4. PROMOTIONAL & MARKETING OPPORTUNITIES

Promotional & Marketing Opportunities



- Logo Usage
- Communications & Marketing Collateral
- Group Marketing

Showcase: Cycle & Stay B&B Groups

- Cycling Getaway Packages
- Province-wide Opportunities



Promotional & Marketing Opportunities

Logo Usage

- Web and Print
- Decal Display
- Outdoor Sign



Promotional & Marketing Opportunities



Communications & Marketing Collateral

- Website and Links
- E-Newsletters
- Social Media
- Rack Cards
- Advertising
- Show & Event Attendance
- Media Relations
- Co-promotion
- Incentive Coupons
- Other Marketing Opportunities



www.OntarioByBike.ca

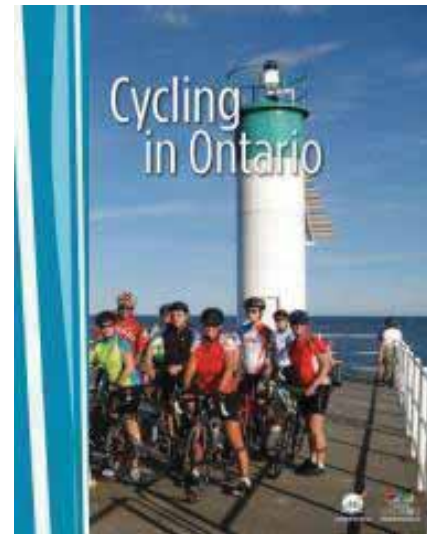


- Website and Links
- Experience-based Content
- E-Newsletters
- Social Media and Social Widgets



Promotions & Events 2014 / 2015

Ontario Cycle Tourism Information



Stop at certified
bicycle-friendly places
to eat, visit and sleep!



VACANCES/VOYAGE

Nouveau train-vélo entre Montréal et Toronto

Mon guidon, ma brosse à dents

CAROLINE RODGERS
COLLABORATION SPÉCIALE

On rêve parfois d'une escapade à vélo d'une fin de semaine. Mais quand on veut sortir de la région de Montréal, sans voiture, c'est compliqué!

Il faut démonter partiellement sa bicyclette pour la mettre dans une grande boîte et la transporter à bord du train ou de l'autocar. Pas évident, pour un simple week-end!

C'est ce qui a inspiré à un organisme ontarien l'idée du train-vélo, maintenant offert entre Montréal et Toronto aux cyclistes qui veulent passer



indique Justine Lafontaine, directrice du train-vélo.

Un autre circuit, baptisé le Greenbelt Express, relie Toronto à Niagara Falls durant les week-ends et remporte un grand succès, selon M. Lafontaine. Il dispose de 60 places.

À Toronto et à Niagara

La ville de Toronto possède un circuit cyclable de 1000 km, dont certaines parties sont très populaires. C'est le cas de la Waterfront Trail, qui longe le lac Ontario sur 780 km, allant du Québec jusqu'à Niagara et traversant 41 municipalités.

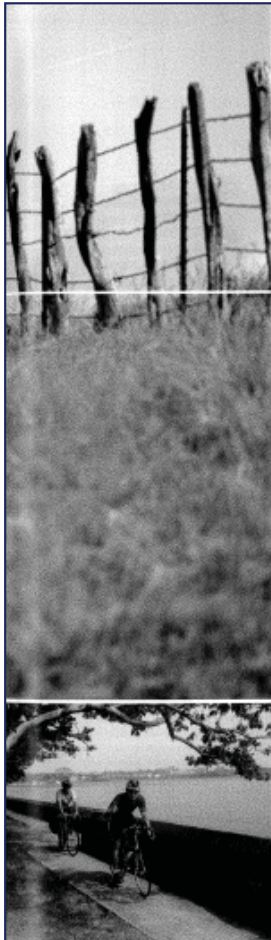
NEWS NORFOLK & REGION

Tourism

Cycle tourism an opportunity for local business

THE LINDSAY POST

Workshop touts 'bike friendly' economic benefits



Pedal Power

By Liz Fleming

■ If you're like many of us and have been feeling an economic pinch of late, this may just be the summer of the 'staycation.' Rather than spending money we don't have, we're making plans to enjoy the sites that are closest to home, and we're trading in our cars for buses, trains and bikes.

In southern Ontario, many tourists and locals alike are discovering the world-class attractions that lie between Niagara and Toronto on their bicycles. Rolling along quiet country lanes to visit some (or all) of the more than 80 wineries that dot the peninsula, dropping by fruit stands, feeling the mist from the mighty Falls – it can all be done by bike, without ever spending a penny for parking. And if you happen to stop by one of the many enticing restaurants, cafés and bistros of which we're so proud, you can justify the calories by reminding yourself of how far you've pedaled!

Perhaps the best news for cyclists in recent years has been the coming of the Toronto - Niagara Greenbelt Express train, which provides service between Toronto's Union Station and the Niagara Falls Station and allows you to bring your bike aboard! >>

- **CBC Radio**
- **Metro**
- **Dandyhorse**
- **Simcoe County Star**
- **Business Traveller UK**
- **Active Life**
- **La Presse (Montréal)**
- **St. Catharines Standard**
- **Niagara Life Magazine**
- **Momentum**
- **The Grid**

TORONTO SUN WEDNESDAY, JUNE 10, 2009

TRAVEL

47

Hop on board the Bike Train

Many cyclists have already hopped aboard the Bike Train for easy access to cycling routes in the Niagara Region.

ONE TANK TRIP

Jim Fox

Best Western Fallsview Hotel, Lodge Inn and Suites, and Quality Fireside Hotel, all in Niagara Falls, Brock Uni-

in Windsor to explore Essex County, Point Pelee, Pelee Island and Windsor.

"In future years, we hope

tourism, which led to discussions with VIA Rail and other partners, and resulted in a pilot project by the Ontario

ing both cyclists and drivers alike, getting cars off the roads and giving more options for vacations and staycations."

Promotional & Marketing Opportunities



Group Marketing

- Creating Local Networks
- Examples: Cycle & Stay Niagara

Cycle B&B South Georgian Bay

Cycling Getaway Packages



Promotional & Marketing Opportunities



- Co-promotions & Marketing Partnerships *Cycling in Ontario / Le vélo en Ontario 2015*
- Incentive Coupons - 2014/2015
- Other Marketing Opportunities - 2014/2015
- *Self Guided Ride Guides* – ontariobybike.ca/rideguides



- Further Network Expansion
- Marketing & Media
- Event Promotion
- Ontario By Bike Industry Partnership





5. WHO ARE CYCLE TOURISTS?

Who Are Cycle Tourists?



- Cycle tourists spend more
- Cycle tourists stay longer



American Cycle Tourists To Canada



Demographics

- 57.7% Male vs. 42.3 % Female
- 71.6% Married
- 46.1% between 35 – 54 (Note: 23.3% 25 - 34)
- Highly Educated (26% with post-graduate degrees)
- 45.2% earned \$80,000 +

Trip Planning Characteristics

- 58.6% - Started with a desired destination in mind
- 12.5% - Started by considering specific activities wanted
- 18.8% - Started with a certain type of vacation experience

Cyclist Survey 2013

Montreal Bike Show (Feb 15-17)



Sample

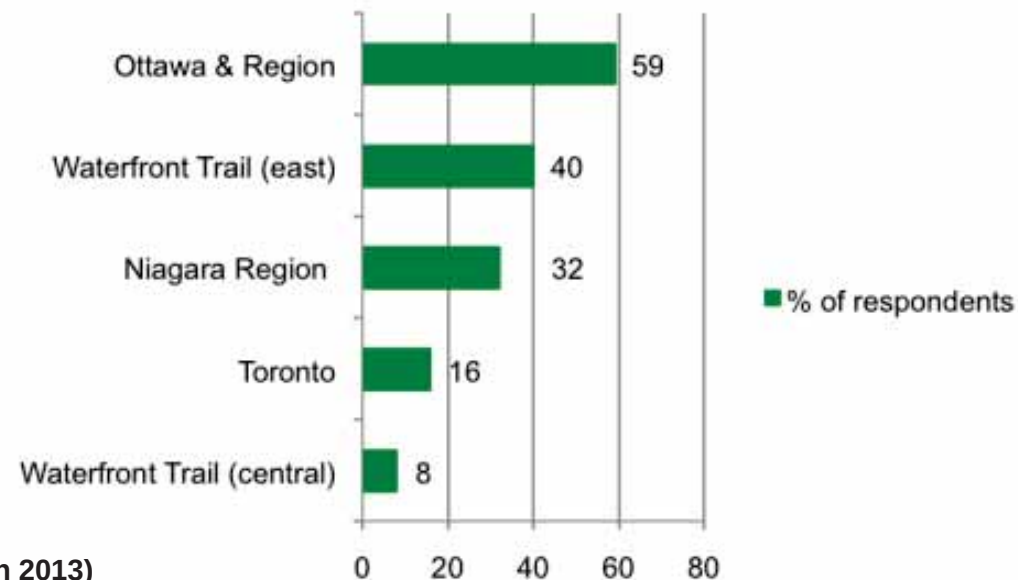
- Interviewed 415 attendees during three days
- Final sample 290 cyclists who had taken an overnight pleasure trip where biking was a significant activity

Past Visits to Ontario

- In the past 2 years, half (51%) been to Ontario on overnight trips
- Most who visited Ontario spent their time at destinations close to Quebec

Overnight Ontario Cycling Destinations Past 2 Years

N= 130



Source:  **rmcg** The Resource Management Consulting Group (March 2013)



Cyclist Survey 2013

Montreal Bike Show (Feb 15-17)

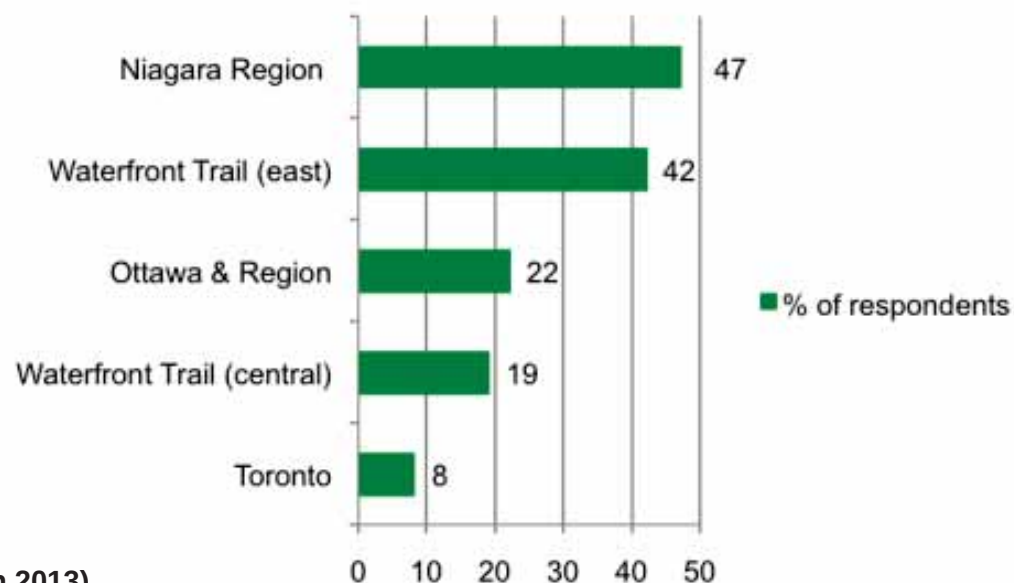


Future Cycling Trips to Ontario

In the next two years, 93% would be interested cycling trip in Ontario

Overnight
Destinations of Interest

N= 100



Source:  rmcg The Resource Management Consulting Group (March 2013)



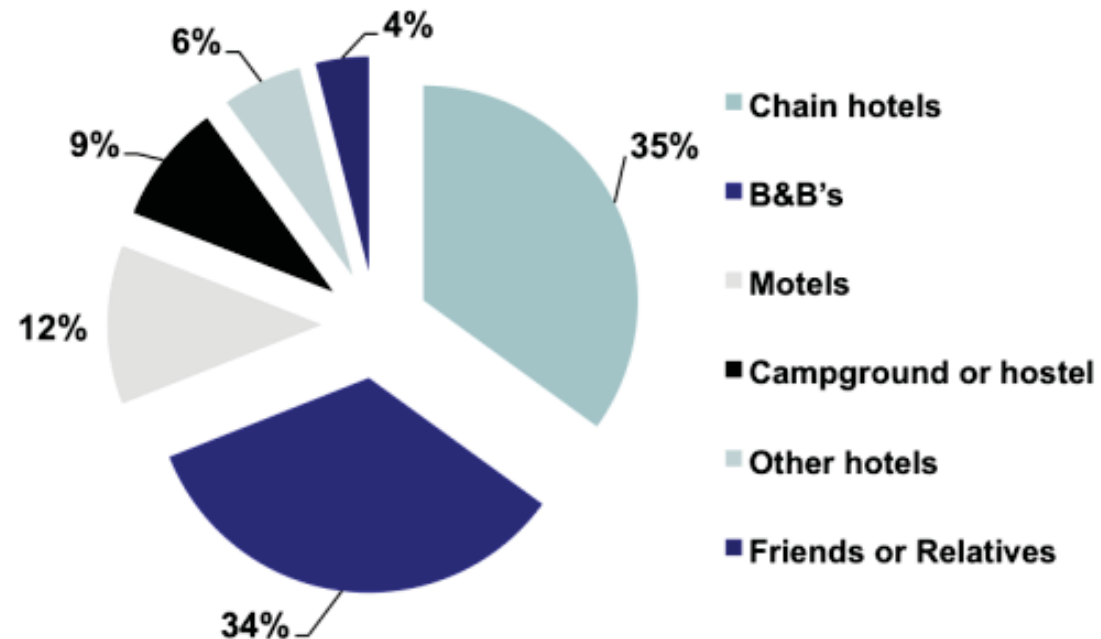
Case Study: Bike Train (Toronto - Niagara)

Demographics, Preferences, and Spending

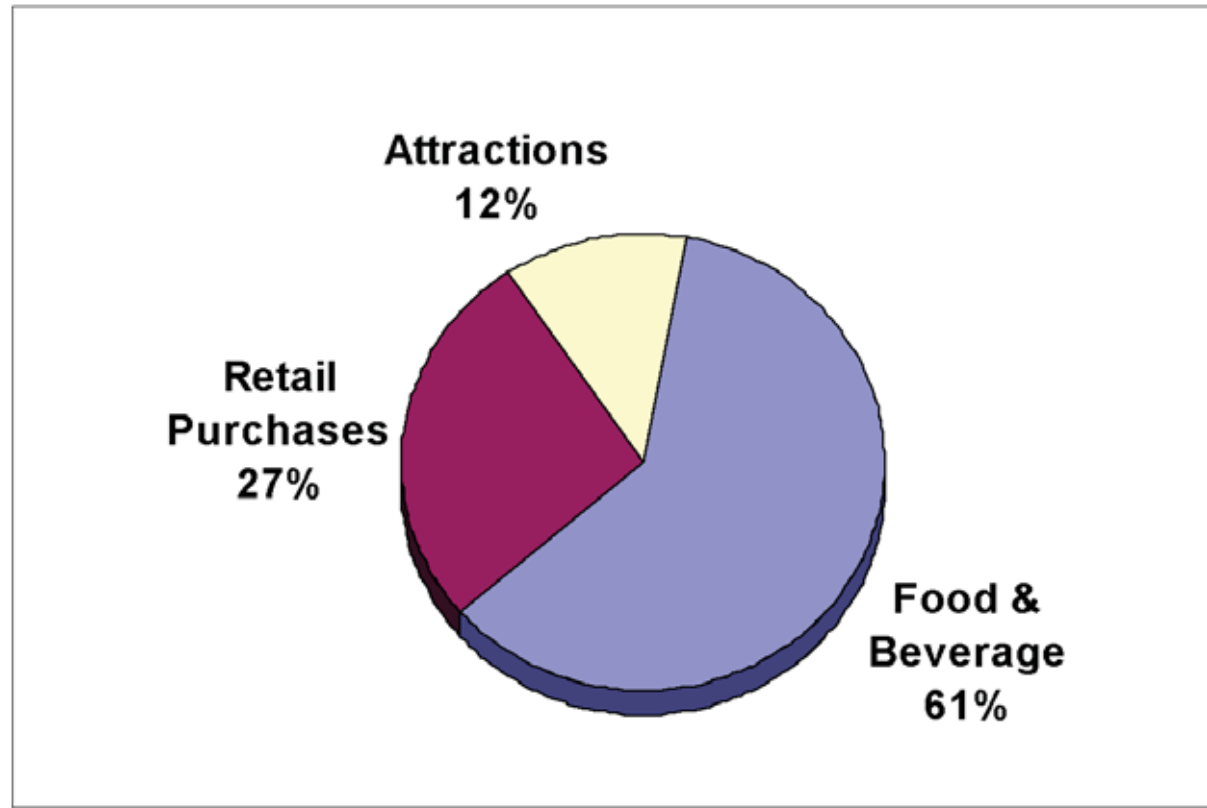
A significant number of cyclists were coming from Quebec (9%) and the US (19%), while other demographic statistics indicated the following:

- 50% aged 30 to 50 years
- 51% female
- 46% yearly income over \$75,000

Overnight visitors in Niagara spent 37% more than day trippers (excluding accommodation expenses).



Economic Impact of Cycle Tourists in Niagara



Average spending by cyclists staying one or more nights (excluding accommodations): **\$148 pp**

Types of Cyclists

All types – Wide range of ability & age

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









6. WHY WELCOME CYCLISTS?

Why Welcome Cyclists?

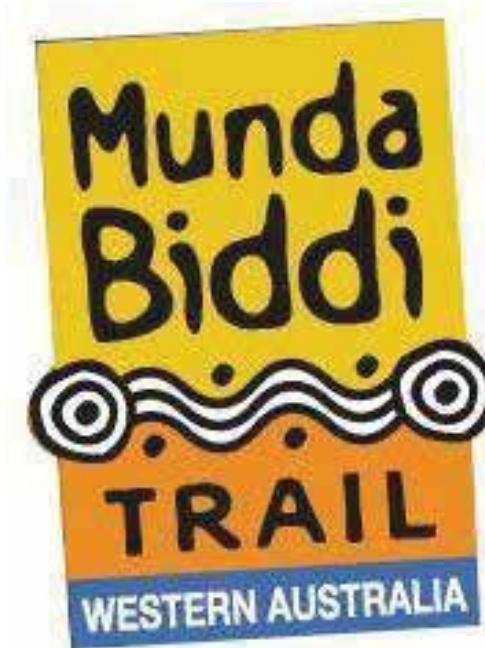


Cycle tourism is big business around the world ...

- Cycle Tourism: International
- Cycle Tourism: Canada
- Cycle Tourism: Ontario
- Industry & Trends



Cycle Tourism Is Growing Internationally



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

Simply inspiring

Germany
The travel destination



Destination Germany

Culture & Events

Nature, Activity, Recreation

Info Center

About Us

Search / Webcodes



Nature, Activity, Recreation

National Parks & Nature Parks

Vacation on the waterside

Cycling

| Route Search

| Tour Tips

| What type of cyclist are you?

| Planning your tour

| Bed & Bike

| Velo-Vision D-Route Network

| Bike & Rail

| Order or download brochure

Hiking

Spa Vacation

Tour Tips

Latest Tips

Archive

Eventsearch

Selected Events

Spending the night - Tent or bed?

They are the premier choice for weary cyclists: Almost 5,000 cyclist-friendly establishments carrying the Bed & Bike logo. From "hay hotels" to five-star accommodations – even for a single night.

But there are other options. Taking along your own tent means lugging extra gear, but you always have your bed at the ready. The ADFC directory "Dachgeber" (roof over your head) provides a cost-efficient alternative: If you are willing to provide accommodation for travelling cyclists, you will in turn also be offered a free bed for the night when you need one. The directory is updated annually. A detailed information sheet is available from the ADFC (please enclose return postage) or can be ordered in the menu option "Reisen" (Travel) at www.adfc.de.

Accommodation:

- * www.bettundbike.de - Database listing all Bed & Bike establishments in Germany.
- * "Bett & Bike Deutschland", printed directory published by Verlag Esterbauer, available from ADFC shops and

Travel Planner



Select an option...

Route Search



...use the [interactive map of Germany](#)



or use the [route finder](#) with its detailed choice.

Ride your bike and win!



Do you enjoy bicycle riding?

Evaluate your cycling route and win a trip along the Ruhr valley



Bett & Bike



Germany

Cycle Tourism Is Growing in Canada



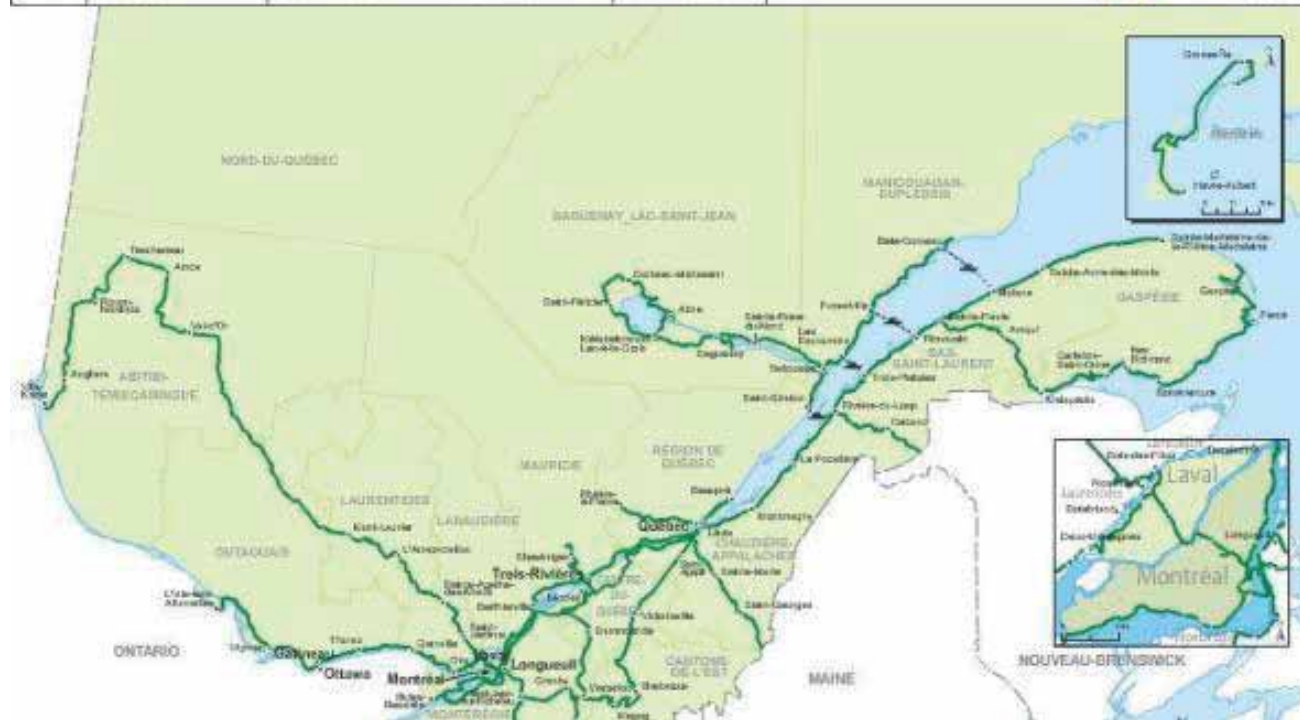
- Cycling on the increase across the country
- Bicycle sales increase
- 10.1% of Canadian adults went cycling while on a trip
- Mountain biking in B.C.
- Vélo Québec





Mountain Biking in B.C.

- \$10.3 M spent by riders in 2006



Vélo Québec

- \$134 M spent annually



Bienvenue cyclistes! ^{MD}

québec
PROVIDING EMOTIONS SINCE 1834

EXPLORE **PLAN** **BOOK**

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[Travel experiences](#)
[Tourist regions](#)
[To do and see](#)
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[E-Magazine](#)

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Get off the beaten track... Bicycle in Québec!

The **Route Verte**, which covers more than 4000 km (2404 mi) of Québec from East to West, has reached the top of the ranks of bike trails worldwide, according to *Journeys of a Lifetime*, published in 2007 in the prestigious *National Geographic* magazine. From the banks of the majestic St. Lawrence to scenic mountain-side routes, this perfectly marked path directs cyclists towards various tourist attractions.

Follow the Route Verte ...
...and be entranced by Québec's stunning

Search

All site

[Advanced Search](#)

Quick search :

Accommodations

[Chalet, condo and tourist residence \(467\)](#)
[Hotel \(370\)](#)
[Bed and breakfast \(221\)](#)
[Holiday centre \(84\)](#)
[Others](#)

Activities and attractions

[Trail \(126\)](#)
[Municipal and regional park 7](#)



Cycle Tourism Is Growing in Ontario

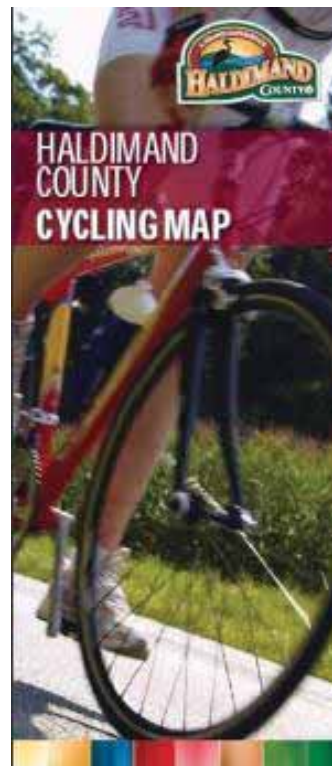
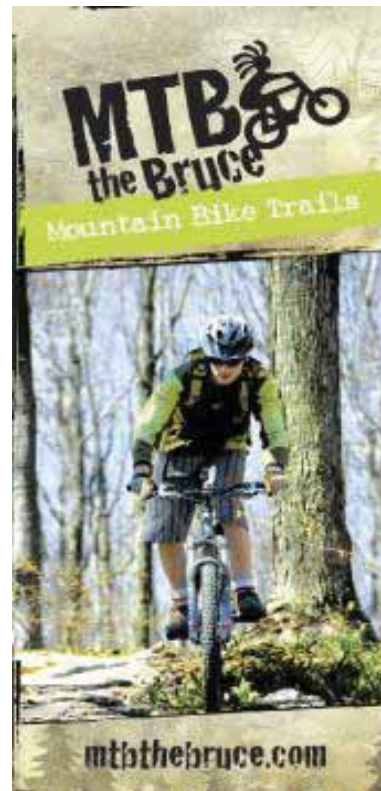
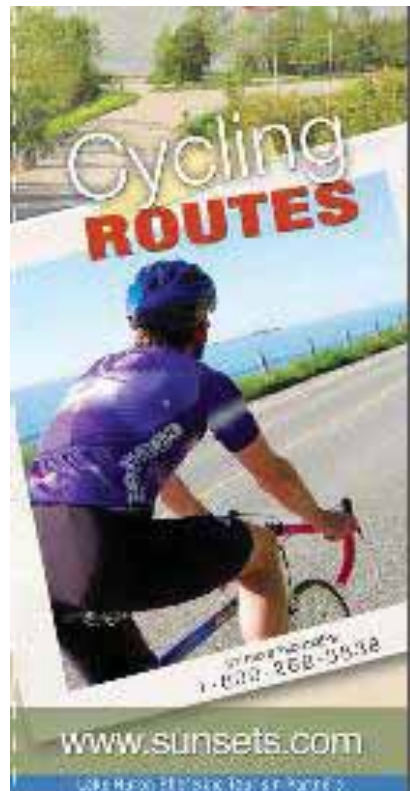
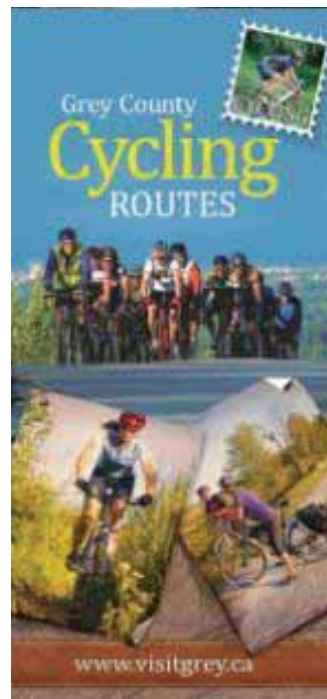


- *13,000km cycling trails, 200 off road trails = 5000km*
- *2011: 1.6 M Canadian visitors participating in cycling in Ontario, spending \$317 M*
- *2009 to 2010: 25% increase in Canadian visitors participating in cycling in Ontario, 18% increase in spending*
- *Ministry of Transportation - Ontario Bicycle Strategy*

Province-wide, including:

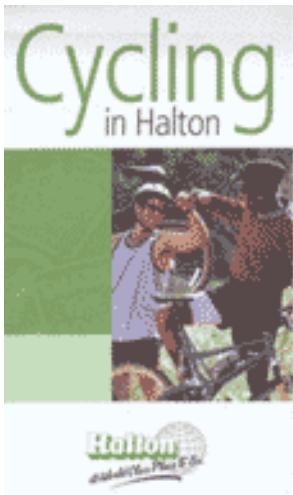
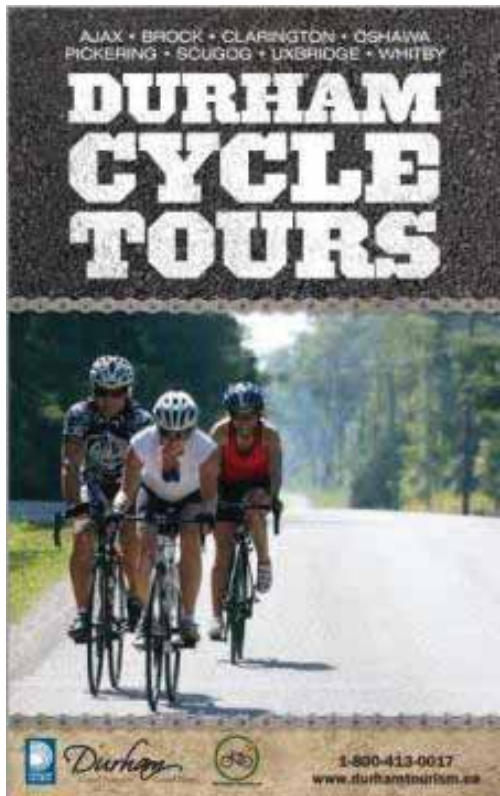
- **GTHA, Niagara, Eastern Ontario**
- **Elsewhere in province**





**Great Places to Cycle:
Across Ontario**

Great Places to Cycle: Greater Toronto Hamilton Area (GTHA)



Toronto



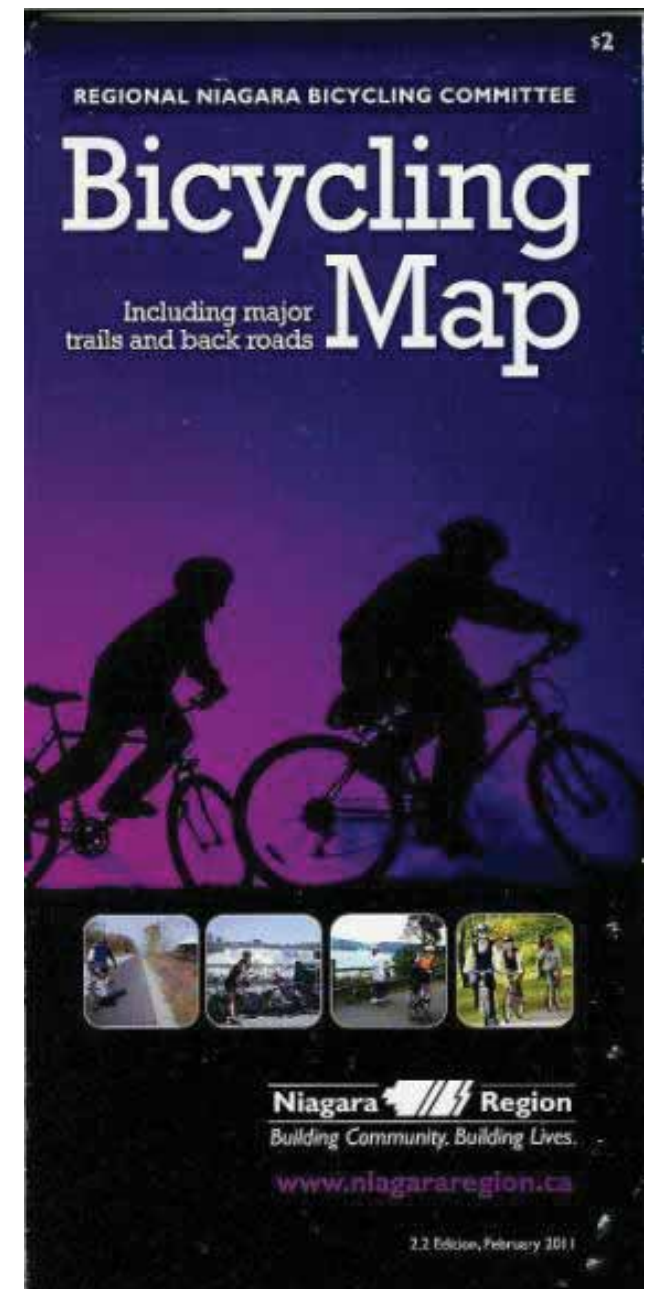
- **Large market potential:** 54% of residents cycle
- **Motivators:** New & natural environments; health & fitness
- **Preferences for:** Bike lanes and off-road trails
- **Marketing:** Dedicated cycling maps, promotions, events, websites



Niagara



A Division of Metrolinx



Across Ontario

- Outdoor tourism development strategies
- Cycle tourism assessment & strategies
- Routes & trails
- DMO's, regional & municipal efforts
- Cycling events
- Cycling maps & resources





7. Why Eastern Ontario?

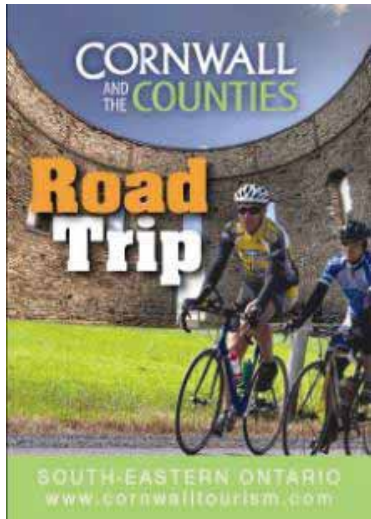
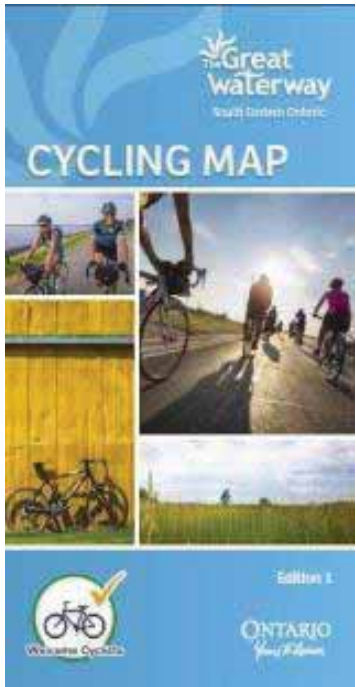
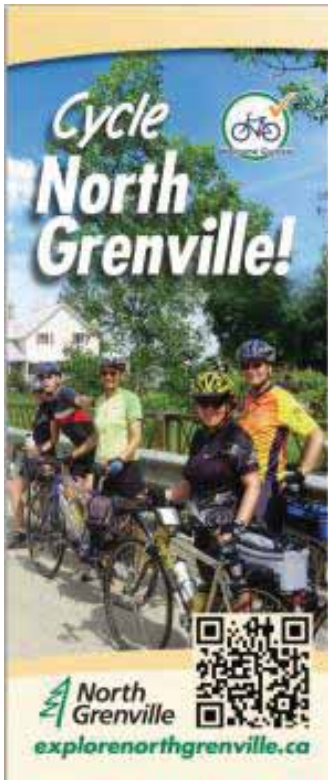
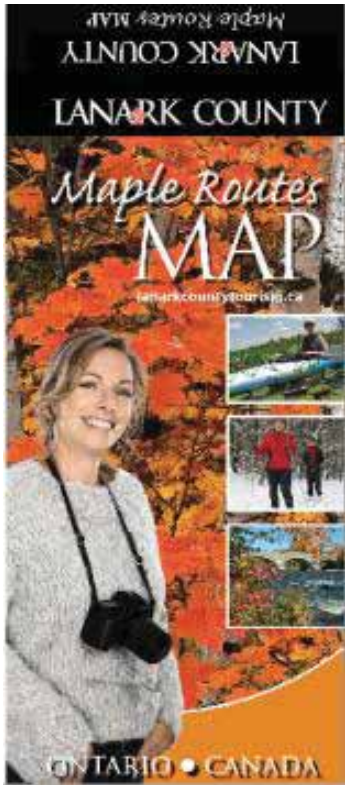
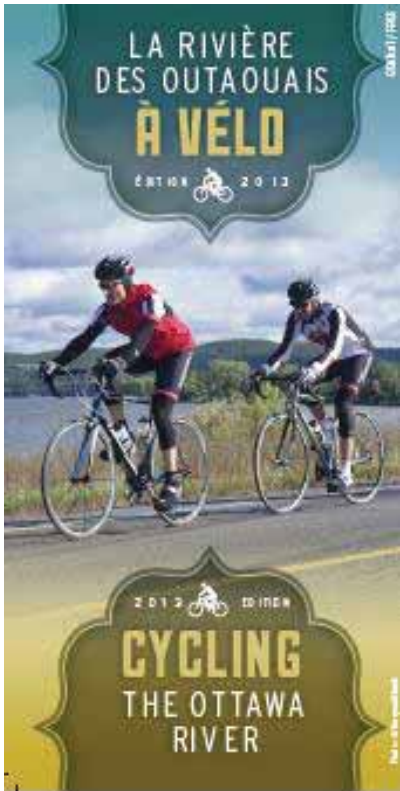
Why Eastern Ontario?

- **Cycling Information & Resources**
- **Cycling Trails, Routes & Events**
- **Community & Partner Support**
- **Geographical Location**



Great Places to Cycle:

Ottawa Valley (Renfrew), Lanark County, Prescott-Russell, North
Grenville, Cornwall & the Counties, The Great Waterway



Why Eastern Ontario?

Events & Tours

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



OTTAWA BICYCLE CLUB



JUNE 7 & 8, 2014



Why Eastern Ontario County?

Community & Partner Support

- Existing cycle friendly businesses
- Bike stores, bike tour operators and rentals
- Cycling groups, organizations, and clubs
- Tourism & business partners



Geographical Location





8. DESTINATION DEVELOPMENT

Destination Assessment & Destination Development



- Evaluate existing product
- Assess opportunities & gaps: Infrastructure, Services, Info & Marketing, Transportation Options, Partnerships



Infrastructure

- Trails, Routes & Roadways
- Signage
- Bike Parking

Existing Product



Services

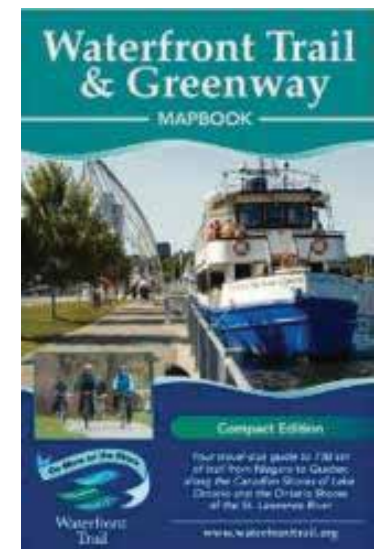
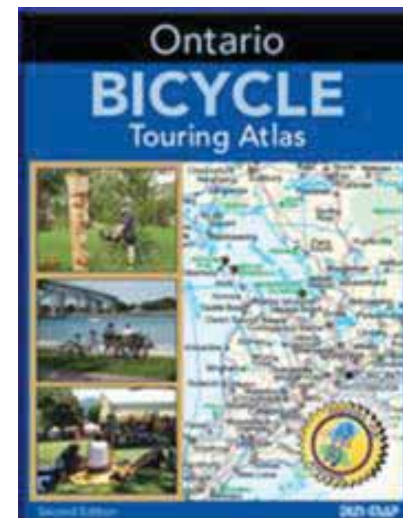
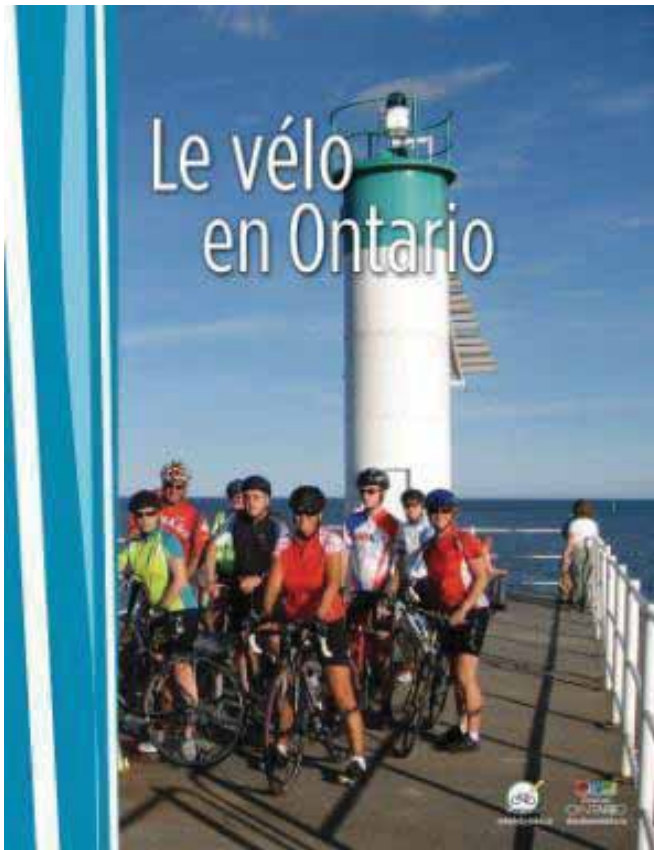
- Accommodations
- Food Services
- Attractions
- Bike Stores

Certified Bicycle Friendly



Info & Marketing

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





TRANSPORTATION OPTIONS



Partners in Destination Development

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

Next Steps





9. NEXT STEPS

Next Steps

- Ontario By Bike registration
- Tracking cyclists & Cyclists' evaluations
- Ongoing feedback
- Workshop & program evaluation



We value your input





10. Q&A



Thank You

www.OntarioByBike.ca

For more information

Phone: 416-827-2774 / 1-866-701-2774

Email: info@ontariobybike.ca

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*T*ransportation
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