



Ontario By Bike Industry Partnership Advisory Committee Web Conference

October 16, 2019

www.transportationoptions.org/obbip

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Web Conference Agenda:

1. Welcome and Introductions

- OBBIP & AC Recap

2. Ontario By Bike Update

- 2019 and 2020 programs and marketing activities

3. Regional and Organization Updates

- Advisory Committee participants' program and projects roundtable

4. Collective Action & 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 – October 16, 2019**



Greetings From



Louisa Mursell
Executive Director
Transportation Options



Simon Lutz
Project Coordinator
Ontario By Bike



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

- 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 October 2018
- Cycle Tourism Conference March 2019

OBBIP Advisory Committee Participants

- A range of representatives from across the Province



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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

2019  **2020**

Tourism Windsor Essex Pelee Island – Lionel Kernerman (RTO1)
Haldimand-Norfolk-Oxford – Jaymie Nelson (RTO1)
Venture Niagara – Sue Morin (RTO2)
Hamilton Halton Brant – Brent Kinnard (RTO3)
City of Hamilton - Brenda Branch (RTO3)
Huron County – Jennifer Burns (RTO4)
Waterloo Tourism / Region – Mallory Manchur & Kevan Marshall (RTO4)
City of Toronto – Adam Sweanor (RTO5)
York Region – Diane Kakamousias (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 – Rebecca Lamb (RTO9)
Ottawa Tourism – Kelly Haussler & Catherine Callary
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)
Thunder Bay – Nicki Schiewe (RTO13c)

Cross Provincial

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

Periodic / Special Advisor

Ministry of Transportation – Dominique.Facinato
Ministry of Tourism Culture & Sport - Emma Pietropaolo
Destination Ontario / OTMPC – Claude Aumont

Louisa Mursell, Executive Director, Transportation Options

Simon Lutz, Project Coordinator Transportation Options / Ontario By Bike

Michael Bertuzzi, Transportation Options Board of Directors Representative



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2. Ontario By Bike - Transportation Options:

Status Update

Ontario By Bike Network - www.OntarioByBike.ca



- Remaining regions yet to participate: Huron County, Perth, Wellington, Dufferin (RTO4 &6); North west Ontario (RTO13c)
- 1,568 + business and locations certified as bicycle-friendly
- 2020 renewal partners: South Eastern Ontario; Manitoulin Island and LeCloche Foothills; Peterborough & City of Kawartha Lakes; Haldimand & Norfolk Counties; Haliburton Highlands; Grey County; Niagara Region; Durham Region; Chatham Kent; Prescott Russell

Marketing & Promotions

- **Ontario By Bike Rides:**
 - 4 weekend tours in 2019 – Trent Severn Trail Tour; 1000 Islands St. Lawrence River Ride; Ottawa City & Country; Oxford Rural Roads
 - 141 total number of riders
 - All but 1 ride sold out, most well in advance
 - Extremely high rider satisfaction and return rate
 - Economic impact: 3 day tour \$553 pp, \$21k total; 2 day tour \$371pp, \$14.5k total
 - Legacy itineraries online, cyclists making use of them
 - 2020 rides to be announced in February



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Ontario By Bike - Transportation Options

Status Updates



2019/2020 Marketing Partnerships

- **Cycling in Ontario / Le vélo en Ontario Guide**
 - Close to 40,000 copies of 2019 distributed early
 - Almost 16,000 digital views & downloads
 - Readers survey: Over 85% found the guide "Useful" or "Very Useful" in planning a cycling trip; More than 62% of readers visited a destinations featured in the 2019 Cycling in Ontario Guide; Over 75% shared the guide with friends or family
 - 2020 sales about to commence with new print & digital version available end of February
 - We need partners news for editorial and photos for consideration

Watch for email and info to be placed on OntarioByBike.ca/2020marketing

- **Event Partnerships:**
 - Ontario & Quebec Shows, 8 partners 8 shows/events
 - Both Toronto & Montreal Bike Shows are changing venues in 2020
- **Digital Advertising & Content Development:**
 - Leaderboard, Skyscraper, Event Banners, Enewsletter Banners – generated exposure and leads for partners
 - Content development with blog postings reached large audience, up to 1,600 reads each



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Ontario By Bike - Transportation Options Status Updates

Research - www.TransportationOptions.org/Research

Number of new primary and secondary research reports available:

- [Cycle Tourism in Ontario: A Report on the State of Ontario's Cycle Tourism Sector \(2019\)](#)
New in February 2019, an update on 2015 report [From Niche to Now](#). Includes new primary research and data shared from a variety of partners and sources, providing insight into the status of this growing tourism sector, and comparing data to earlier years, to track growth and changes.
- [Developing Cycling Itineraries for the Cycle Tourism Market \(2019\)](#)
Examining examples world-wide and best practices research and to provide recommendations for developing cycling itineraries for the cycle tourism market and also work towards recommending and creating a standardized itinerary template for display and promotional purposes.
- [Best Practices for Cycle Tourism Wayfinding \(2019\)](#)
Highlights the best practices for cycle tourism wayfinding with an aim to provide a snapshot of successful initiatives and recommendations to help future decision-making as it relates to the implementation cycle tourism wayfinding projects.
- [Best Practise Research for Businesses in Cycle Tourism \(2018\)](#)
- Currently completing Cycling Events Report, based on survey issued in Summer 2019



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Ontario By Bike - Transportation Options Status Updates

Cycle Tourism Conference Canada

- Over 150 attended, March 1, 2019
- 87% felt the conference provided them the information and tools needed to further develop their cycle tourism product
- All presentations available online OntarioByBike.ca/ctc19

Consulting

- Currently working on a number of projects for Ontario partners

New Projects

- Several funding applications were submitted in 2019 for new projects, status YTD





EXPLORE



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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 sector?

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