



Ontario By Bike Industry Partnership Advisory Committee Web Conference

November 23, 2022

www.transportationoptions.org/obbip

www.ontariobybike.ca

*T*ransportation
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YEARS

Web Conference Agenda:

1. Welcome and Introductions

- OBBIP & AC Recap

2. Web Poll

- Cycle Tourism Conference Canada 2023 – Programming Ideas & Suggestions

3. Ontario By Bike Updates

- 2022 review and 2023 programs

4. Regional and Organization Updates

- Updates and news on cycling/cycle tourism related projects

5. Poll Review & Discussion

6. Other Business Meeting Summary



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 23, 2022**



Greetings From



Louisa Mursell
Executive Director

Peter McMurtry
Project Coordinator

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 web conference in November 2021, facilitated meeting via written updates shared in July 2022

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 2022

Tourism Windsor Essex Pelee Island - (RTO1)
Norfolk-Oxford - (RTO1)
Venture Niagara - (RTO2)
Hamilton Halton Brant/Brantford – (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)
Visit the County (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 - (RTO13b)
Destination Northern Ontario & 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 Poll – Cycle Tourism Conference 2023: Programming Ideas & Suggestions



Cycle Tourism Conference Canada is scheduled for March 2, 2023 at Centennial College Event Centre, Toronto.

Learn from and join the conversations and discussions with keynote presentations and concurrent sessions from Canadian and international speakers that will feature the latest trends and opportunities relating to one of the fastest growing tourism sectors in Canada, and worldwide: cycle tourism.

www.ontariobybike.ca/ctc23

KEY PILLARS

Developing | Marketing | Serving | Measuring

Developing cycle tourism destinations and products
Growing the cycle tourism market through emerging trends
Marketing cycle tourism product and experiences
Serving the cycle tourist market
Measuring the impact on destinations and businesses

Web Poll Questions:

- 1. What would you like to learn more about to assist with your efforts in developing, marketing, servicing, measuring cycle tourism?**
- 2. Do you have any specific ideas on speakers, organizations or businesses, you suggest we reach out for the conference?**

Participate at anytime during meeting

LINK: www.menti.com/albd22qcqyon/0

Or www.menti.com, enter code 6849 0094



We'll summarize at end of updates and discuss, plus share results after

Submit a speakers proposal before Dec 16: www.surveymonkey.com/r/ctc23proposals

Sponsorship packages also available: www.ontariobybike.ca/ctc23

3. Ontario By Bike Updates

Reaching & Engaging Cyclists

Cycling in Ontario/Le vélo en Ontario

- 10th annual print edition
- Printed and distributed 40,000 copies (27.5k in English, 12.5k in French), 5,700 digital reads/downloads
- Strong & early distribution to visitor info centres (+OTICs) and partners, plus VeloMag (7.5k) and *new* Canadian Cycling subscribers (9.5k)
- 2022 Readers Survey: very positive
 - 54% of readers visited destinations featured in 2022 guide
 - 83% found the guide 'useful' or 'very useful' when planning a cycling trip in 2022

www.ontariobybike.ca/2022



2023 – 11th Annual Edition

- Sales closed Nov. 18
- 40 partners for 2023
- Content development underway.

Digital Partnerships 2023

- 2023 digital partnerships available for digital ads and sponsored blog content
- 15 partners for 2023
- Many months now sold out



3. Ontario By Bike Updates

Reaching & Engaging Cyclists



Ontario By Bike Website – www.ontariobybike.ca

- New website launched in late 2021 continues to perform well, remaining the go to trip planning source for cyclists
- New events listing page and format working well, extensive outreach to event organizers
- Submit 2023 cycling events & view at: www.ontariobybike.ca/events
- Traffic increased through summer cycling months

Digital Community

- Posted 15 blogs, active in social media and popular monthly consumer e-newsletter sent March to October reaching over 16,000 subscribers

Shows & Events

- Spoke at Ontario Bike Summit, April 7
- Booth at Outdoor Adventure Show Toronto – April 29, 30, May 1 – Plus presentation on Canada Stage
- Booth at Paris to Ancaster Race Expo, April 24
- Booth at Bike for Brain Health, June 5
- Booth at Bloor West Street Fest, July 16

Media Relations

- Actively engaging media with press releases and interviews

3. Ontario By Bike Updates

Reaching & Engaging Cyclists

Ontario By Bike Rides 2022

- 150 cyclists on 4 weekend tours – most rides sold out
- Ride destinations included: Essex Windsor Loop; Uxbridge Kawarthas Rail Trail; Lanark Trail Tour; Hamilton Brantford Port Dover Trail Ride
- Legacy itineraries created & available online. Feedback from cyclists at shows – they are using online legacy itineraries
www.ontariobybike.ca/resources/itineraries
- Presented in partnership with CAA



EXPLORE
ONTARIOBYBIKE.CA

**ONTARIO BY BIKE
2022 RIDES**

WEEKEND TOURS
Just Bring Your Bike and Ride!

JUNE
Essex Windsor Loop

JULY
Uxbridge Kawarthas Rail Trail

AUGUST
Lanark Trail Tour

SEPTEMBER
Hamilton Brantford Dover Trail Ride

IN PARTNERSHIP WITH
CAA

ONTARIOBYBIKE.CA/RIDES



3. Ontario By Bike Updates

For Industry Partners & Ontario By Bike Certified Businesses

- 12 webinars hosted for 280 registered attendees in 2022, plus 2 in-person workshops hosted for 45 attendees
- 60 new businesses certified as bicycle friendly by Ontario By Bike to date in 2022, making total across Ontario – 1,629
- Continued administration of certification program and representation of all regions cycling product online
- Expanded to new region Guelph & Wellington County and program expansion in Toronto, for a total of 42 participating regions across Ontario
- Destination renewal partners and regions in 2022 included: Sarnia Lambton, London, Brant/Brantford, Windsor/Essex, N. Hastings/Frontenac/L&A, Waterloo Region, Norfolk County, Prescott Russell, Ottawa
- Destination renewal partners and regions for 2023 include: Peterborough & the Kawarthas, City of Kawartha Lakes, Haliburton Highlands, Durham Region, Chatham Kent, Grey County
- Published sector research report: [Ontario Cycle Tourism & Cycling Activity Report 2021/2022](#)
- Completed a number of consulting projects for destinations around Ontario

2023 Looking Ahead - Ontario By Bike

Cycle Tourism Conference 2023

- March 2, 2023, Centennial College Event Centre, 937 Progress Ave, Toronto
- 5th edition of conference, full day event, Canada's only Cycle Tourism Conference
- Canadian and international speakers, featuring latest trends and opportunities for one of fastest growing tourism sectors in Canada
- Pre-program info online now, registration details to come, conference sponsorships available

2019 conference delegate survey:

- *87% felt the conference provided them the information and tools needed to further develop their cycle tourism product*
- *84% made useful connections through networking with other conference attendees and speakers*

Other projects:

- 2023 Ontario By Bike Ride destinations will be announced and sales commence in late February 2023
- The 2023 – the 11th annual Cycling in Ontario/Le vélo en Ontario guide will be available for distribution late February 2023
- Destination Partner Renewals
- Shows and events: Toronto Outdoor Adventure Show; Montreal Bike Show and more...

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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

Transportation
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YEARS