

Destination Canada Announces Cycle Ontario and Quebec as a New Tourism Corridor to Attract Investment and Create Legendary Journeys for Travellers

New corridor will connect Ottawa, Cornwall and Montreal via cycling routes

Vancouver, BC – September 26, 2024: Destination Canada has announced the launch of Cycle Ontario and Quebec for 2024, building on the success of last year's pilot [Tourism Corridor Strategy Program](#).

The Tourism Corridor Strategy Program aims to contribute to a more resilient tourism industry through accelerated destination development of multiple corridors across Canada. This program is a key initiative of [Destination Canada's 2030 Tourism Strategy](#) with its bold goal to propel Canada back into the Top 7 global tourism destinations.

The corridor program will invigorate Ontario and Quebec's tourism landscape, enticing visitors to discover the area's diverse regions and contributing to a more dynamic and competitive tourism industry.

Cycling tourism is growing in Canada and represents significant potential. According to data from [Velo Quebec](#), cycling tourism in Quebec produces:

- \$700 million annually in tourist spending
- Over 7,000 jobs which are related to cycling tourism
- 1.6 million nights which include cycling during the stay
- 700,000 tourists stays with cycling activity

The corridor's development will involve connecting existing bike routes within Ottawa, Cornwall and Montreal and creating new routes for accessible, year-round enjoyment. The corridor will feature local artisans, wineries, breweries, and culinary experiences to celebrate the unique cultural and natural heritage of the region, while providing economic and social benefits. Highlights include the Rideau Canal, a UNESCO World Heritage Site, Indigenous products on Cornwall Island and agritourism within Prescott-Russell.

The corridor is a key component of the expanded Tourism Corridor Strategy Program, representing one of four strategic corridors being developed nationwide to enhance the tourism experience in Canada. Other corridors include:

- Field to Fork: Saskatchewan Manitoba Agritourism
- Northern Sky Corridor (Alberta, Northwest Territories)
- Juan de Fuca Corridor (BC, Washington State, USA)

The Tourism Corridor Strategy Program will enhance Canada's appeal by providing visitors with compelling reasons to explore new regions, thereby strengthening Canada's tourism sector.

The selected corridors are defined as high-potential and align with criteria such as:

- Identifying potential job opportunities
- Potential for Indigenous inclusion or partnerships
- Employing a regenerative approach
- Engaging local communities

- Supporting economic growth
- Catalyzing investment attraction

“Tourism contributes to the wealth and wellbeing of all of Canada and community is at the heart of the Tourism Corridor Strategy Program. Alongside our regional partners, we work directly with local, grassroots organizations to create long-term destination development strategies, and identify the products, services, workforce, access, infrastructure and experiences required to both delight visitors and enrich the lives of locals,” said Marsha Walden, President and CEO, Destination Canada.

“To stay competitive, Canada needs exceptional travel itineraries and experiences that reflect the essence of our country. To create them, we must attract strategic investments — from the private sector and all levels of government — that grow tourism in alignment with the interests of travelers and communities’ broader goals.”

“Tourism unites people across Canada and around the world. Destination Canada’s Tourism Corridor Strategy Program strengthens those connections, bringing together the faces and places that make Canada so special. This great initiative will help create jobs and opportunities in our communities, while offering visitors a variety of uniquely Canadian experiences,” said the Honourable Soraya Martinez Ferrada, Minister of Tourism and Minister responsible for the Economic Development Agency of Canada for the Regions of Quebec.

Strategies for last year’s pilot corridors, UNESCO Atlantic Canada Corridor, Sustainable Journeys from Prairies to Pacific, and the Northern Indigenous Lodge Network, are complete and are starting to come to life through implementation. Positive outcomes are already beginning to emerge.

Note to Editors: Quotes from partner organizations involved in Cycle Ontario and Quebec are outlined below.

« Le cyclotourisme est l'un des piliers identitaires de la Montérégie. Avec le soutien de l'entente sectorielle de valorisation des réseaux multifonctionnels, nous plaçons le développement et la connectivité du réseau cyclable au cœur de nos priorités régionales. Nous sommes fiers de contribuer à ce projet structurant, qui renforcera nos liens avec les régions voisines et attirera un afflux de touristes ontariens, tout en soutenant un tourisme durable et actif. » **Mario Leblanc, directeur général de Tourisme Montérégie**

“With its new tourism corridors, Destination Canada is supporting the expansion of unique and diverse tourism offerings in Canada and enhancing our country’s reputation as a travel destination of choice,” said Stan Cho, Ontario’s Minister of Tourism, Culture and Gaming. “The new Cycle Ontario and Quebec corridor will inspire residents and visitors to discover the beauty of eastern Ontario by bike while encouraging sustainable tourism in the area and boosting economies in local communities.” **Stan Cho, Ontario’s Minister of Tourism, Culture and Gaming**



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"RTO 9 is very excited to be working on the cycling corridor project with Velo Quebec and the Recreation Trail (Prescott-Russell), guided by the expertise and knowledge of Destination Canada. This initiative will elevate our current cycling options in South Eastern Ontario, as well as providing an opportunity to grow cycling in the region. As the regional tourism organization we understand the importance of increasing experiential product for the region and the ripple effect this strategy will have on increasing tourism in South Eastern Ontario." **Bonnie Ruddock, Executive Director, RTO 9**

"I would like to warmly congratulate the Prescott-Russell Recreational Trail for being recognized as a must-visit cycling destination in the Cycle Ontario and Quebec corridor. This distinction is the result of our shared commitment to promoting healthy lifestyles and showcasing the natural beauty of our region. The Recreational Trail is not only an asset for cycling enthusiasts but also a source of pride for the entire community. Congratulations on this remarkable achievement." **Mario Zanth, Mayor - City of Clarence-Rockland, Maire - Cité de Clarence-Rockland**

"The development of a cross-provincial cycling corridor through SDG Counties is an exciting opportunity for our region. By linking SDG Counties to Ottawa and further connecting to cycling routes in Montreal and Quebec, this initiative will promote sustainable tourism while highlighting our regions rich history and natural beauty. It will boost local economies, enhance visitor experiences, and strengthen our collaboration with regional tourism partners." **Karina Belanger, Acting Manager of Economic Development, United Counties of Stormont, Dundas and Glengarry**

"The implementation of this strategy would create a positive ripple effect across the region! Not only would this support Cornwall's local economy and overall presence, this would help facilitate key collaboration across our municipalities, and provinces, with the hope to continue to build this relationship more and more. Cornwall has seen significant growth over the past few years and this would surely continue to push us in the right direction. We look forward to seeing this strategy implemented and are proud to see Cornwall included!" **Cris Urroz, Board of Directors, Cornwall Chamber of Commerce**

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About Destination Canada

At Destination Canada, we believe that tourism enhances the wealth and wellbeing of Canadians and enriches the lives of visitors. Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad.

Knowing that diversity is our greatest asset, we promote Canada as a premier four-season leisure and business tourism destination around the country and world in Australia, Canada, China, France, Germany, Japan, Mexico, South Korea, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

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