



Ontario By Bike Industry Partnership Advisory Committee Web Conference

June 21, 2023

www.transportationoptions.org/obbip

www.ontariobybike.ca

*T*ransportation
*O*ptions 30
YEARS

Web Conference Agenda:

1. Welcome and Introductions

- OBBIP & AC Recap

2. Ontario By Bike Updates

- 2023 programs
- Looking ahead
- Intro Web Poll – Research needs

3. Regional and Organization Updates

- Updates and news on cycling/cycle tourism related projects

4. Web Poll Results & Discussion

- What research, info, numbers would assist your region/organization/province in advancing cycle tourism?

5. Other Business Meeting Summary



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – June 21, 2023**



Greetings From



Louisa Mursell
Executive Director

Peter McMurtry
Project Coordinator

Ontario By Bike / Transportation Options & Board of Directors





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 2022

OBBIP Advisory Committee Participants

- A range of representatives from across the Province



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – June 21, 2023**



OBBIP Advisory Committee

Regional & Organization & Special Advisory Participants

June 2023

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 / Grey County - (RTO7)
Northumberland Tourism - (RTO8)
Lennox & Addington County – (RTO9)
Visit The County - (RTO9)
Cornwall Tourism (RTO9)
Visit the County (RTO9)
Ottawa Tourism
County of Haliburton - (RTO11)

Ottawa Valley & Lanark County - (RTO11)
Explorers' Edge - (RTO12)
Destination Northern Ontario (RTO13)
Discovery Routes Trails Organization - (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) - (RTO13a)
Sault Ste Marie Tourism - (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 Tourism, Culture & Sport
Destination Ontario

Louisa Mursell, Executive Director, Transportation Options
Peter McMurtry, Project Coordinator, Transportation Options / Ontario By Bike
Transportation Options Board of Directors Representative/s



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – June 21, 2023**



2. Ontario By Bike Updates

Reaching & Engaging Cyclists

Cycling in Ontario/Le vélo en Ontario

- 11th annual print edition
- Printed 40,000 copies (28.5k in English, 11.5k in French), also online/digital
- 36 print partners
- Huge demand, limited quantities available still, had to reduce order sizes, >16k to partners/businesses/VIC
- Distribution partners: Canadian Cycling Magazine & Velo Mag, also Rideau Lakes Tour
- Individual fulfillment to date: 1,757 including 7% out of Ontario
- 2024 media kit available Sept/Oct 2023

www.ontariobybike.ca/2023



Digital Partnerships 2023

- 27 digital partners for digital ads and sponsored blog content
- All months sold, very few late season spots left

Shows & Events Partnerships 2023

- 8 Ontario show & 2 Québec show partners
- Ontario - Featured at: Outdoor Adventure Show Toronto + 2 presentation (Feb); Paris to Ancaster Race (April); Track Nations (April); Bike for Brain Health (June)



2. Ontario By Bike Updates

Reaching & Engaging Cyclists



Shows & Events Partnerships 2023 cont...

- Québec – Featured at: Montréal Bike Show (Feb)
- Back in full swing at Olympic Stadium, large crowds and targeted market to interact with, just 1 of 2 Ontario displays
- Consider a 2024 Québec partnership to get in front of & promote to this market

Ontario By Bike Website – www.ontariobybike.ca

- Website traffic surges early spring and continues to perform well into summer/fall
- Google ads continued, SEO performing well
- Still reaching events to recommend free listing and marketing opportunity – do share, as many cyclists use this page and and resource, new qualifying criteria for listings. View at: www.ontariobybike.ca/events

Digital Community

- Posted 10 blogs in 2023, to date, 2 already over 1,000 reads
- Sent 5 consumer e-newsletters monthly since March in 2023 reaching over 16,650 subscribers, average open rate 54%
- Facebook and Instagram campaign running with good results, clicks and reach
- Many partners are actively using targeted social ads

Media Relations

- Facilitated a number of requests via partners, biz awards, conference & Destination Ontario



Cycling NEWS SECTIONS - PODCAST FEATURES CYCLOCROSS MTB GRAVEL SUBSCRIBE

HOME > NEWS

22 Ontario businesses receive bike friendly awards

Honours awarded by Ontario By Bike

THE GLOBE AND MAIL

CANADA WORLD BUSINESS INVESTING WATCHLIST PERSONAL FINANCE OPINION POLITICS SPORTS LIFE

SPONSOR CONTENT

Stretch your legs on a two-wheeled adventure along one of many Ontario cycling routes

facebook



Home Favorites Recent

macdonald like Great Canadian wilderness...



Great Canadian Wilderness

Sponsored · 🌐

Time to ride 🚴🏻👍



THEGREATCANADIANWILDERNESS.COM
Tour, Train & Trek: Spring Cycling North of Toronto

👍 485 25 Comments 59 Shares



Destination Ontario

Sponsored · 🌐

Professional mountain biker and former Olympian Emily Batty travels the world to ride. So it says something when she speaks glowingly of a weekend cycling trip to North Bay.



NORTHERNONTARIO.TRAVEL
Plan Your Summer Outdoor Adventures in Ontario

Learn more



Active

Ride Scenic Rail ...

Explore Ontario by c...



Active

Explore Ontario ...

Discover breathtaki...



2. Ontario By Bike Updates

Reaching & Engaging Cyclists

Ontario By Bike Rides 2023

- TICO licensed to sell rides in house in 2023
- New custom booking platform developed, well received and reducing admin
- 4 weekend tours – most rides sold out & early
- Ride destinations include: Oxford County; Toronto; North Bay; Collingwood – Grey & Simcoe County.
- Oxford County economic impact est: \$314 per person; total \$12,554 for 2 days & 1 nights
- Feedback from cyclists: many using legacy itineraries
- Presented in partnership with CAA

www.ontariobybike.ca/rides & www.ontariobybike.ca/resources/itineraries



2. Ontario By Bike Updates

Reaching & Engaging Cyclists

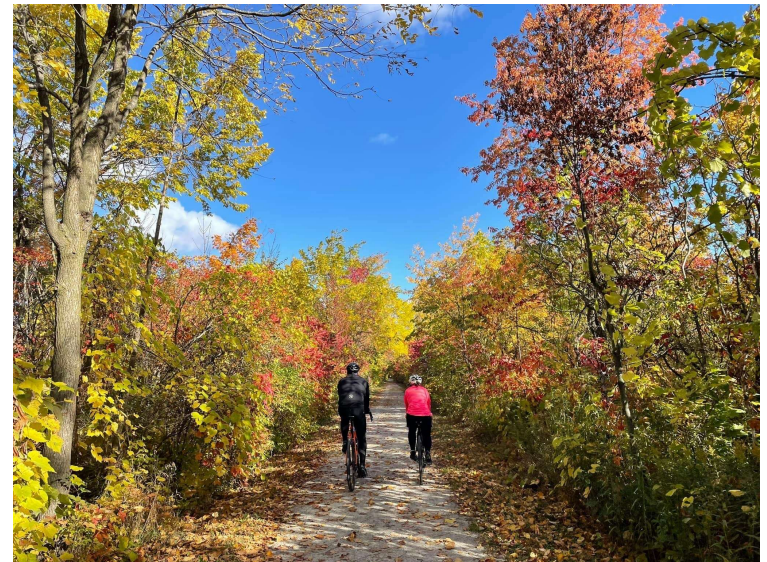
New 2023 Ontario By Bike Cycling Jerseys

- Updated design, now available & selling to Ontario By Bike Riders. limited quantities
- www.ontariobybike.ca/2023jerseys



Photo Contest Winner 2022

- Winning photo: Caledon Trailway, featured on page 3 of 2023 Cycling in Ontario guide
 - 2023 photo contest open until November
 - All online including honourable mentions
- www.ontariobybike.ca/photocontest



2. Ontario By Bike Updates

For Industry Partners & Ontario By Bike Certified Businesses

Destination Renewal Partners

- Durham Region, Chatham Kent, Grey County; Peterborough & the Kawarthas; City of Kawartha Lakes; Haliburton Highlands
- All deliverables underway incl. business outreach, updating resources & more
- Creating new and separate 'Great Places to Cycle' web pages for Peterborough & the Kawarthas; City of Kawartha Lakes; Northumberland County

Webinars & Workshops

- Spring renewal webinars hosted for: Durham Region, Chatham Kent, Grey County
- Fall renewal webinars to be hosted for: Peterborough & the Kawarthas; City of Kawartha Lakes; Haliburton Highlands; Durham Region (add'l webinar)
- Town of Bracebridge/Explorers Edge workshop held in June

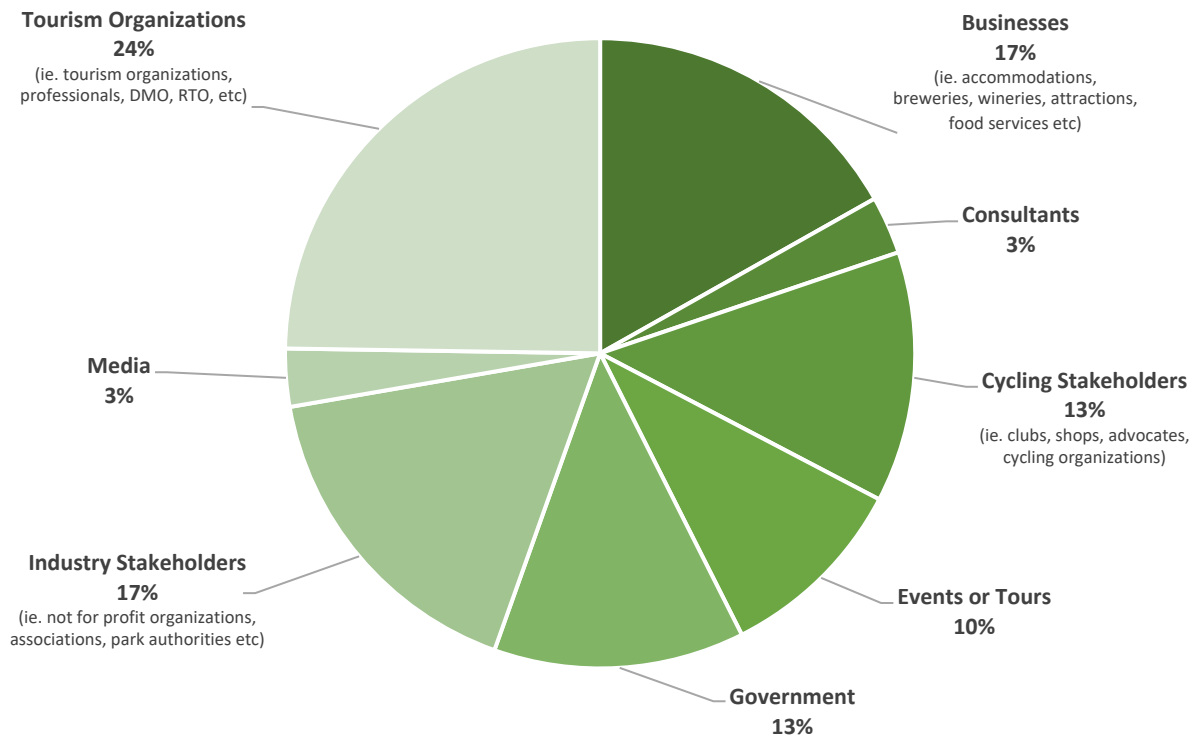
2023 Business Awards

- Winners announced at conference, winners attended to receive award and share info in special presentation
- 2024 award nominations will be announced in Jan/Feb 2024
- Great opportunity for OBB certified businesses and destination partners to get free promotion – promote this opportunity to stakeholders when open
- www.ontariobybike.ca/2023-awards

2023 Looking Ahead - Ontario By Bike

Cycle Tourism Conference 2023

- Hosted March 2, 2023, Centennial College Event Centre, Toronto
- 5th edition of conference, very successful
- 30 speakers (Canadian and international), 163 attendees
- Survey: 100% of attendees surveyed indicated they would be interested in attending another Cycle Tourism Conference in the future.
- Survey: Over 99% of attendees indicated that the conference provided information and takeaway tools that will be able to further develop cycle tourism product in their jurisdictions

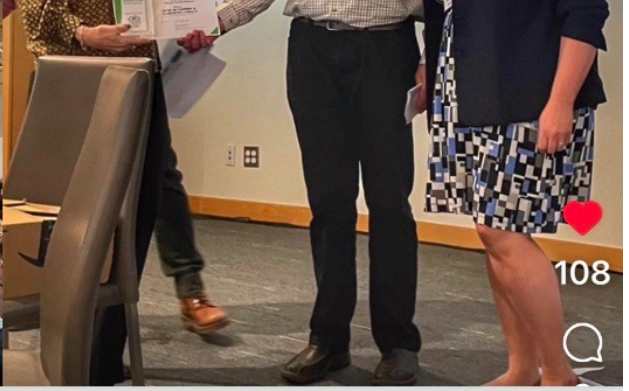


- Thank you to all that attended
- All presentations, speakers and post conference report at: www.ontariobybike.ca/ctc23
- *Will target 2026 as next conference year, hosted every 3 years*



DESTINATION BIKE
2023.03.02
Toronto
CONFERENCE CANADA

ONTARIOBYBIKE.CA/CTC23



2023 Looking Ahead - Ontario By Bike

Other Projects:

- Completed work with: Explore Waterloo Region; Perth County; Destination Toronto
- Working with: South Eastern Ontario/RTO9; Wellington County; also Halton Region & Huron County
- Destination Ontario partnership
- VIA Rail/Bike Train advocacy with Vélo Quebec

➤ *Reach out if we can be of assistance*

Potential Fall Research & Your Input:

- Past primary research reports completed by Ontario By Bike available at: www.transportationoptions.org/ontarioresearch
- Also links to other research reports, Ontario/Canada/International at: www.transportationoptions.org/research

Web Poll Questions:

- What research, info, numbers would assist your region/organization in advancing cycle tourism?
- What research, info, numbers would assist province as a whole in advancing cycle tourism?



Participate at anytime during meeting

LINK: www.menti.com/al71j4w6wu18

Or www.menti.com, enter code 2380 7989

OBBIP Advisory Committee

Regional & Organization & Special Advisory Participants

June 2023

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 / Grey County - (RTO7)
Northumberland Tourism - (RTO8)
Lennox & Addington County – (RTO9)
Visit The County - (RTO9)
Cornwall Tourism (RTO9)
Visit the County (RTO9)
Ottawa Tourism
County of Haliburton - (RTO11)

Ottawa Valley & Lanark County - (RTO11)
Explorers' Edge - (RTO12)
Destination Northern Ontario (RTO13)
Discovery Routes Trails Organization - (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) - (RTO13a)
Sault Ste Marie Tourism - (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 Tourism, Culture & Sport
Destination Ontario

Louisa Mursell, Executive Director, Transportation Options
Peter McMurtry, Project Coordinator, Transportation Options / Ontario By Bike
Transportation Options Board of Directors Representative/s



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – June 21, 2023**



4. OBBIP Advisory Committee - Web Poll

Potential Fall Research & Your Input:

- Past primary research reports completed by Ontario By Bike available at: www.transportationoptions.org/ontarioresearch
- Also links to other research reports, Ontario/Canada/International at: www.transportationoptions.org/research

Web Poll Questions:

- What research, info, numbers would assist your region/organization in advancing cycle tourism?
- What research, info, numbers would assist province as a whole in advancing cycle tourism?



Participate at anytime during meeting

LINK: www.menti.com/al71j4w6wu18 . Or www.menti.com, enter code 2380 7989

*** Feel free to connect at a later time with any additional ideas or suggestions**

4. OBBIP Advisory Committee - Web Poll - RESULTS



What research, info, numbers would assist your region/organization in advancing cycle tourism?

9 Answers

Economic impact for cycle tourists

What tools do cycle tourists use to plan a cycling trip? What do they use for navigation on route (old school map? Strava? Map my Ride? Etc...)

Spend

Economic Impact

number of bike stations available by municipality or businesses etc. Number of trips made by bike, total spending by cyclists annually

most popular routes by region / municipality and the corresponding number of bike trips on the top 5-10 routes

All the regular tourism visitor statistics such as number of visitors, origin, length of stay, type of accommodations, expenditure figures, etc.

secure bicycle parking for small towns, cities

Number of people travelling for bike specific endeavors Number of users on trails

4. OBBIP Advisory Committee - Web Poll - RESULTS



What research, info, numbers would assist the province as a whole in advancing cycle tourism?

2 Answers

All the regular tourism statistics such as number of cyclists, origin, length of stay, type of accommodation, destination, expenditure and economic figures, etc.

How many individuals do cycle specific travel

Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

5. Other Business / Meeting Summary

- Meeting notes will be shared with all
- Next web conference



Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – June 21, 2023





*Thank you for
joining us!*

**Ontario By Bike
Industry Partnership
Advisory Committee
Web Conference
June 21, 2023**

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


Contact Info:

Louisa Mursell, Executive Director, Transportation Options
lmursell@transportationoptions.org

Peter McMurtry, Project Coordinator, Ontario By Bike
peter@transportationoptions.org

Telephone - 416-827-2774 / 1-866-701-2774

Also see contact sheet for
Advisory Committee participants

Transportation
Options 30
YEARS