



Ontario By Bike Industry Partnership Advisory Committee Web Conference

June 2021

www.transportationoptions.org/obbip

*T*ransportation
*O*ptions

Web Conference Agenda:

1. Welcome and Introductions

- OBBIP & AC Recap

2. Ontario By Bike Updates

- Cycling and Cycle Tourism Industry Impacts
- 2021 Programs and Marketing Activities

3. Regional and Organization Updates

- Updates and News on Cycling/Cycle Tourism Related Projects

4. Collective Action and Discussion

- What strategic priorities should be the focus to advance sector?

5. Other Business Meeting Summary



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – June 22, 2021**



Greetings From



Simon Lutz
Project Coordinator

Louisa Mursell
Executive Director

Ontario By Bike / Transportation Options



1. Recap: Ontario By Bike Industry Partnership Advisory Committee

www.transportationoptions.org/obbip

Goal

- To make Ontario a top cycle tourism destination in North America

Objectives

- Strategically advance cycle tourism sector in Ontario
- Providing a core information hub for cycle tourism in Ontario
- Cycle tourism destination and product development in Ontario

About

- Informal committee, governance structure guidelines available online
- Meets biannually on web conference, started in 2012
- Last meeting in November 2020

OBBIP Advisory Committee Participants

- A range of representatives from across the Province



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OBBIP Advisory Committee

Regional & Organization & Special Advisory Participants

June 2021

Tourism Windsor Essex Pelee Island - (RTO1)
Haldimand-Norfolk-Oxford - (RTO1)
Venture Niagara - (RTO2)
Hamilton Halton Brant – (RTO3)
Huron County - (RTO4)
Region of Waterloo / Explore Waterloo - (RTO4)
City of Toronto - (RTO5)
York Region - (RTO6)
Durham Region - (RTO6)
Tourism Simcoe County - (RTO7)
Northumberland Tourism - (RTO8)
Cornwall Tourism (RTO9)
Lennox & Addington County - (RTO9)
Ottawa Tourism
County of Haliburton - (RTO11)
Mississippi Mills & Ottawa Valley - (RTO11)

Explorers' Edge - (RTO12)
Discovery Routes Trails Organization - (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) - (RTO13a)
Sault Ste Marie Tourism & Lake Huron N.S. Cycling Route –
(RTO13b)
Tourism Thunder Bay - (RTO13c)

Cross Provincial

Share the Road Cycling Coalition
Waterfront Regeneration Trust
Ontario Trails

Periodic / Special Advisor

Ministry of Transportation
Ministry of Heritage, Sport, Tourism & Culture Industries
Destination Ontario

Louisa Mursell, Executive Director, Transportation Options
Simon Lutz, Project Coordinator, Transportation Options / Ontario By Bike



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2. Ontario By Bike Updates

Cycling and Cycle Tourism Industry Impacts

2021 PLANNING FOR FUTURE CYCLING ACTIVITIES

- 79% are considering making non local travel plans that include cycling in 2021.
 - 63% cross-regional and 49% interprovincial; 26% internationally.

Compared to 2020, cyclists travel plans are expanding from local cycling only, as travel restrictions allow.

- 57% are considering participating in some type of organized cycling activity, including events and tours in 2021.
- 37% of cyclists are ready now or are optimistic that they will be able to cycle with larger groups, of 50 or more.
 - 32% won't return to group cycling until there is a vaccine, and 31% are unsure.

Research - www.TransportationOptions.org/Research

2. Ontario By Bike Updates

Cycling and Cycle Tourism Industry Impacts

THE CYCLING INDUSTRY IS BOOMING

•Increase in number of cyclists and cycling trips

- 69% global increase in requests on google maps for cycling directions
- 10% of adults rode a bike for the first time in one or more years during the pandemic
- 87% plan to stick with bicycling (PeopleforBikes)
- 31% increase bicycle trips on EuroVelo routes post-lockdown
- 50% increase in visitors to Great Allegheny Passage trail (PA/US)
- Road closures in Toronto average 25,000 cyclists per weekend – Popular ActiveTO program returned in 2021
- 95% increase in 2020 cycling trips on Simcoe County roads and trails (Strava Metro)

•Strong demand for bicycles with limited availability of inventory

- 75% increase in sales of bikes in 2020 (US/NDP Group)
- Ebike sales grew 145% in 2020
- First two months of 2021, 130% increase in sales in year over year comparison

•Cycling infrastructure increasing to meet demand

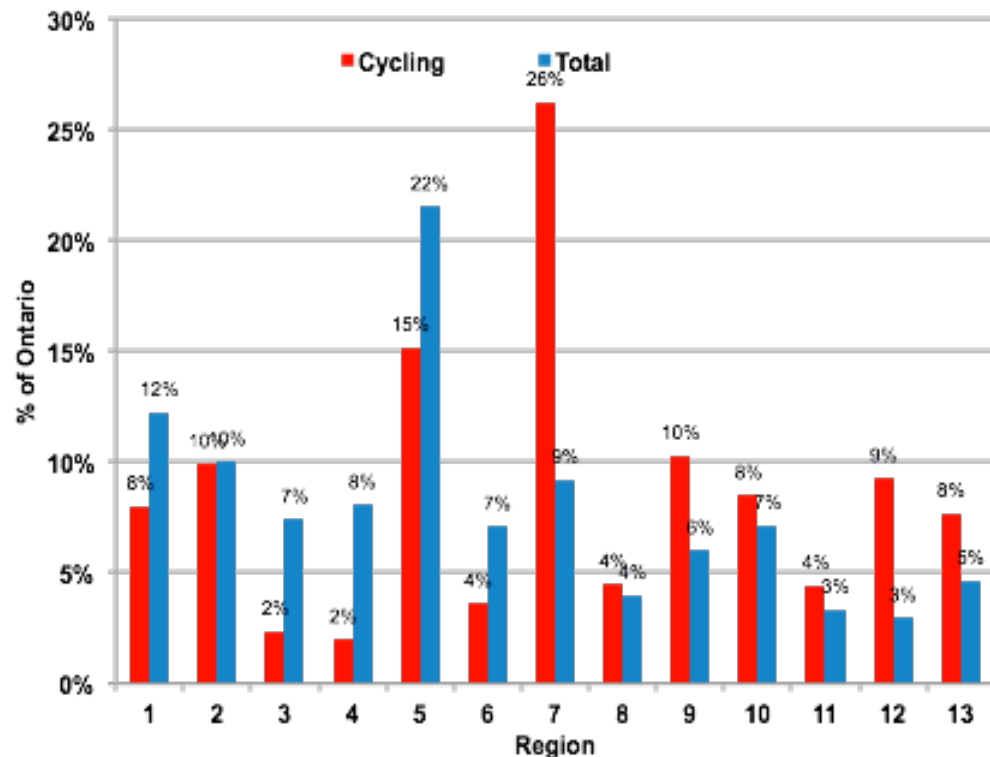
- €1.2B/CDN\$1.8B in funding across 309 cities in Europe for cycling improvements
- Canada announces \$400M for cycling infrastructure

2. Ontario By Bike Updates

Ontario Cycle Tourism Stats & Facts



Destination – Cycling Visits By Region in 2018



In 2018*:

- 1.6 million cycling visits in Ontario, representing 1.2% of total visits in Ontario
- Cycling visitors spent \$893 million accounting for 3.1% of total visitor spending in Ontario

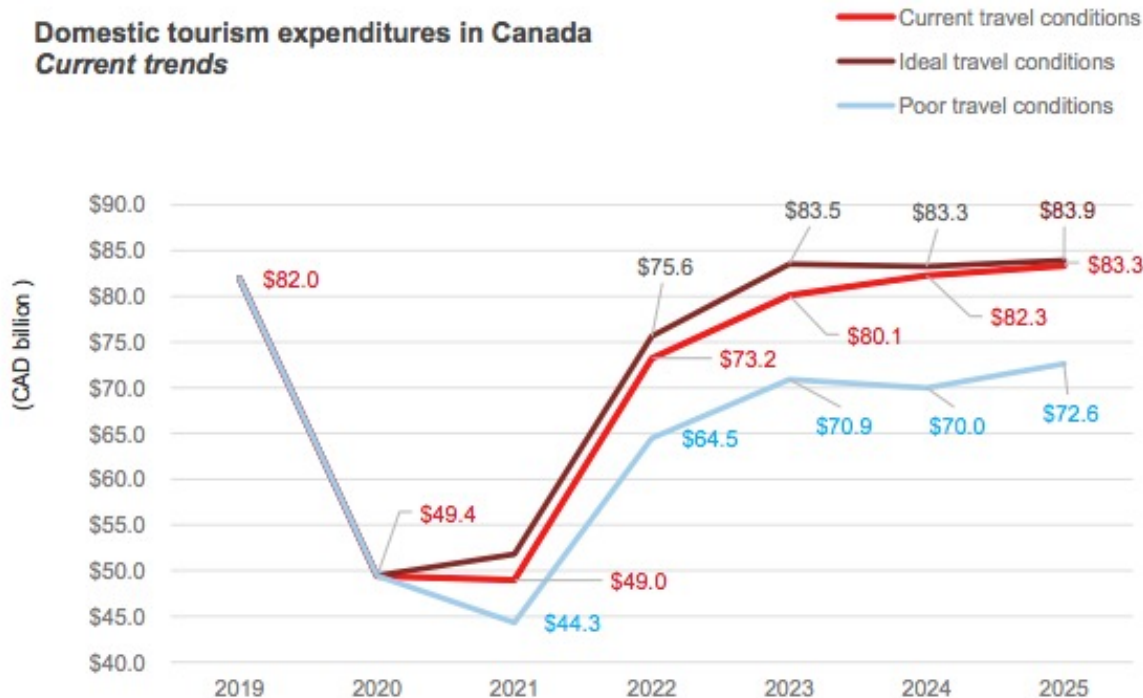
2. Ontario By Bike Updates

Ontario Tourism Forecast & Market Recovery



Domestic tourism spending to rebound faster than international tourism into Canada

Domestic tourism expenditures in Canada
Current trends



- Further growth in domestic travel fuelled by savings; international travel plans switched to domestic travel
- Many variables and assumptions in recovery forecasts
- Cycle tourism can help accelerate the recovery of Ontario's tourism sector



2. Ontario By Bike Updates

Ontario Tourism Forecast & Market Recovery



According to Destination Canada's Resident Sentiment Survey Report, Updated June 15, 2021

- Ontario's **perception of safety towards travel to other destinations** further from home has increased significantly for Ontario and domestic travel, not so much for international travel
 - 82% of Ontarians feel safe when thinking about travelling to nearby communities
 - 72% of Ontarians feel safe when thinking of travelling within Ontario
 - 54% of Ontarians feel safe when thinking of traveling to other parts of Canada
 - 27% of Ontarians' perceived safety is much lower when thinking about travelling to the US and 22% to other international destinations
- Ontario's overall **sentiment towards welcoming visitors** from other parts of the province and Canada has increased significantly
 - 66% of Ontarians would welcome visitors from nearby communities
 - 57% of Ontarians would welcome visitors from other parts of Ontario
 - 48% of Ontarians would welcome visitors from other parts of Canada
 - 25% of Ontarians' would welcome visitors from the US and 19% from other international destinations

Strategic Marketing Considerations:

- Competitive pressures attracting domestic visitors, international travel lure, vaccinations
- High variability and constant changes domestic and global destination; need to be nimble



2. Ontario By Bike Updates

2021 Program and Marketing Activities



Ontario By Bike Network - www.OntarioByBike.ca

- 1,558+ Certified Bicycle Friendly Businesses & Locations in 41 Regions
- 2021 Program Expansion to Huron County and Perth County, St. Marys & Stratford
- 2021 Renewal Partners: Webinars completed and regional resources updated - Explorers' Edge, Northern Ontario, York Region, Simcoe County, Renfrew County/OVTA; Northumberland County; Lanark County; Halton Region; Hamilton; Bruce County; Oxford, Eglin & Middlesex
- Number of Webinars Held: 17 – Total Attendees: 517

Marketing & Promotions

Ontario By Bike Rides 2021

- Strong early demand and sales for rides as announced in February and sold out faster than ever before
- Added second Niagara ride in August due to increased demand
- Cancellation of June Niagara Ride due to Covid-19
- Legacy itineraries online, cyclists making use of them



2. Ontario By Bike Updates

2021 Program and Marketing Activities



Cycling In Ontario Annual Guide

- Online at www.ontariobybike.ca/2021
- Printed 25,000 in English and 10,000 in French
- Distribution across Ontario, Quebec, smaller quantities to USA
- 48-pages, driving traffic to businesses, partner websites & OntarioByBike.ca
- Strong demand for 2021 Cycling in Ontario Guide
- 70% of 35,000 Cycling in Ontario Guides distributed between February and April 2021
- Over 9,000 digital views and downloads to date
- New distribution channels in 2021 incl. Canadian Cycling Magazine insert



Readers Feedback Survey Results 2020

- 76% found the guide 'useful' or 'very useful' when planning a cycling trip (15% didn't make any cycling plans last year due to COVID)
- 53% of readers visited a destination featured in the 2020 guide (30% did not take any cycling trips last year due to COVID)



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2. Ontario By Bike Updates

2021 Program and Marketing Activities



Ontario By Bike Digital Stats

Ontario By Bike Website

Jan – June, 2021

- 100,310 Users
(**+56.63% YOY**)
- 128,350 Sessions
(**+58.85% YOY**)
- Average 22,000 Sessions per Month

Ontario By Bike E-Newsletter

- 15,750 Subscribers
- Avg. Open-Rate: 42%
- Avg. Click-through Rate: 17%

Ontario By Bike Social Media

- **Facebook:**
- 5,963 Page likes
- **Instagram:**
- 3,396 Followers



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2. Ontario By Bike Updates

2021 Program and Marketing Activities



2021 Destination Ontario Marketing Partnership

- Digital marketing campaign - Social Media & Google Display Network June 7 – July 5
- New photo and video assets
- Influencers for Ontario By Bike Rides
- Assisting with distribution of Cycling in Ontario Guide
- Ontario By Bike Website upgrades

Early Campaign Results June 7 – June 21:

Website Visitors	Website Sessions	Social Media Growth
19,456 Users	23,864 Sessions	+243 FB Likes
+46.52% YOY	+50.86% YOY	+611 IG Followers



DESTINATION
ONTARIO

2. Ontario By Bike Updates

2021 Program and Marketing Activities



Other Ontario By Bike Info & Activities

- 2021 Business Awards: Third year of awards – Excellent media coverage
- Ongoing Google Grants Ad campaign
- Assisted media with numerous articles and interviews
- **Consulting Projects:** Smiths Falls Cycle Tourism Assessment; South York Greenway Feasibility Study (with WSP)

Industry Affiliations & Advocacy

- Continued participation in numerous tourism industry groups and committees, regionally and provincially
- Tracking recovery across Canada and in US

How can Ontario By Bike support your recovery?

What can we share with our community on your behalf?



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EXPLORE



OBBIP Advisory Committee

3. Regional & Organization Cycle Tourism Updates

What's new in cycle tourism with your organization and/or business?

What's new in cycle tourism in your region? Bigger picture

Tourism Windsor Essex Pelee Island - (RTO1)

Haldimand-Norfolk-Oxford - (RTO1)

Venture Niagara - (RTO2)

Hamilton Halton Brant – Brent Kinnard (RTO3)

Huron County - (RTO4)

Region of Waterloo / Explore Waterloo - (RTO4)

City of Toronto - (RTO5)

York Region - (RTO6)

Durham Region - (RTO6)

Tourism Simcoe County - (RTO7)

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Michael Bertuzzi, Transportation Options Board of Directors Representative



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Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

Looking Ahead

4. Collective Action & Discussion

What strategic priorities should be the focus to advance cycling and cycle tourism sector moving forward and to meet Covid-19 challenges in 2021 and beyond?

- Promotions and marketing
- Product development
- Capturing data and impact metrics
- Advocacy and other efforts

How can Ontario By Bike support your recovery?

What can we share with our community on your behalf?



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Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

5. Other Business / Meeting Summary

- Meeting notes will be shared with all
- Next web conference



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*Thank you for
joining us!*

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Also see contact sheet for
Advisory Committee participants