



Ontario By Bike Industry Partnership Advisory Committee Web Conference

October 14, 2015

www.transportationoptions.org/obbip

*T*ransportation
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Web Conference Agenda:

1. Welcome and Introductions

3. Regional and Organization Updates

- Advisory Committee participants' program and projects roundtable

2. Ontario By Bike and OBBIP Update

- 2015 Ontario cycle tourism sector research
- Ontario By Bike 2015 program and marketing update
- 2016 Ontario By Bike – Transportation Options Projects
 - Spring conference; regional research; 2016 Cycling in Ontario publication ...

4. 2016 / 2017 Priorities for Committee and Partnership

5. Other Business / OBBIP Meeting Summary

- Next web conference



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OBBIP Advisory Committee

Regional & Organization Cycle Tourism Updates

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

What's new in cycling in your region? Bigger picture

2015



2016

Essex County – John Scott (RTO1)
Norfolk County – Clark Hoskin (RTO1)
Venture Niagara – Sue Morin (RTO2)
City of Hamilton - Daryl Bender (RTO3)
Huron - Con Melady (RTO4)
Waterloo/ Cambridge - Don Pavey / Matthew Sweet (RTO4)
City of Toronto - Christina Bouchard (RTO5)
Region of Peel - Wayne Chan, Erika Duque (RTO6)
Hills of Headwaters Tourism Association – Michele Harris (RTO6)
Durham Region – Kerri King (RTO6)
Cycle Simcoe – Brendan Matheson (RTO7)
Northumberland County – Cori Arthur (RTO8)
Brockville Cycles - Alan Medcalf (RTO9)
Ottawa Tourism - Megan Peckford / Catherine Frechette (RTO10)
Haliburton HKPR Heath Unit – Sue Shikaze (RTO11)
Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)
Pedaling for Parkinson's / Parry Sound ATC – Peter Istavan (RTO12)

Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)
Lake Huron North Shore Cycling Route & Velorution – Michael Wozny (RTO13b)
Thunder Bay Tourism – John Cameron (RTO13c)
Cross Provincial
Bike On Tours – Harold Pulver
IMBA – Lora Woolner
Share the Road Cycling Coalition – Jamie Stuckless
Waterfront Regeneration Trust – Marlaïne Koheler
Ontario Trails - Patrick Conner
Periodic / Special Advisor
Ministry of Transportation - Michael Canzi
Ministry of Tourism Culture & Sport – Johanna White
OTMPC - Steve Bruno

Louisa Mursell, Executive Director, Transportation Options

Michael McCreesh, Project Coordinator, Transportation Options / Ontario By Bike

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Ontario By Bike - Transportation Options Ontario Cycle Tourism Sector Report

A 24-page industry report includes 2014 primary research and also information that has been compiled from over 35 sources. Published in February 2015. Highlights provided in last web conference.



This research includes insight into:

- Cycle tourists demographics and travel behaviours
- Cycling events and the associated economic impacts
- Cycle tourist preferred info sources (pre-trip and on holiday).
- Impact of cyclists on various businesses from welcoming cyclists.
- Key transportation including ferries, trains and bike share programs and how they help paint a picture of cycle tourism in the province, by tracking cyclists.

Download PDF at

www.OntarioByBike.ca/from-niche-to-now

Additional Research at

www.transportationoptions.org



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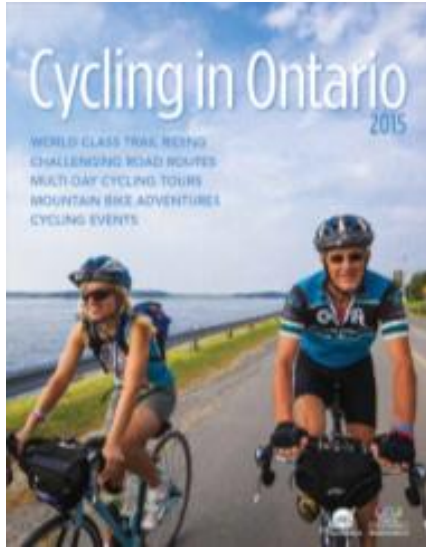




Ontario By Bike - Transportation Options

Program & Marketing Updates

2015 Cycling in Ontario / Le vélo en Ontario Publication



Online At - www.ontariobybike.ca/2015

- 35,000 copies distributed (25,000 in English & 10,000 in French)
- Distributed at major consumer shows and cycling events
- Ontario Travel Information Centres & regional/local visitor information centres
- Tourism businesses inc; accommodations, markets, wineries & major attractions
- Inclusion in Cycle Toronto's 'Bike To Work' Give-A-Way Bags
- Cycling clubs, bike retailers & outdoor apparel stores
- Email Marketing/ Social Media – Generating 11,000 digital 'reads'
- Direct Mail Fulfillment (1,000+) through Ontario By Bike

What cyclists thought?

- 80%+ found it **“valuable”** when planning their cycling trip
- 75% **visited a destination** featured in the guide
- Over 40% **visited a business** featured in the guide
- 70% **shared the guide** with friends or family

2015 partners include: RT01 / Ontario's Southwest; Norfolk County; Oxford County; Halton Region; RT0 3 / Hamilton Halton Brant; Durham Region; Northumberland County; City of Kawartha Lakes; Niagara Parks; Ottawa Tourism; County of Renfrew / Ottawa Valley; Grey County; Tourism Windsor Essex Pelee Island; Brockville Chamber of Commerce; St. Lawrence Parks, RT0 9 / The Great Waterway and Prescott Russell; plus Waterfront Regeneration Trust, The Greenbelt Foundation and Metrolinx.



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Ontario By Bike - Transportation Options Program & Marketing Updates



Ontario By Bike Network - www.ontariobybike.ca

- 33 regions participating
- 1000 + business and locations certified as bicycle-friendly
- 59 workshops and 1,720 workshop attendees
- Spring 2015 Workshops: Sarnia, London, North Bay, Brantford, Kitchener/Waterloo & Cambridge
- Fall Workshops: Georgina (York Region) / other possible workshops in discussions
- Summer 2015 Site Visits at 30 locations (Northumberland County & Halton Region)

Marketing & Promotions

- New Website – Responsive design, improved navigation / user experience, French
- New promotional video, played at all Ontario Tourism Info Centres – bit.ly/1ilwlc2
- Ontario By Bike Rides 2015 - Hosted x2 weekend cycling tours with 55+ recreational cyclists creating legacy cycling itineraries in Ontario – now available online.
 - June – Uxbridge/Lindsay /Peterborough
 - September – Hamilton/Brantford/Port Dover



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Ontario By Bike - Transportation Options Program & Marketing Updates for 2016



Ontario Cycle Tourism Forum 2016 – Winter/Spring Conference in Toronto

- 3rd Ontario Cycle Tourism Forum (2009, [2013](#))
- Early March (Save the date to follow shortly)
- Planning stages and programme development
- International speaker selection underway
- Send us your input / who would you like to learn from

Cycle Tourism Regional Research Project (Summer 2016)

- To be piloted in 3 sub regions from - RTO1, RTO3, RTO9
- An assessment framework to measure regional cycle tourism activity
- Mixed methodology (qualitative and quantitative research tactics)

Feature Business Video Request (Fall 2015 - Ongoing)

- www.ontariobybike.ca/video-request



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Ontario By Bike - Transportation Options Program & Marketing Updates for 2016



2016 Cycling in Ontario / Le vélo en Ontario Publication

- Marketing partnership offer for inclusion and promotion in print guide, online and at events
- Sales information to be released before October 20, booking deadline November 20, 2015. Limited space. First come first serve
- Suited to product ready destinations
- Continued printing in French and distribution in Quebec

Ontario By Bike Rides 2016

- Small group tours to be held in new regions in 2016. Format similar to 2015 rides.

Bike 150 Ontario

- Application under development for Canada 150 – Heritage Canada
- Create and animate a number of new ride itineraries across the province to encourage people to actively celebrate Canada's 150th birthday and learn more about its cultural heritage
- Regional partners required, outreach underway - contact for more information



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Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

2016 / 2017 - Priorities for Committee and Partnership

- Bigger picture priorities for cycle tourism in Ontario
- Discussion and input from participants
- All points will be included in meeting notes to be distributed

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Parry Sound / Muskoka / Huntsville – Vacant (RTO12)

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*Thank you for
joining us!*

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Also see contact sheet for
Advisory Committee participants