

Ontario By Bike Industry Partnership Advisory Committee Web Conference

November 22, 2018

www.transportationoptions.org/obbip

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Web Conference Agenda:

1. Welcome and Introductions

OBBIP & AC Recap

2. Ontario By Bike Update

- Marketing and Promotions
- Research, Conference, Strategic Plan

3. Regional and Organization Updates

- Advisory Committee participants' program and projects roundtable
- 4. Strategic Priorities for Sector: Discussion
- 5. Other Business / Meeting Summary





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
- Aligns well with MTCS Tour By Bike goals and objectives

Objectives

- Development of a strategy for cycle tourism 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 February 2018

OBBIP Advisory Committee Participants

A range of representatives from across the Province





OBBIP Advisory Committee

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

2018



2019

Windsor Eats – Adriano Ciotoli (RTO1)

Haldimand-Norfolk Health Unit – Michele Crowley (RTO1)

Venture Niagara – Sue Morin (RTO2)

Hamilton Halton Brant – Brent Kinnard (RTO3)

City of Hamilton - Brenda Branch (RTO3)

Huron – Bob Payne (RTO4)

Waterloo Tourism / Region – Alison Rath & Kevan

Marshall (RTO4)

City of Toronto – Jen Hyland (RTO5)

York Region – Shawn Smith (RTO6)

Durham Region – Lori Talling (RTO6)

Tourism Simcoe County – Brendan Matheson (RTO7)

Northumberland Tourism – Cori Arthur (RTO8)

Brockville Tourism – Katherine Hobbs (RTO9)

Prince Edward County – Karen Palmer (RTO9)

Ottawa Tourism – Kelly Hausser & Cloe Drouin (RTO10)

County of Haliburton – Amanda Virtanen (RTO11)

Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)

Explorers' Edge – Erin Smit (RTO12)

Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)

Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)

Lake Huron North Shore Cycling Route – Michael Wozny (RTO13b) City of Thunder Bay – John Cameron & Nicki Schiewe (RTO13c)

Cross Provincial

Share the Road Cycling Coalition – Jamie Stuckless Waterfront Regeneration Trust – Marlaine Koheler Ontario Trails - Patrick Connor

Periodic / Special Advisor

Ministry of Transportation – Dawn Striffler Ministry of Tourism Culture & Sport – Kim Johnson Destination Ontario / OTMPC - Steve Bruno

Louisa Mursell, Executive Director, Transportation Options
Michael McCreesh, Project Manager, Transportation Options / Ontario By Bike
Transportation Options Board of Directors Representative/s



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2. Ontario By Bike - Transportation Options:

Status Update



Ontario By Bike Network - www.OntarioByBike.ca

- Most regions now participating 39 in total
- 1,510 + business and locations certified as bicycle-friendly
- 77 workshops and 2,250 workshop attendees
- 2019 & 2018 renewal partners

Marketing & Promotions

- Digital Marketing Campaign: Spring 2018 campaign promoting MTL Bike Show, cycling in Ontario Spring & Summer 2018, drove significant traffic to site through Google & Facebook ads. Summer campaign halted due to Provincial spending freeze, potential for 2019 restart.
- Webstats: 575k page views, 220k users year to date
- Fall / Winter Events: A number attended in Fall. February includes Montreal/Toronto Bicycle Shows and Toronto Outdoor Adventure Show
- Ontario By Bike Rides: 4 weekend tours in 2018. 2019 schedule out in February. Case studies and economic impact on research page
- Cycling Jerseys: New & available at shows/events & on rides









Ontario By Bike - Transportation Options Status Updates



2019 Marketing Partnerships

- Cycling in Ontario / Le vélo en Ontario Guide
 - All 40,000 copies of 2018 distributed early
 - 2019 sales complete with many new and past partners participat
 - New print & digital version available end of February
 - Need partners news for editorial and photos for consideration
- Event Partnerships: Ontario & Quebec Shows
- Digital Partnerships: Limited space still available for digital ads on w content partnerships



Research

- Number of new primary and secondary research reports available:
 Best Practices Research for Businesses (Int'l)
- More primary research coming Winter 2019
- www.TransportationOptions.org/Research







Ontario By Bike - Transportation Options Status Updates

Ontario By Bike

Destination Bike:

Cycle Tourism Conference Canada 2019

- Save the Date March 1, Toronto
- Key Pillars: Developing Marketing Serving Measuring
- International, Canada & Ontario speakers Submit proposals or share suggestions
- Sponsorship opportunities available
- More announcements & registration to open in December www.OntarioByBike.ca/CTC19



Ontario By Bike Strategic Plan 2019 – 2021

Strategic directions and tactical actions to:

- Enhance digital and print marketing and communications promoting cycle tourism
- Further develop Ontario's cycle tourism product and bicycle friendly destinations
- Support the sector by completing cycle tourism research
- Develop additional industry partnerships, communications and further advocacy efforts supporting cycle tourism
- Overview at <u>www.OntarioByBike.ca/Strategicplan</u>



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Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

Looking Ahead

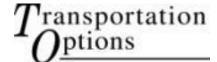
- 4. Strategic Priorities for Sector: Discussion
- New government
- 5. Other Business / Meeting Summary
- Meeting notes will be shared with all
- Next web conference







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Thank you for joining us!

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Industry Partnership
Advisory Committee
Web Conference
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Also see contact sheet for Advisory Committee participants