



Ontario By Bike Industry Partnership Advisory Committee Web Conference

November 9, 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 review and 2024 programs & initiatives
- New research

3. Regional / Organization Updates

- Updates and news on cycling/cycle tourism related projects

4. Other Business / Meeting Summary

- Discussion



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 9, 2023**



Greetings From



Louisa Mursell
Executive Director

Peter McMurtry
Project Manager

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 June 2023, 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 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 - (RTO7)
Northumberland Tourism - (RTO8)
Lennox & Addington County - (RTO9)
Visit the County (RTO9)
Cornwall Tourism (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 Tourism, Culture & Sport
Destination Ontario

Louisa Mursell, Executive Director, Transportation Options
Peter McMurtry, Project Manager, Transportation Options / Ontario By Bike
Michael Bertuzzi, Transportation Options, Chair - Board of Directors



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2. Ontario By Bike Updates

Reaching & Engaging Cyclists

Cycling in Ontario/Le vélo en Ontario

- 11th annual print edition
- Printed and distributed 40,000 copies (27.5k in English, 12.5k in French)
- 17,000 digital reads and downloads of past 2 editions
- Demand exceeded print supply in 2023, with over 70% distributed by April
- Distribution across Ontario, Québec and Canada, also USA
- 2023 Readers Survey:
 - 94% found the guide 'useful' or 'very useful' when planning a cycling trip in 2023
 - 71% of readers visited destinations or businesses featured in 2023
 - 81% visited websites and used resources referenced in 2023 guide

2024 – 12th Annual Edition

- **Print sales close Nov. 15**
- Content development underway

Digital Partnerships 2024

- 2024 digital partnerships available for digital ads and sponsored blog content
- **Many months now sold out**

www.ontariobybike.ca/2023



2024 Media Kit:

www.ontariobybike.ca/2024marketing

2. Ontario By Bike Updates

Reaching & Engaging Cyclists



www.OntarioByBike.ca

- Posted 19 blogs, and started to add new blog promo to partner destination pages
 - Activated social media campaign reaching over 398,000 June to October
 - Promoted website averaging 48,000 page views monthly
 - Continued popular monthly consumer e-newsletter sent March to October with over 16,750 subscribers
 - Met with thousands of cyclists at 4 Ontario shows/events, and 1 in Montreal
 - Sold new and branded 2023 cycling jerseys
 - Held annual photo contest – closing Nov. 19
- www.ontariobybike.ca/photocontest



Ontario By Bike E-News: June 2023



2. Ontario By Bike Updates

Reaching & Engaging Cyclists

Ontario By Bike Rides 2023

- 144 cyclists on 4 weekend tours – most rides sold out
 - Ride destinations included: Oxford Rural Road Ride; Toronto Trails & Ravines Tour; North Bay & Lakes Tour; Georgian Bay Collingwood Explorer
 - 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
- See industry updates for: Economic impact studies completed for 2 of 4 rides; photo/video partnerships



2. Ontario By Bike Updates

For Industry Partners & Ontario By Bike Certified Businesses

- 98 new businesses certified as bicycle friendly by Ontario By Bike to date in 2023, making total across Ontario – 1,687
- Held 6 webinars & 1 in person workshop for 135 registered attendees (plus 1 more upcoming November webinar)
- Continued administration of certification program and representation of all regions cycling product online
- Deliverables completed for Destination renewal partners and regions in 2023 included: Haliburton Highlands, Durham Region, Chatham Kent, Grey County; Peterborough & the Kawarthas; Kawartha Lakes
- Received TICO license to sell ride packages, developed online booking system
- Published new business outreach card, available for distribution
- Completed several photo shoots with Destination Ontario, new photo assets and 2024 videos
- Completed a number of consulting projects for destinations around Ontario
- Attended, represented and presented at a number of industry meetings
 - TICO consultations; Sector Associations
- Hosted Cycle Tourism Conference Canada in March
- Recent Industry Enewsletter: <https://conta.cc/3FCLmsT>

2024 Looking Ahead - Ontario By Bike

2024 Marketing Partnerships

- Now available – Print – Digital – Shows – Book by Nov. 15

Cycling Events

- Submit 2024 cycling events now and as dates announced
- Updated eligibility policy and submission form
- View & share with events: www.ontariobybike.ca/events

Share Survey & New Research

- Cycling & Cycle Tourism Survey link:
www.surveymonkey.com/r/2023CyclingSurvey
- Additional new research available & initial survey results (more below)

Business Awards

- Nominations for 2024 awards open in January
- Direct email to all OBB certified businesses, and partners
- Encourage participation, as winning businesses receive significant recognition

Destination Renewal Partners for 2024

- York Region; Simcoe County; Ottawa Valley/Renfrew; Lanark County; Explorers' Edge; Oxford/Elgin/Middlesex; Northumberland County; Hamilton; Halton Region; Niagara Region; Northern Ontario; Bruce County SW; South Eastern Ontario



Ontario's Premier Cycling
Trip Planning Resource



Get Certified as
Bicycle Friendly

Start welcoming cyclists and cycle tourists to your business.

Join over 1,600 bicycle friendly locations and help cyclists find your business while searching for cycling maps, events, tours and experiences at OntarioByBike.ca.

Certification is FREE and open to:

- Overnight Accommodations
- Cafes/Restaurants
- Tourist Attractions
- Business Areas
- Bike Shops/Rentals/Tours



SCAN ME

Learn more at ontariobybike.ca/industry

New Research – 2021 Stats Canada

In 2021, Visitor Numbers and Spend:

- **1.6 million cycling visits** in Ontario, representing 2% of total visits in Ontario
- **Spent \$537 million** accounting for 3.7% of total visitor spending in Ontario
- Largest spending categories (in order) are accommodations, food & beverage, transportation
- \$431/trip vs. \$332/trip (non-cyclists)
- Same-day visitors \$101/trip vs. \$88/trip (non-cyclists)
- 2.5 nights vs. 1 nights (non-cyclists)
- 70% of cycling visits were overnight visits (compared to 34% of total visits non-cyclists)
- Can't compare to previous years; no source market data



Note: 2021 data is domestic (Canadian visitor) results only; and due to a change in methodology, data for 2021 is not comparable to years before 2019.

Source: Statistics Canada's National Travel Survey 2021; MTCS

New Research – 2021 Stats Canada

	Total	Canada	Ontario	Other Canada
Activities Participated (Person Visits)				
Festivals/Fairs	425,631	425,631	357,586	68,045
Cultural Performances	445,957	445,957	424,199	21,758
Museums/Art Galleries	845,129	845,129	694,916	150,214
Zoos/Aquariums	581,380	581,380	472,018	109,361
Sports Events	1,065,460	1,065,460	994,985	70,476
Casinos	491,998	491,998	426,995	65,002
Theme Parks	832,690	832,690	706,482	126,208
National/Provincial Nature Parks	5,745,055	5,745,055	5,244,104	500,951
Historic Sites	1,702,355	1,702,355	1,448,598	253,757
Sightseeing	12,310,937	12,310,937	11,392,380	918,557
Indigenous	66,679	66,679	62,907	3,772
Visit Friends or Relatives	36,543,259	36,543,259	34,647,504	1,895,755
Shopping	13,953,983	13,953,983	12,988,838	965,145
Movies	461,731	461,731	409,139	52,592
Restaurant or bar	13,425,975	13,425,975	12,338,247	1,087,728
Medical/Dental appointment	2,268,206	2,268,206	2,222,890	45,316
Business Meeting/Conference/Seminar	940,300	940,300	854,079	86,221
Any Outdoor/Sports Activity	20,257,744	20,257,744	19,241,212	1,016,531
Play a sport	794,084	794,084	752,449	41,635
Boating	4,155,669	4,155,669	3,897,257	258,411
Canoeing	3,746,378	3,746,378	3,545,409	200,969
Golfing	1,747,924	1,747,924	1,606,970	140,955
Fishing	2,824,257	2,824,257	2,698,849	125,408
Hunting	176,351	176,351	176,351	-
Skiing/Snowboarding	317,189	317,189	310,739	6,450
Cross-country Skiing	586,971	586,971	577,273	9,698
Snowmobiling	291,986	291,986	290,633	1,353
ATV	450,247	450,247	370,119	80,127
Cycling	1,620,009	1,620,009	1,528,611	91,399
Hiking	5,338,926	5,338,926	5,047,247	291,679
Camping	3,233,210	3,233,210	3,003,675	229,535
Visit a beach	5,993,364	5,993,364	5,615,022	378,342
Wildlife/Bird watching	2,790,131	2,790,131	2,596,601	193,530

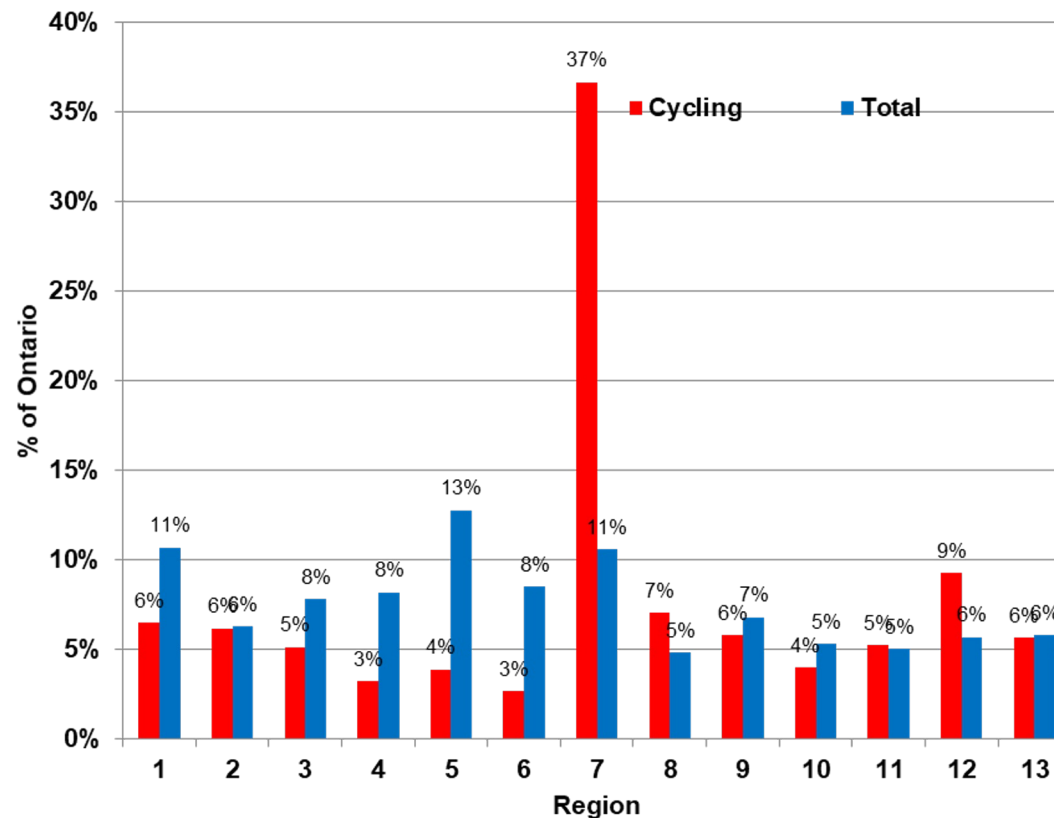
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New Research – 2021 Stats Canada

Destination – Cycling Visits by Region 2021

- ie. 6% of cycling visits took place in Tourism Region 13, compared to 6% of total visits.



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Source: Statistics Canada's National Travel Survey 2021; MTCS

Trails Tourism & Sustainable Tourism

Trails are an important economic contributor to the tourism sector and local economies

- 72% of Canadians are trail users
- 35% spent money while using trails in the past 12 months
- \$179 average spend, with 25% of users spending more than \$200 per person



*Study to assess the impacts of the proposed 13.5 km, multi-use, non-motorized waterfront trail in Thunder Bay estimates that it will contribute \$18.6 million to Thunder Bay's GDP over the 10-year period

Destination stewardship is important for visitors and residents, in all destinations including Gateway Communities and Trail Towns

- 71% said they wanted to make more of an effort to travel sustainably in 2022, increased by 10% since 2021
- 78% of global travelers intend to stay in a sustainable property at least once in 2022

Case Study: Impact of Cycle Tours

Ontario By Bike 'Rides'

North Bay & Lakes Tour (2023)

- South River – North Bay – Callander – Bonfield / 158km
- 2 overnights in North Bay
- Economic impact of \$533 pp and approx. \$24,535 total for 3 days/2 nights

Oxford Rural Road Ride (2023)

- Woodstock – Tavistock – Ingersoll – Tillsonburg – Otterville / 173km
- Overnight in Ingersoll
- Economic Impact of \$314pp and approx. \$12,554 total for 2 days/1 nights



Downloadable self-guided legacy itinerary available

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

Survey: 2023 Cycling & Cycle Tourism in Ontario

Share Survey & New Research

- Cycling & Cycle Tourism Survey link: www.surveymonkey.com/r/2023CyclingSurvey
- Survey closes Nov. 15, communication text & graphic available for sharing
- 2023 survey will build on past data sets, update most recent past report (2021) and enable us to create a useful report for all

Initial Insight (N=830 as of Nov. 6)

- 44% increased the amount of cycling in 2023
- 83% increased or did the same amount of cycling in 2023 (similar to 2021 – 82%)
- 61% did one or more overnight trips that included cycling in 2023 (up from 48% in 2021)
- 69% did three or more day trips that included cycling in 2023 (up from 61% in 2021)
- 49% visited one or more Ontario By Bike certified business in past 2 years
- 48% participated in 2 or more cycling events in 2023

Information Sources Used While Planning and Riding

- Most used resources in order were: recommendations from friends/family; Ontario By Bike website; digital cycling maps; other websites followed by print cycling maps, events & tours
- During a cycling trip or outing print cycling maps and wayfinding signage were the most used resources for navigation, followed by GPS, Google maps and Apps
- **More to come including: spend by category; accommodation preferences; events; type of cycling...**
- New research report will be available in 2024

3. Regional / Organization Updates – Nov. 2023

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City of Toronto - (RTO5)
York Region - (RTO6)
Durham Region - (RTO6)
Tourism Simcoe County - (RTO7)
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Lennox & Addington County - (RTO9)
Visit the County (RTO9)
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Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

4. Other Business / Meeting Summary

- VIA Rail updates for bike transportation
- Meeting notes will be shared with all
- Next web conference



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*Thank you for
joining us!*

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Contact Info:

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

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

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

**Also see contact sheet for
Advisory Committee participants**

Transportation
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YEARS