



# **WEBINAR**

## **DESTINATION BIKE:**

### **Welcoming Cyclists in South Eastern Ontario**

October 2020

**[www.OntarioByBike.ca](http://www.OntarioByBike.ca)**

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# DESTINATION BIKE: Welcoming Cyclists in South Eastern Ontario

## Webinar Agenda

October 2020



1. Introduction & Overview
2. Ontario By Bike Network
3. Cycle Tourism in South Eastern Ontario
4. Cycle Tourism in Ontario
5. Being a Bicycle Friendly Business
6. Uncovering New Business Opportunities
7. Next Steps





# **1 . INTRODUCTION & OVERVIEW**

# What is the Ontario By Bike Network?

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



Project Coordinators

*T*ransportation  
*O*ptions

# Ontario By Bike Network Partners

Ontario By Bike Webinar Brought To You By



*T*ransportation  
*O*ptions

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](http://www.OntarioByBike.ca)



## **2. ONTARIO BY BIKE NETWORK**





**2019** – Ontario By Bike Network exceeds 1,500 certified bicycle friendly businesses and administered in 39 Regions across Ontario & hosts 4<sup>th</sup> Cycle Tourism Conference

**2015** – Ontario By Bike launches small group tours

**2014** - Welcome Cyclists Network rebranded as Ontario By Bike Network

**2016** – Ontario By Bike Network becomes registered trademark & hosts 3<sup>rd</sup> Cycle Tourism Conference

**2010** – The Welcome Cyclists Network launches

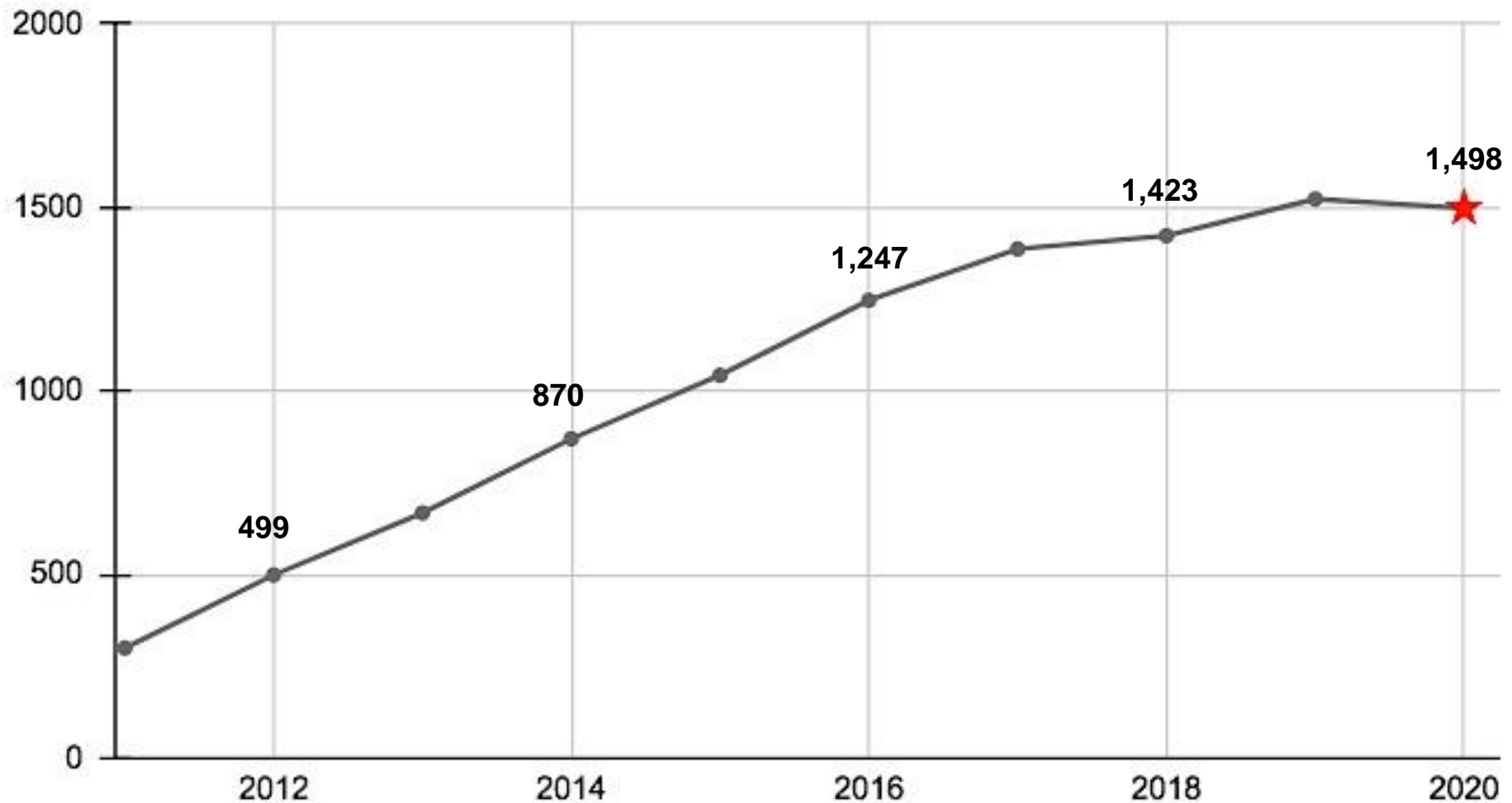
**2008** - Welcome Cyclists Network test piloted in Niagara

**2007** – Award-winning Bike Train initiative introduces bike racks onboard select passenger rail trains. Onboard survey reveals tourism businesses offering inadequate services for cyclists

# Growth of Certified Bicycle Friendly Businesses in Ontario



## Growth of Ontario By Bike Network





# Program Background in South Eastern Ontario

## 200 Certified Bicycle Friendly Businesses in South Eastern Ontario

### Past Workshops / Webinars / Meetings Hosted

- 2010 in Frontenac with 40 attendees (3 workshops)
- 2011 in Kingston with 45 attendees; Brockville with 44 attendees; Cornwall with 37 attendees; 2011 in Picton with 69 attendees; Kemptville with 20 attendees; Gananoque with 20 attendees; Napanee with 20 attendees
- 2012 6 Cycle Tourism Destination Development Roundtable Meetings across the region
- 2012 Webinar with 28 participants
- 2017 Webinar for South Eastern Ontario / The Great Waterway with 23 attendees

### Other involvement

- 2011 - The Great Waterway: Outdoor Tourism Product Development Strategy (*Cycling and Paddling*)
- 2011 - Velo Quebec Grand Tour
- 2011/12 - The Great Waterway: Cycling Development Project, development of cycling routes for map, Montreal Velo Show
- 2012 – Celebrate Ontario PEC cycling event; Ottawa market research
- 2014 – Ontario By Bike: Site Visits and Business Audit Report (*Prince Edward County*)
- 2016 – Ontario By Bike: Cycle Tourism Regional Research Report (*Prince Edward County*) – ([LINK](#))

### Dedicated ‘Great Places to Cycle’ page for South Eastern Ontario

- [www.ontariobybike.ca/southeasternontario](http://www.ontariobybike.ca/southeasternontario)

# Program Background in South Eastern Ontario

## 2020 Destination Partner Renewal – South Eastern Ontario

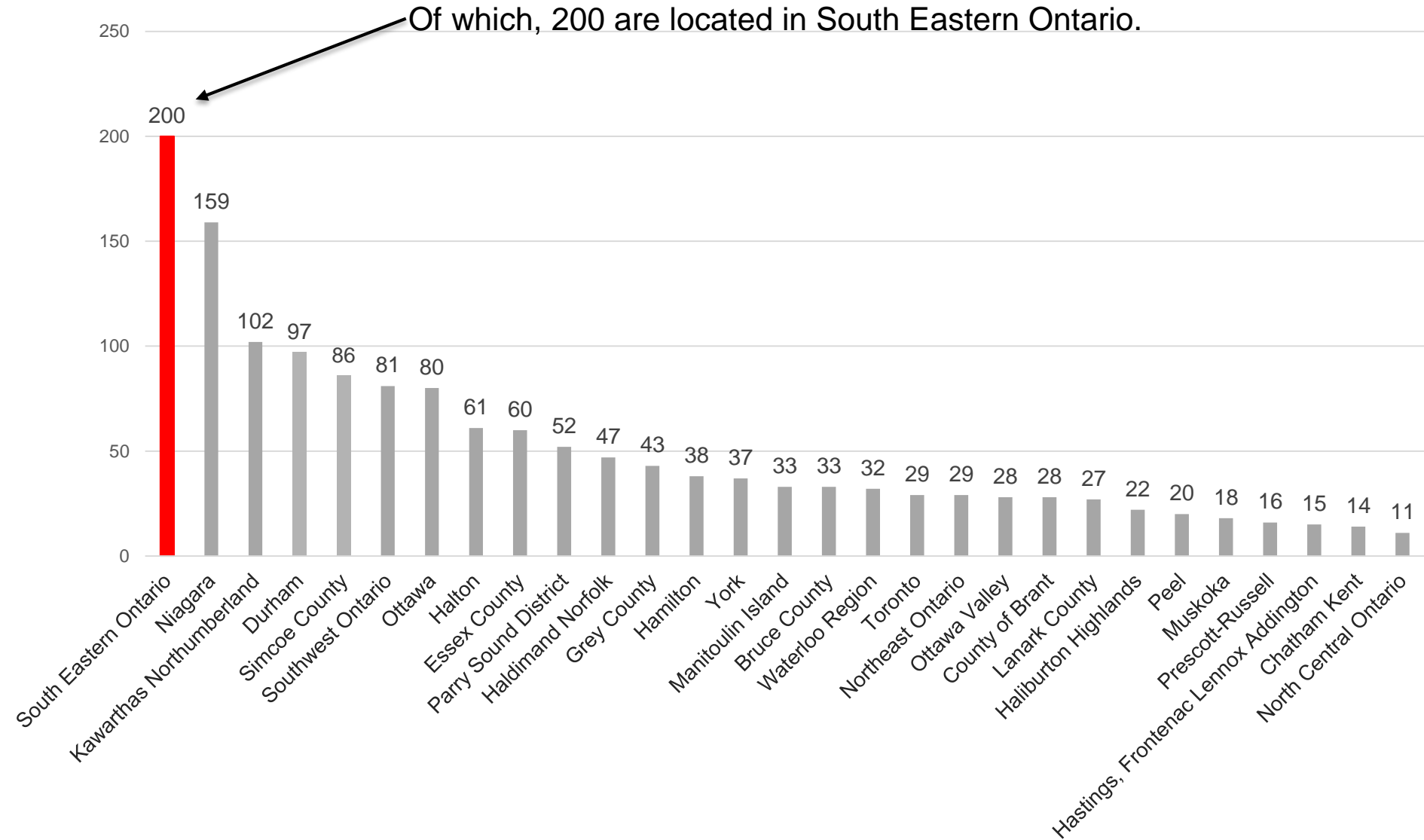
- Administration of certification program for an additional 3 year period
- Review and verification of all certified bicycle friendly locations
- Updates to Regional Cycling Resource
- Updates to South Eastern Ontario Great Places to Cycle webpage  
[www.ontariobybike.ca/southeasternontario](http://www.ontariobybike.ca/southeasternontario)
- Promotion of region as cycling destination
- (Last renewal 2017)

If you are an existing Ontario By Bike location in South Eastern Ontario, you can help us by verifying your listing:

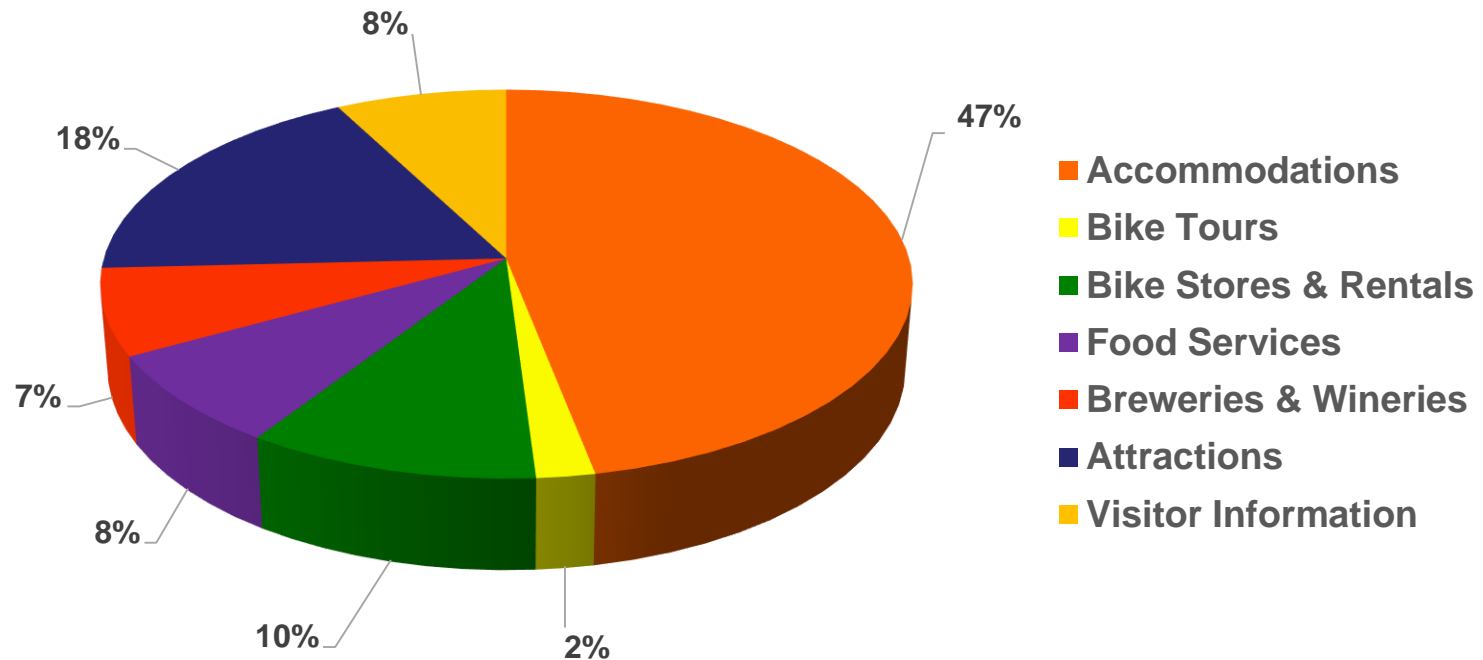
1. Find your listing - [bit.ly/SEObusinesses](http://bit.ly/SEObusinesses)
2. If updates needed - [www.OntarioByBike.ca/edit](http://www.OntarioByBike.ca/edit)



# Current Certified Bicycle Friendly Businesses



# Breakdown of Bicycle Friendly Businesses by Category in South Eastern Ontario



# Current Bicycle Friendly Businesses In South Eastern Ontario

- 1000 Islands Accommodation Partners
- 1000 Islands B and B, Brockville
- 1000 Islands Cruises Rockport Boatline
- 1000 Islands History Museum
- 1000 Islands Kayaking
- 1840 Guest House B&B Merrickville
- 1850 ROSEMOUNT INN & SPA
- 27 Roses Bed & Breakfast
- 555 Brewing Co
- A Prince Edward County Bed & Breakfast
- ABERDEEN GIFT
- ACADIA HOUSE
- Ahoy Rentals Ltd
- Ainslie Glen
- Bay of Quinte Tourism
- Belleville Chamber of Commerce
- Bergeron Estate Winery
- Bicycle World
- Bike On Tours
- Blockhouse Island
- Bloomfield Bicycle Co
- Boboli Café
- Breakaway Guest Suite
- Brockberry Café & Suites
- Brockville & District Tourism
- Brockville Museum
- Brown's Bay Beach
- Buds on the Bay
- By Chadsey's Winery and Vineyard
- Cabarnet in the county
- CAPRICORN MOTEL ROYALE
- Caruso's on King B&B
- Casa Dea Estates Winery
- Cedar Drive Bed and Breakfast
- Cedar Glenn Cottage
- Chaffey's Lock Canal-view Cottage
- Chesley's Inn
- Chez Somm
- City of Kingston Tourism Information Centre
- Closson Chase Vineyards
- Closson Road Cycles
- Comfort Inn & Suites – 1000 Island Harbour District
- Comfort Inn Cornwall
- Corn Maze on Wolfe Island
- Cornwall Tourism
- County Guest House
- County Holiday Homes
- Courtyard by Marriott Kingston
- Cranks Bicycle Shoppe
- Crysler Beach
- Crysler Park Marina
- Cycle Wolfe Island
- Daffodil Acres B&B
- Days Inn Kingston
- Delta Hotels by Marriott Kingston Waterfront
- Denaut Mansion Country Inn
- Dewar's Inn on the River
- Doran Bay Model Ship Museum
- Doran Bay Resort
- Downtown Brockville DBIA
- Elieke House
- Farran Park
- First Canada Inns Cornwall
- Fort Henry National Historic Site of Canada
- Front of Yonge Township Office
- Frontenac Cycle Sport
- Gran Brewing Company
- Gananoque Boat Line – 1000 Island Cruises
- Gananoque Inn & Spa
- Glengarry Park Campsite
- Glengarry Pioneer Museum
- Grange of Prince Edward Winery
- Green Acres Inn
- Grenville Park Campi8ng & RV Park
- Gwyn Haven Cottage Rental
- Harlem Stonegate B&B
- Harwood Estate Vineyards
- Hillier Creek Estates
- Hillsdale House Bed and Breakfast
- Historic SDG Jail
- Hochelaga Inn
- Holiday Inn Express & Suites Brockville
- Holiday Inn Express & Suites Gananoque
- Holiday Inn Kingston Waterfront
- Hotel Belvedere
- Humble Beginnings Brewing Co.
- I-Cycle Electric Bike Co.
- Ideal Bike – Belleville
- Ideal Bike – Wellington
- Inn By the Park
- Iroquois Motel
- Isaiah tubs resort
- Ivy Lea Campsite
- J&J Cycle
- Jackson's Falls Country Inn B&B
- Kalrim Cycles & Sport
- Karlo Estates Winery
- Kingston By Bike
- LACEY ESTATES WINERY
- Lalaland Glass Studio

# Current Bicycle Friendly Businesses In South Eastern Ontario

- Lancaster Park Outdoor Resort
- Lennox & Addington Tourism
- Lily's Café
- Lion Motel
- Long Sault Motel
- Long Sault Parkway & Campsites
- Love Nest Studios
- Lover Beverley Lake Park
- Loyalist Jam Farmhouse
- Magnolia North Bed and Breakfast
- Maplehurst Manor
- Martello Alley
- Martintown Grist Mill
- McIntosh Country Inn & Conference Ctr
- McMaze Farm
- Merrill Inn
- Mille Roches Beach
- Min's Bed and Breakfast
- Misty Pines Bed & Breakfast
- Moonlight Kitchen
- Mrs. McGarrigle's Fine Food Shop
- Museum of Industrial Technology
- Muskie Jake's Tap & Grill
- Mystic Meadow Studio
- Nana B's Bakery
- NAV CENTRE
- North Grenville Municipal Building
- Old Stone Mill National Historic Site
- O'Mally Kourt Fudgery
- One Sky Adventures
- Ontario Travel Information Centre – Bainsville
- Our Cottage in Picton
- Pedego Electric Bikes – Prince Edward County
- Penny's Pantry
- Picton Carriage Factory
- Prince Edward County Chamber of Commerce
- Quality Inn & Suites Gananoque/1000 islands
- Quinte Botanical Gardens
- Quinte West Chamber of Commerce – Quinte West Tourism
- Ray's Cottage
- Residence Inn by Marriott Kingston Water's Edge
- Rick's Bike Repair
- Rideau Acres
- Rideau Tours
- Riverside Cedar Campground
- Rob Thompson Hotels – Kemptville Suites
- Ron's Classic Repair
- Rurban Brewing
- Russell Manor Bed and Breakfast
- Sandbanks Estate Winery
- Sandbanks Vacation
- Saunders Hydro Dam Visitor Centre
- Schell's Market
- Shattered Gallery Studio
- Sleepy Hollow Bed & Breakfast
- South Bay Bliss
- St. Lawrence College – Brockville Accommodation
- St. Lawrence Residence Cornwall Campus
- St. Lawrence College Residence Kinston
- St Lawrence Park Campground
- The Beehive Suite
- The Brake Room
- The Colonel's Inn Bed & Breakfast
- The Devonshire Inn on the Lake
- The Loaf N'Ale
- The Millpond House
- The Owen House prince Edward
- The Purple House Café
- The Queen's Inn
- The Ramada Hotel & Conference Centre
- The Regent Theatre
- The Restaurant on the Knoll overlooking The Sandbanks
- The Stomping Ground Bistro
- The Summer House Vacation Rental
- The Warring House Vacation Rental
- The Waterfront River Pub and Terrace
- The Whitehouse on Bridge
- Three Little Cottages
- TI Cycle
- Total Cyclery & Sport
- Tourism Kingston
- Travelodge Gananoque
- Trek Bicycle Kingston
- Tri & Run Sports
- Twin Birch Suites & Cottages
- Upper Canada Campground
- Upper Canada Migratory Bird Sanctuary Campground
- Upper Canada Bird Sanctuary Campsite
- Upper Canada Village
- Valley Lake House Cherry Valley
- Watermark Restaurant
- Wellington Heritage Museum
- Wellington Pottery
- Wellington Willows Bed & Breakfast
- Wexford House
- Wolfe Island Tourism Association
- Woodlands Beach





# **3. CYCLE TOURISM IN SOUTH EASTERN ONTARIO**

# Cycle Tourism in South Eastern Ontario

## Regional Road and Trail Maps

### Cross Regional Maps

- The Great Waterway Cycling Map & Itineraries – Print map and 11 online itineraries



### Prince Edward County

- Ideal Bike Prince Edward County Cycling Map – Print map, 12 routes
- Cycle Prince Edward County Map – Print and online map, 6 routes
- Bloomfield Bicycle Co - Guide to Cycle in the County – Print and online map 10 routes

### Cornwall & The Counties SDG

- Ride South Eastern Ontario Map – Print map, 9 routes
- Cornwall and the Counties road trip – Short and long distance road cycling map



### Lennox & Addington County

- County Trails Map – Print and online map, 12 routes

### Kingston & Surroundings

- Cycling in Kingston – Digital map showing the city's cycling lanes and trails.
- Wolfe Island Cycling Map – Online map, 4 routes

### Frontenac County

- Frontenac County Cycling Route – Interactive online map, 13 routes
- Cycle the Arch – Website with regional & cross-regional itineraries



**Great Places to Cycle - [www.ontariobybike.ca/southeasternontario](http://www.ontariobybike.ca/southeasternontario)**

# Cycle Tourism in South Eastern Ontario

## Regional Road Routes

- **The Great Waterway Itineraries** – 11 road routes
- **Prince Edward County** – Three published maps with road routes
- **St Lawrence Parks** – Part of the Great Lakes Waterfront Trail
- **Wolfe Island Road Routes** – 4 road routes
- **Cornwall and the Counties** – 9 road routes, 20 to 200 kilometres
- **Kingston and Area** – 12 road routes, paved and unpaved roads
- **County Trails, Lennox and Addington County** – 12 road routes
- **Township of Rideau Lakes** – 14 road routes
- **Ontario By Bike Routes** – 4 road routes for Prince Edward County
- **Ontario By Bike** – 1000 Islands St. Lawrence River Ride legacy itineraries



## Regional Trails

- **Millennium Trail**, Prince Edward County – 49 kilometres, unpaved
- **1000 Islands Parkway**, Gananoque to Brockville – 37 kilometres, paved
- **Kaladar Trail**, Tweed to Sharbot Lake – 17 kilometres, unpaved
- **K&P Trail**, Kingston to Sharbot Lake – 75 kilometres, gravel surface
- **Explore the Arch by Bike**, Frontenac Arch Biosphere – 2700 square kilometres biosphere featuring multiple trails



Great Places to Cycle -

[www.ontariobybike.ca/southeasternontario](http://www.ontariobybike.ca/southeasternontario)

# Cycle Tourism in South Eastern Ontario

## Regional Mountain Biking Trails

- **Limerick Forest Mountain Biking Trail**, United Counties of Leeds & Grenville – Multi-use trail system
- **Macaulay Mountain Conservation Area**, Prince Edward County – 20 kilometres of trails
- **Quinte MTB** – Vanderwater Conservation Area, 7 kilometres of trails; Battawa Ski Trails – 15 kilometres of Trails
- **MacIntosh Mills Trails** – 7 kilometres cross country trails
- **Charlottenburg Forest**, Cornwall – 5 kilometres of downhill trails

## Cross Regional Routes

- **Great Lakes Waterfront Trail** – Traverses the entire South Eastern Ontario region, starting east of Brighton to the Quebec border
- **Trans Canada Trail** – Passing through South Eastern Ontario using the Cataraqui Trail, Kaladar Trail, Frontenac K&P Trail
- **Rideau Heritage Route** – 202 kilometres route along the Rideau Canal
- **Great Lakes Seaway** - various roadways along Lake Ontario and the Seaway in the US
- **Cataraqui Trail**, Strathcona to Smith Falls – 104 kilometres, unpaved



## Selection of Regional Tours and Events

- Prince Edward County Granfondo – Returning in 2021
- Discover L&A Ride, Lennox & Addington County – Returning in 2021
- MS Bike, Prince Edward County - Virtual Ride in 2020
- Thousand Islands Granfondo – Virtual Ride in 2020



[www.ontariobybike.ca/southeasternontario](http://www.ontariobybike.ca/southeasternontario)

# Cycle Tourism in South Eastern Ontario

## South Eastern Ontario

### Ontario By Bike Rides in South Eastern Ontario – 1000 Islands River Ride\*

**2020** - 34 cyclists over 3 days out of Brockville and Morrisburg

**2019** - 38 cyclists over 3 days along the Great Lakes Waterfront Trail from Gananoque to Cornwall

**2017** - 35 cyclists over 3 days along the Great Lakes Waterfront Trail from Gananoque to Cornwall

\*Legacy Itineraries have been developed for all the rides to be used as self guided itineraries



### Ontario150 Celebrate by Bike Partnership with Waterfront Regeneration Trust, Greenbelt Foundation, Share the Road

- 2 of 15 legacy itineraries promoted for South Eastern Ontario – Prince Edward County & Great Lakes Waterfront Trail – Niagara to Quebec
- 3 of 15 cycling events across Ontario celebrating cycling (Brockville, Cornwall, Lennox & Addington)
- Supported by social media and PR strategy
- [www.ontariobybike.ca/150](http://www.ontariobybike.ca/150)



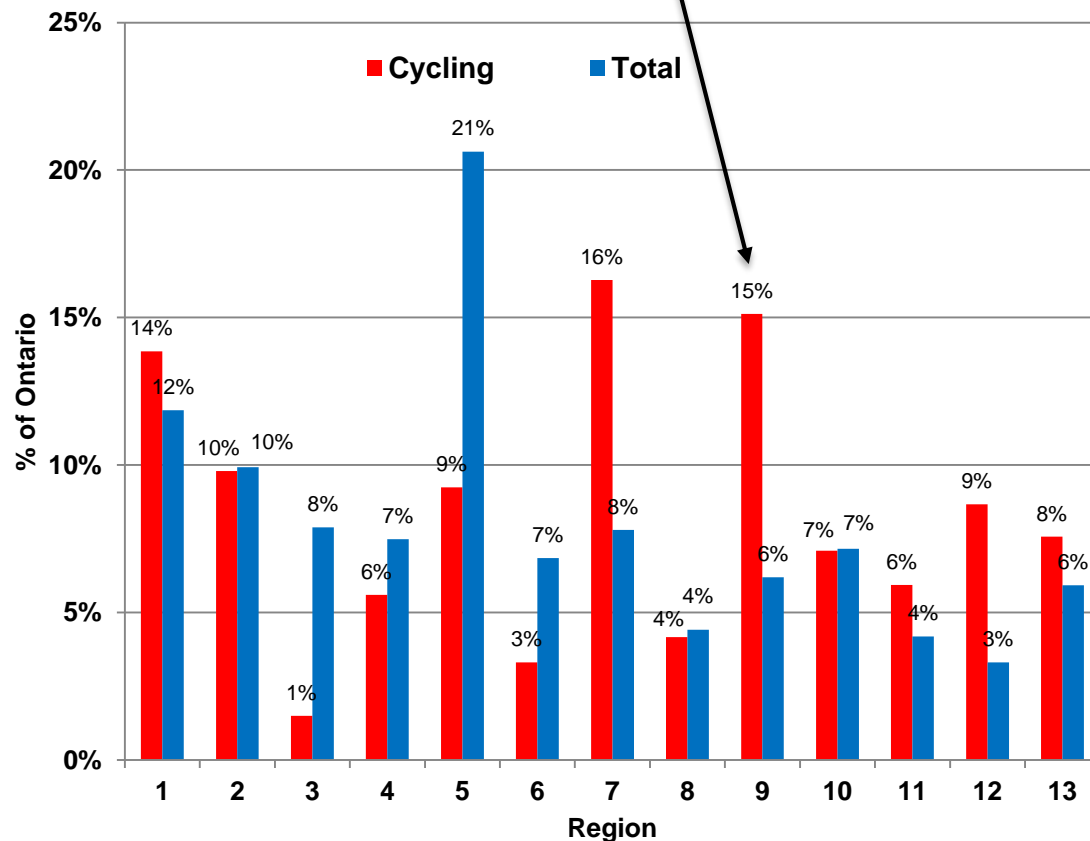
### Cycle Tourism Regional Research Report (2016)

- Prince Edward County study area
- By Ontario By Bike / Transportation Options / RMCG Inc.
- Multi-faceted methodology ([LINK](#))

# Ontario Cycle Tourism Stats and Facts

## Destination – Cycling Visits by Region

- 15% of cycling visits took place in Region 9 compared to 6% of total visits.







# **4. CYCLE TOURISM IN ONTARIO**

# 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 trail or road riding, or mountain biking in area.
  - Also 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 Toronto to Kingston to Ottawa, 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. Travel to participate in cycling event in Ottawa
4. **Day Rides and Urban Cycling:** Day cycling trips that focus around a specific destination and the cycling amenities available in that area.
  - E.g. Carlton Place residents drive and ride in on Ottawa 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

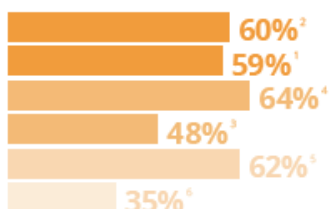


# Who Are Cycle Tourists?

Research shows consensus about who is the most frequent Ontario Cycle Tourist

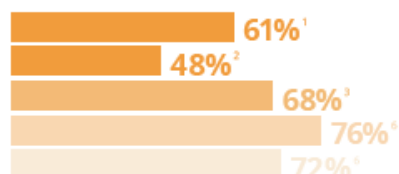
2018 2014 2013 2012

## Ages 45-65



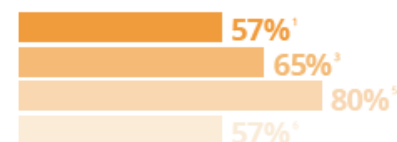
- The 45 to 65 age range is the largest market
- Also significant is the 25 to 44 age range, followed by the over 66 age range

## Male Cyclists



- Female riders continue to increase
- A larger percentage of women identify themselves as leisure/recreation cyclists, where more men identify themselves as experienced or race/competitive cyclists<sup>1</sup>

## University Education



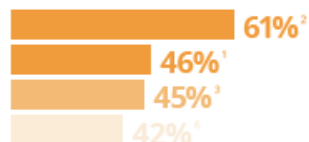
- Cyclists are well-educated

## Experienced Cyclists



- A larger number of cyclists identify themselves as experienced riders

## \$100,000+/household



- Cyclists have higher-than-average household incomes

## Full-Time Employment



- Number of retired riders are growing, 23% in 2018; 8% in 2012

# Cycling & Cycle Tourism in Ontario

## Government Policies, Plans & Reports

**2020:** Municipal governments fast tracking cycling infrastructure improvements due to COVID

**2019-2020:** Increased marketing of cycle tourism by tourism organizations and agencies

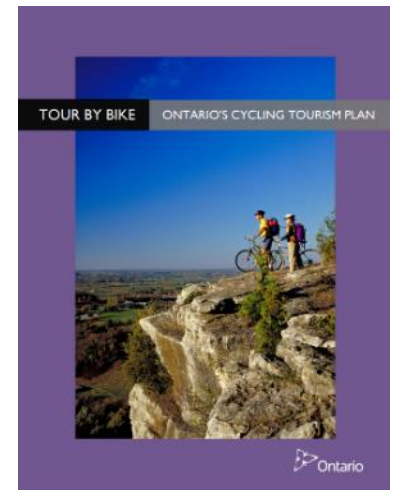
**2018:** \$93m funding to 120 municipalities to improve cycling infrastructure; Ontario Cycling Strategy- CycleON 2.0 Action Plan released [www.ontario.ca/cycling](http://www.ontario.ca/cycling)

**2017:** Ministry of Tourism, Culture & Sport released a Ontario Cycling Tourism Plan

**2016:** Ontario Government – Passes The Supporting Ontario's Trails Act (2016)

**2014:** Ministry of Transportation – CycleON 1.0 Action Plan

**2013:** Ministry of Transportation - Ontario Cycling Strategy



# Cycle Tourism in Ontario

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## In 2017, Visitor Numbers and Spend:

- 1.6 million cycling visits in Ontario, representing 1.1% of total visits in Ontario
- Spent \$500 million accounting for 1.8% of total visitor spending in Ontario
- Largest spending categories – food & beverage, transportation, accommodations





# Cycle tourists spend more & stay longer in Ontario!



- \$316/trip vs. \$196/trip (non-cyclists)
- 4.3 nights vs. 3.5 nights (non-cyclists)
- Overnight visitors spent over 5x as much per trip as same-day visitors
- 90% of cycling visits were overnight visits (compared to 37% of total visits non-cyclists)



# Ontario Cycle Tourism Stats and Facts

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## Ontario Cyclists - Source Markets:

- 82% cycle tourists (similar to all tourists) are from Ontario
  - Accounting for 51% of spending
  - 21% of visits from Ontario residents that included cycling were from York/Durham/Headwaters; 18% from Toronto; 16% from south western Ontario

Other cycle tourists in Ontario are:

- Canadian - 10% (accounting for 17% of spending)
  - *In past approx. 70% from Quebec*
- International - 5% (accounting for 30% of spending)
  - *In past predominantly from France, UK, Germany*
- American - 3%



# What About Impacts on Local Businesses?



- 53% stay in paid accommodations
- 28% of expenditures on accommodations
- 72% prefer to stay in hotels
- 66% of cyclists spend **over \$50** on accommodations each night (42% spend over \$100)



- 29% of expenditures on food & beverage
- 79% of cyclists spend **over \$26** on food and beverage each day (40% spend over \$50)

## Top activity preferences for Ontario cyclists are:

- Visiting museums and cultural sights; Culinary experiences including wine and beer tastings; Going to the beach; Hiking and other outdoor activities; Arts and studio tours





# Case Study: Impact of Cycle Tours

## Ontario By Bike 'Rides'

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- Small group tour (~40) weekend packages including accommodations, some meals, support van and more
- Rides consistently sell out (ran 3 out of 4 in 2020)
- \$314 is the average spent per person on a 2 day, 1 overnight cycling trip in Ontario; \$550 average spent on 3 day, 2 overnights trip (based on 10 impact studies on a selection of 10 rides since 2016)

### **1000 Island St Lawrence River Ride (August 2019)**

- Gananoque to Cornwall / 158km / overnight in Brockville & Morrisburg
- 41 participants
- Economic Impact of \$553pp and approx. \$21,017 total for 3 days/2 nights

### **1000 Islands St. Lawrence River Ride (August 2017)**

- Gananoque to Cornwall / 150km+ / overnight Brockville & Morrisburg
- 35 participants (*Recreational cyclists aged 15-85*)
- Economic Impact of \$529pp and approx. \$20,128 total for 3 days & 2 nights

Downloadable self-guided legacy itinerary available

[www.ontariobybike.ca/rides](http://www.ontariobybike.ca/rides) & [www.ontariobybike.ca/itineraries](http://www.ontariobybike.ca/itineraries)

# Ride & Travel Preferences

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*More cyclists are taking day and overnight trips with their bikes*

- 75% have taken their bike or included cycling on an overnight trip in Ontario in past 2 years (92% on day trips)
- 43% are taking 3 or more overnight trips in Ontario in past 2 years

*Cyclists enjoy riding in groups*

- 31% of cycling visits were among groups of 3 or more people
- 19% of cycling visits included children versus 13% of total visits

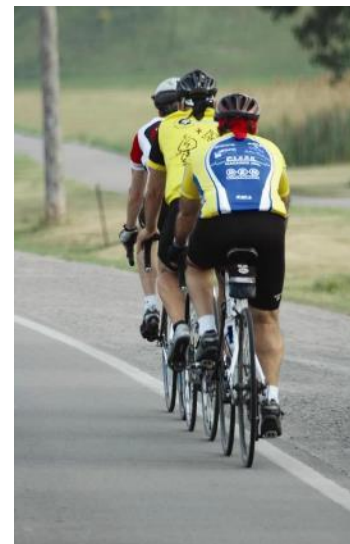
*A growing number of recreational/leisure cyclists are taking overnight trips in Ontario*

- 62% in 2018 compared to 30% in 2015

*Experienced cyclists are taking more frequent overnight trips*

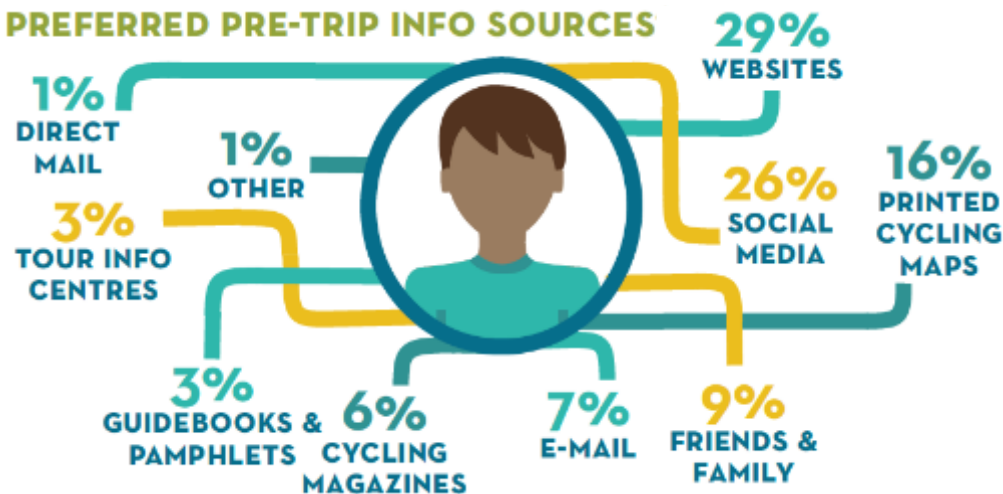
- 78% in 2018 compared to 70% in 2015

*56% of cyclists prefer self-guided, self supported cycling trips*

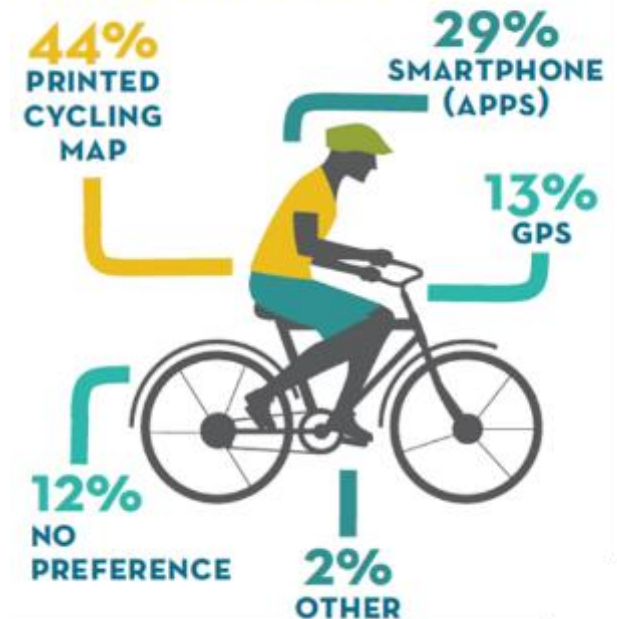


*Cyclists in Ontario prefer to use websites, social media, and printed cycling maps to receive marketing information.*

#### PREFERRED PRE-TRIP INFO SOURCES



#### PREFERRED INFORMATION SOURCES WHILE CYCLING



## 2020 - Ontario Cyclists Trip Planning & Inspiration Sources

- Digital resources and promotions
- Still interest in print promotions and cycling maps



# 2020: COVID-19

## Impact on Cycling & Cycle Tourism

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- Surge in cycling and cycle tourism in Ontario in 2020 due to COVID-19
  - Road closures in Toronto average 25,000 cyclists per weekend
- 92% of cyclists planned to increase the amount of cycling or do the same amount this year
- Huge increase in travel within Ontario as international travel plans cancelled
- Over 75% of cyclists surveyed were planning to cycle closer to home and within province in 2020, and only a small percentage anticipated no travel (May)
- 27% of cyclist surveyed took 2 to 4 overnight trips in Ontario, 19% took only 1 trip, 10% took 5 to 7 trips, 44% only made day trips
- Destination Canada survey data (Sept 2020) – Travel comfort levels
  - 74% of Ontarians feel safe when thinking about travelling to nearby communities
  - 62% of Ontarians feel safe when thinking of travelling within Ontario
  - 40% of Ontarians have mixed feelings of safety for out-of-province travel
  - 8% of Ontarians' perceived safety is much lower when thinking about travelling to the US and 9% to other international destinations

# 2020: COVID-19

## Impact on Tourism Business

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- 86% of business owners state their business is down versus last year, with an average revenue decline of 69%
- 2/3 of businesses state that they would have shut down had it not been for government programs
  - Top three supports being the 75% wage subsidy, the \$40K interest free loan, and CERB, all very important to the survival of industry
- 50% of businesses are operating at a reduced capacity, up over June and July survey results (35%)
- 71% of tourism businesses said that their business will recover, 91% say they will survive to the end of 2020



# **5. BEING A BICYCLE FRIENDLY BUSINESS**

# 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](http://www.ontariobybike.ca/addyourbusiness)

[www.ontariobybike.ca/terms](http://www.ontariobybike.ca/terms)












# Certification Criteria – By Category

**1,500 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](http://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.ontariobybike.ca/criteria](http://www.ontariobybike.ca/criteria)
2. Create a User Account - [www.ontariobybike.ca/industry/registration](http://www.ontariobybike.ca/industry/registration)
3. Verify Email and Log In - [www.ontariobybike.ca/login](http://www.ontariobybike.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.ontariobybike.ca/addyourbusiness](http://www.ontariobybike.ca/addyourbusiness)**

**[www.ontariobybike.ca/terms](http://www.ontariobybike.ca/terms)**



# 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

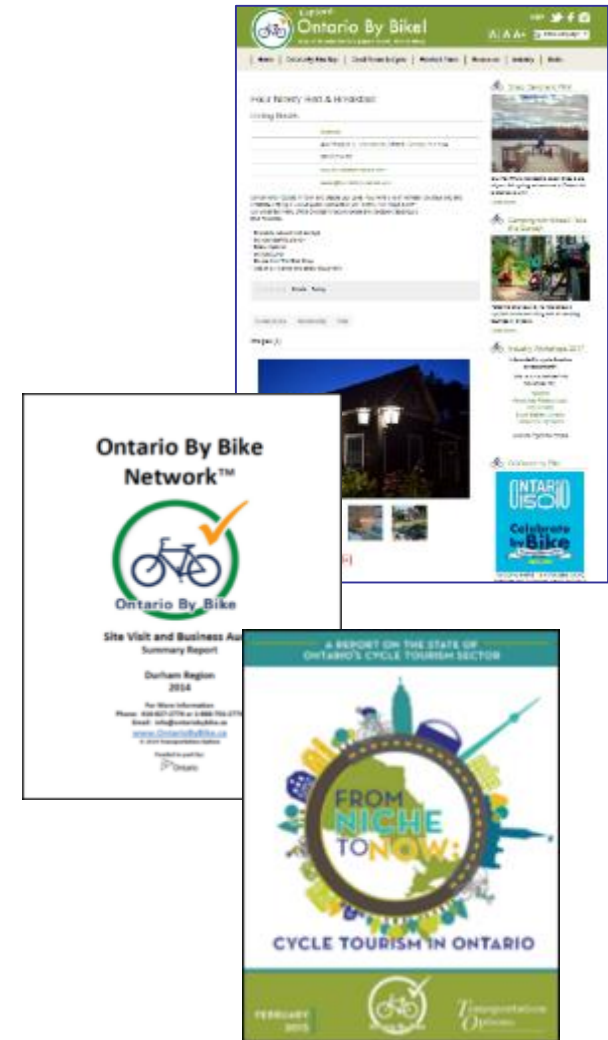
- Cycle tourism research
- Industry e-newsletter archive
- Communication tool kit
- Bike parking resources
- [www.ontariobybike.ca/industry](http://www.ontariobybike.ca/industry)

## Formation of a larger network in Region/Province

- 1,500 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](http://www.ontariobybike.ca)

## Website

- 195,539 Sessions (Jan – Oct 2020)
  - Avg. 21,500 Sessions/month
  - Avg. 34,000 Session/month (June-Sept)
- Responsive Design
- Maps & Guides for Road, Trail and Mountain Bike
- Tours, Events, Routes, Itineraries, Blog, Promotions

## E-newsletters

- 15,000 Subscribers for Consumer E-Newsletter
- Average Open-Rate: 38% / Average Click-through-rate: 15%
- 3,300 Subscribers for Industry E-Newsletter

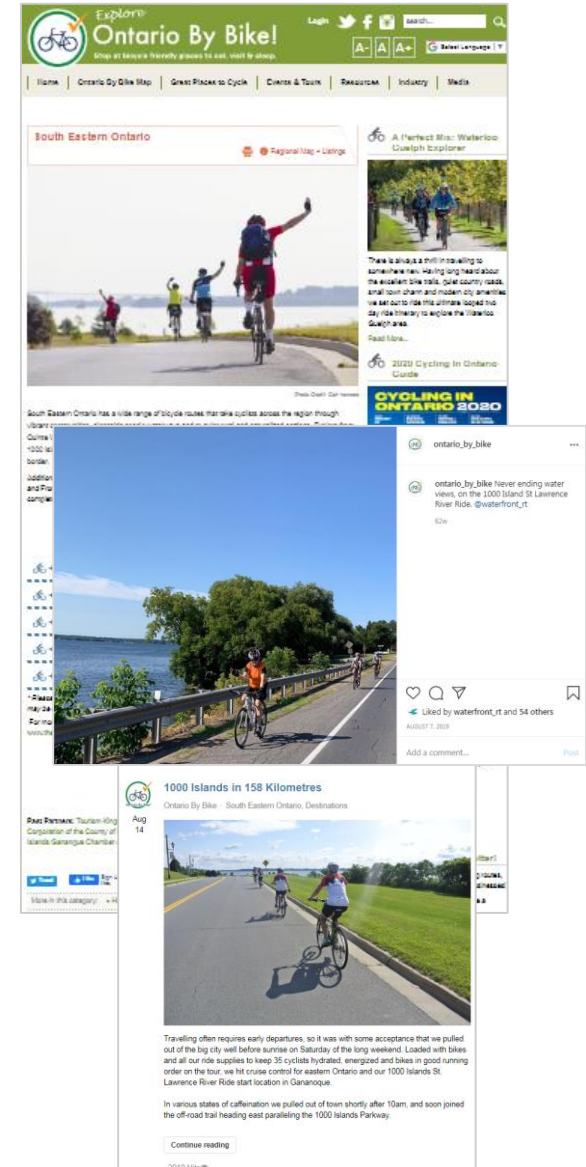
## Social Media

- Facebook: 5,479 Page likes
- Instagram: 2,347 Followers

## Dedicated landing page for South Eastern Ontario

- Road routes
- Major off-road trails
- Cross regional routes
- Self-guided itineraries
- Mountain bike networks
- Cycling maps & routes
- Links to bicycle friendly businesses in area

**Great Places to Cycle - [www.ontariobybike.ca/southeasternontario](http://www.ontariobybike.ca/southeasternontario)**



# Marketing and Promotions (Con't)

## Cycling In Ontario Annual Guide

- Online at [www.ontariobybike.ca/2020](http://www.ontariobybike.ca/2020)
- Printed 27,500 in English and 12,500 in French
- Distribution across Ontario, Quebec, smaller quantities to USA
- 40-pages, driving traffic to businesses, partner websites and OntarioByBike.ca
  - 76% found the guide 'useful' or 'very useful' when planning a cycling trip (15% didn't make any cycling plans this year due to COVID)
  - 53% of readers visited a destination featured in the 2020 guide (30% did not take any cycling trips this year due to COVID)
- 2021 Marketing Partnerships – Now Available:  
[www.ontariobybike.ca/2021marketing](http://www.ontariobybike.ca/2021marketing)



## Promotional Rack Cards

- Online at [www.ontariobybike.ca/2020](http://www.ontariobybike.ca/2020)
- Drives cyclists to website
- Wide distribution (e.g. bike shops, info centres, shows)

## Print Advertising

- Select advertising in 2020
- Aligning with brand and target markets
- Inclusion on cycling maps across Ontario



# 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](http://www.ontariobybike.ca/rides)





# **6. UNCOVERING NEW BUSINESS OPPORTUNITIES**



# 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



# Best Practices Research (2018)

## Aim/Process

- To highlight successful operations with outstanding products or services within the cycle tourism sector.
- Online scan of over 25 businesses catering to cycle tourists was conducted and report illustrates bicycle amenities, cycling-related partnerships and packages and the marketing tactics of businesses reviewed.

## Pillars of Success

1. **Customer Service and Amenities**
  - *'Moving beyond the basics - Offer complementary services'*
2. **Product and Package Development**
  - *'Developing innovative & value-added experiences'*
3. **Partnerships**
  - *'Creating partnerships that build community & capitalize on assets'*
4. **Community Building and Events**
  - *'Supporting local community & fostering a cycling culture'*
5. **Marketing and Communications**
  - *'Weaving cycling into marketing images & content creation'*
6. **Branding**
  - *'Building bikes into brands'*

More Research available at [www.TransportationOptions.org/research](http://www.TransportationOptions.org/research)

### Best Practice Research for Businesses: Cycle Tourism



Compiled by Ontario By Bike  
c/o Transportation Options  
416-827-2774 | 1-866-701-2774  
[www.ontariobybike.ca](http://www.ontariobybike.ca)  
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# Enhancing Appeal & Connecting with Cyclists

## What do we mean?

Start simple and small, but be intentional with how you're trying to appeal to cyclists.

Consider what consumer 'touch-points' in your business could you include cycling information (e.g. maps on counter, links on website, images of cycling on your brochure, post local cycling events on social media, etc).

Be quirky, have fun and consider your audience.

## Opportunities

- Create fun and catchy signage to draw cyclists into businesses
- Promote washrooms and drinking water with signage aimed at cyclists
- Include cycling content on your website (maps, road/trail/MTB)
  - Accommodations: *If cyclists can bring bike inside, promote it.*
- Build 'fun'ctional bike racks or allocate area for bicycles
- Be Bike 'Motif'ated
- Promote bicycle friendly certification, use OBB logo – web, social, print.
- Promote your locations' proximity to Ontario's signature cycling routes (e.g. *The Great Lakes Waterfront Trail & Trans Canada Trail & The Greenbelt Route*)
- Connect with local cycling clubs, encourage a visit to your location on a ride.





# Improve or Develop New Products / Experiences

## What do this mean?

Cycling offers new opportunities to repackage an existing offering, as well as to develop something brand new.

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.



## Opportunities

- Retail (e.g. wineries) offer delivery service with min. purchases or sell carriers
- Complimentary bikes (& locks!) for guests
- Bike Valet at local events/festival
- Develop cultural or culinary-themed cycling experiences
- Focus on a target market
- “Race-Ready Weekends” = Accommodations + cycling pros + health/wellness entrepreneurs



## Examples

- Maine’s Art Museum Trail – 7-day bike tour ([LINK](#))
- Bikes and Beer Tours by WindsorEats ([LINK](#))
- Forks In The Trail Maple Cycle – Seasonal Culinary Offering ([LINK](#))
- Build on Pedal and Paddle – 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.

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

## Opportunities

- Connect with local DMO to align with & support cycling initiatives
- Familiarization trips for cycling clubs. Engage local cyclists as guides
- Picnic meals for pick up and drop-off for tour operators / FIT cyclists
- Cycling event within signature (non-cycling) event/festival
- Connect with existing cycling events to express interest in partnerships
- Local taxi/limo services assist with shuttle service or luggage transfers
- Creating Regional Cycle & Stay Networks
- Share and promote bicycle friendly certification with other businesses
- Explore opportunities to produce visual assets (e.g. images or video)
- Advocate for continued investment in cycling infrastructure, including trails road and mountain bike networks





# **7 . QUESTIONS & COMMENTS**



## 8. 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](http://www.OntarioByBike.ca)**

**For more information**

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**Email: [info@ontariobybike.ca](mailto:info@ontariobybike.ca)**

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