



Ontario By Bike Industry Partnership Advisory Committee Web Conference

November 18, 2021

www.transportationoptions.org/obbip
www.ontariobybike.ca

*T*ransportation
*O*ptions

Web Conference Agenda:

1. Welcome and Introductions

- OBBIP & AC Recap

2. Web Poll

- What can OBB & OBBIP do to assist in 2022

3. Ontario By Bike Updates

- 2021 review and 2022 programs and marketing activities

4. Regional and Organization Updates

- Updates and news on cycling/cycle tourism related projects

5. Poll Review & Discussion of Potential Strategic Actions

6. Other Business Meeting Summary



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 18, 2021**



Greetings From



Peter McMurtry
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 June 2021

OBBIP Advisory Committee Participants

- A range of representatives from across the Province



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OBBIP Advisory Committee

Regional & Organization & Special Advisory Participants

November 2021

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

Ottawa Valley & Lanark County - (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
Peter McMurtry, Project Coordinator, Transportation Options / Ontario By Bike
Michael Bertuzzi, Transportation Options Board of Directors Representative



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2. Web Conference – POLL

- Participate at anytime during meeting
- LINK: www.menti.com, enter code **2394 5565**
- We'll summarize at end of updates and discuss, plus share results after



*Frame of reference: The global bike boom continues
(sales, interest in cycling & cycle tourism) plus more local travel*

Question:

What can OBB & OBBIP do to advance cycling & cycle tourism in Ontario?

i) Province wide - suggestions & ideas on initiatives for collective action

ii) Initiatives we can support for your organization/region

- Example may include: Promotions and marketing; Product development; Capturing data and impact metrics; Advocacy and other efforts

How can OBB & OBBIP support your recovery?

What can we share with our community on your behalf?

3. Ontario By Bike Updates

Reaching & Engaging Cyclists

Cycling in Ontario/Le vélo en Ontario

www.ontariobybike.ca/2021

- Printed and distributed 35,000 copies (25k in English, 10k in French) of our 9th annual popular publication, increasing size to 48 pages
- Unprecedented demand for the publication in 2021, 73% were distributed by end of March 2021
- New distribution channel - insert to subscribers of Canadian Cycling magazine; continued with distribution to Vélo Mag subscribers, both offsetting closures of tourism info centres and businesses, plus event cancellations
- Over 18,000 digital views and 2,300 copies mailed directly upon request to individuals in Ontario, Canada and USA

- 62% of readers visited destinations featured in 2021 guide
- 82% found the guide 'useful' or 'very useful' when cycling planning a trip 2021

2022 – 10th Annual Edition

- Sales closed Nov. 15; large interest from partners; back to 40k print. Content development underway.



3. Ontario By Bike Updates

Reaching & Engaging Cyclists



Ontario By Bike Digital Stats – www.ontariobybike.ca

Ontario By Bike Website

YTD: Jan – Nov 2021

- 194,400 Users
(+18% YOY)
- 460,500 Pageviews
(+18% YOY)
- Average 63,000 pageviews & 27,000 users per summer month
- June campaign

Ontario By Bike E-Newsletter

- 16,200 Subscribers
- Avg. Open-Rate: 44%
- Grew by 885, with no shows/events

Other Media

- 25 articles (incl CBC)
- Influencer campaign

Ontario By Bike Social Media

Facebook

- 7,400 followers

Instagram

- 4,050 followers



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3. Ontario By Bike Updates

Reaching & Engaging Cyclists

Ontario By Bike Rides

- Huge demand and interest for weekend long rides, with 3 out of initial 4 offered selling out within a month of announcement, a 5th added but cancelled due to COVID-19
- Ride destinations included: Sarnia Lambton; Niagara Circle Route South; 1000 Islands & St. Lawrence River; Cataraqui Trail, Napanee & Kingston
- Legacy itineraries created & available online
- Economic impact of the Cataraqui Kingston Cruiser – 2 day & 1 night weekend was \$373 per person, total \$14,917
- Ontario By Bike certified bicycle friendly businesses exclusively used for accommodations and catering, where possible
- 150 guest riders, plus 26 staff/volunteers for season
 - 9.4 average out of 10, rating how enjoyable was ride overall
 - 9.6 out of 10, likelihood to join another ride





3. Ontario By Bike Updates

Reaching & Engaging Cyclists

Marketing Partnership with Destination Ontario

- Social media campaign - In June we ran a successful social media campaign that generated 1,023,580 impressions and 16,663 clicks, with a 1.63% CTR and a \$0.33 CPC
- Influencer campaign – Reaching new audiences through their platforms we worked with the following influencers: Travelling Mitch; JustinplusLauren; Wandering Wagars; JourneyWoman
- Additionally Destination Ontario assisted with outreach and promotion of cycle tourism through their own channels, distribution of guide and e-newsletter, photo and video crews to capture 2 of our rides to updating their image bank
- Website upgrades- Some front-end design and necessary back-end upgrades, launched November 1, features include:
 - New CMS migrating to customized Wordpress, updating from CMS no longer supported
 - Improved user experience and back-end for administration of bicycle friendly businesses platform
 - Events calendar upgrades for 2022
 - Accessibility compliant & improvements to mobile user experience

3. Ontario By Bike Updates

For Industry Partners & Ontario By Bike Certified Businesses

- 19 webinars hosted for 550 registered attendees in 2021
- 137 new businesses certified as bicycle friendly by Ontario By Bike to date in 2021, making total across Ontario – 1,569
- Continued administration of certification program and representation of all regions cycling product online
- Expanded to 2 new regions (Huron County and Perth County, Stratford, St Marys) for a total of 42 participating regions across Ontario
- Destination renewal partners and regions in 2021 included: Explorers' Edge (RTO12), Northern Ontario (RTO13bc), York Region, Simcoe County, Renfrew County/OVTA, Northumberland County, Lanark County, Halton Region, Niagara Region
- 2 Ontario By Bike Industry Partnership Advisory Committee web conferences hosted
- New website, easier to manage listings, improved user experience
- Extensive marketing campaign and extended reach for our print and digital resources

2022 Looking Ahead - Ontario By Bike

- 2022 Ontario By Bike Ride destinations will be announced and sales commence in late February 2022
- The 2022 – the 10th annual Cycling in Ontario/Le vélo en Ontario guide will be available for distribution late February 2022
- Return to shows and events: Toronto Outdoor Adventure Show; Montreal Bike Show and more...
- Anticipate being able to activate another robust and far reaching marketing campaign promoting cycle tourism in destinations across Ontario in 2022
- Destination partners and regions due for renewal in 2022 include: Ottawa; Sarnia Lambton; London; Brant/Brantford; Windsor/Essex; N.Hastings/Frontentac/L&A; Waterloo Region – hosting webinars & verifying certification
- Improvements and updates to our cycling events listings web page
- Working on plans to host the Cycle Tourism Conference Canada in March/April 2022, and have a collection of interesting speakers and program ideas to share, plus will look to OBBIPAC for programming suggestions and ideas on speakers
- and so much more

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How can OBB & OBBIP support your recovery?

What can we share with our community on your behalf?

OBBIP Advisory Committee

4. 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 – (RTO3)
Region of Waterloo / Explore Waterloo - (RTO4)
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5. Poll Review and Discussion of Potential Strategic Actions

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- Summary & Discussion



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- We'll share results in post meeting notes

What can OBB & OBBIP do to advance cycling & cycle tourism in Ontario?

Getting more buy-in from Destination Ontario to promote cycling at various related consumer shows in and outside of the province.

Data capture is critical in product development - perhaps looking at obtaining the advanced platform for Strava (heat maps) will assist.

Metrics - have had requests for more specific metrics on economic return, specifically stats/metrics that capture ROI for each dollar spent on cycling infrastructure. The more regional the data the better (i.e. RTO, municipality).

Continued emphasis on data collection - return on investment in cycling infrastructure to promote cycling tourism. If there are ROI data from Bicycle Friendly Communities, Share the Road can include in Feedback Reports, websites, e-newsletters, etc.

Promotion/Advocacy for product development. WRT needs funding for signs on the Great Lakes Waterfront Trail expansion north of Simcoe County to Sudbury. Will enhance cross-regional and provincial cycling, benefitting local communities and businesses.

Continue to promote cycling events.

FedDev has a few grants that will support infrastructure projects that support green initiatives and sustainable tourism. Building out cycle infrastructure (trails, bike racks, secure bike storage, bike shelters, water stations, etc).

FedDev will also support bike share programs in municipalities.

Product development with deliberate links to accommodations, culinary and cultural tourism (\$\$). Our trail use is up 200% but cyclists are not necessarily spending.

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

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