

CYCLE TOURISM & CYCLING ACTIVITY SURVEY REPORT

COVID-19 ~ May 2020



Transportation
Options



Great Lakes
Waterfront Trail
A signature project of the Waterfront Regeneration Trust



CYCLE TOURISM & CYCLING ACTIVITY SURVEY REPORT: COVID-19 ~ May 2020

About the Survey

Purpose:

- To assist tourism partners, tourism businesses and related organizations understand impact of COVID-19 on cycle tourism and cycling activities.
- To assist tourism partners, tourism businesses and related organizations plan for future cycle tourism and cycling activities post COVID-19.

Providing Further Insight On:

- Domestic and international cycling travel plans and activities
- Cycling events and group cycling activities
- Cycling participation and support
- How to reach cyclists and welcome them back to destinations, businesses and communities

While this survey has been completed by primarily Ontario residents and it's results are intended to assist tourism partners in Ontario, it is our belief that the findings can be applicable in other jurisdictions across Canada and internationally.

The survey was launched May 15 and closed May 23, 2020. In total 865 completed the 20 question survey. Over 700 additional comments were provided.

About Survey Respondents:

- 95% are Ontario residents; 2.5% from elsewhere in Canada; 2.5% international
- 67% identified themselves as experienced cyclists; 30% as leisure/recreational cyclists
- 52% are aged 45 to 64; 32% over 65; 16% under age of 44

Prepared By:

The survey was issued and report prepared by: [Ontario By Bike \(Transportation Options\)](#) and the [Great Lakes Waterfront Trail \(Waterfront Regeneration Trust\)](#), in partnership with [Share the Road Cycling Coalition](#) and with assistance from [RMCG Inc.](#)

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Overview of Findings

- There is great demand for cycling with cyclists active and keen to cycle this year
- Cycling inherently allows for physical distancing and other safety measures
- Many cyclists have amended their travel plans and are looking to cycle closer to home and in different regions within the province this year
- Travel expenditures that were to be spent internationally will now be spent more locally and within the province
- Participation in cycling events and groups has changed for the time being
- Cyclists will take the necessary safety precautions and follow guidelines
- Communities that have safe infrastructure, plus signage and bike parking will inspire more cyclists to visit their destination this year
- Promoting cycling destinations in Ontario will inspire more cyclists to visit, when able
- Digital information resources and digital promotions should be prioritized this year
- Destinations, businesses and communities that are bicycle friendly and ready to welcome back cyclists, will benefit positively, once travel restrictions are lifted and guidelines for activities changed

CYCLE TOURISM & CYCLING ACTIVITIES SURVEY REPORT: COVID-19 ~ May 2020

Key Facts

Impact on Cycling Activities:

- Large numbers have been cycling recreationally or training during COVID-19
- Most anticipate participating in more or the same amount of cycling activities this year, compared to past years
- 67% cancelled or rescheduled domestic travel (Ontario & Canada) plans and trips, that include cycling
- 41% cancelled or rescheduled international travel plans and trips, that include cycling
- 36% planned to participate in an Ontario or Canadian cycling event that has been cancelled or rescheduled and 34% are making plans for future participation

Planning for the Future:

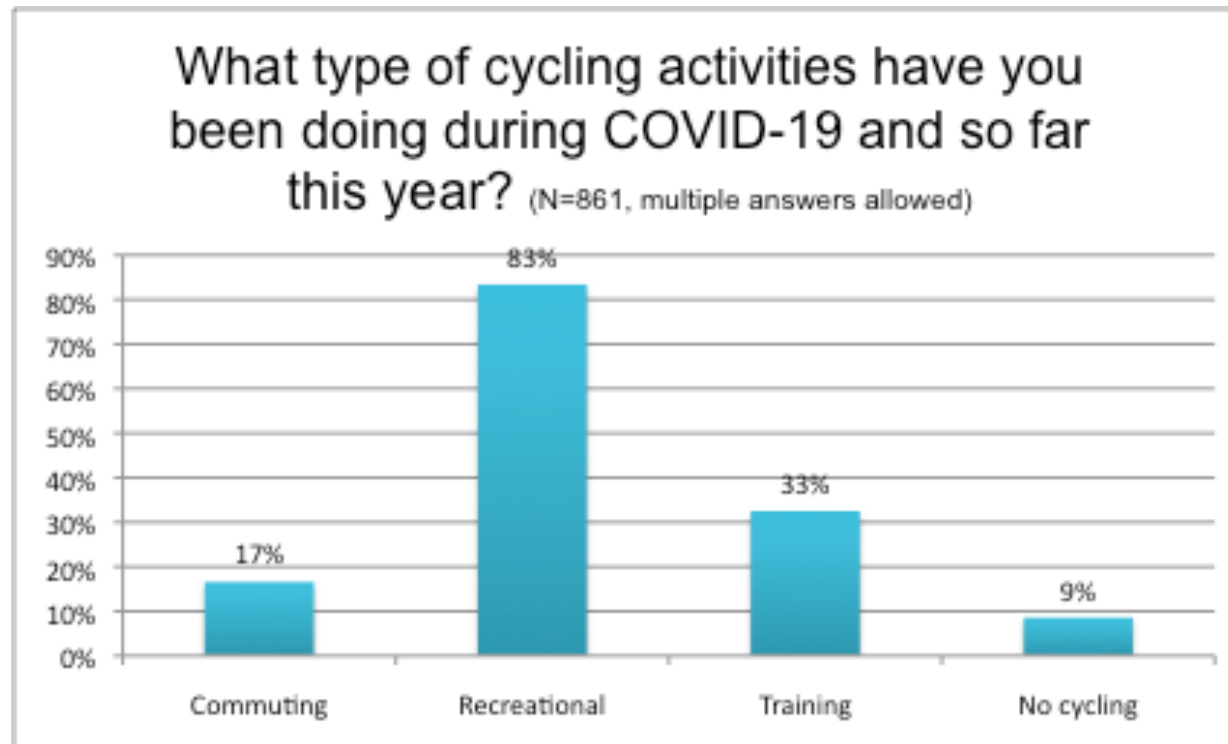
- 62% are likely planning cycling day trips this year, 24% multi-day trips
- Over ¾ are planning to cycle closer to home and within province this year, and only a small percentage anticipate no travel
- Mixed opinions on group cycling activities, with some anticipating joining sometime this year, and a smaller percent not until 2021
- Cyclists most likely to feel comfortable visiting or participating in outdoor based activities this year, including parks and conservation areas, beaches and camping, as well as cafes and restaurants

Welcoming Back Cyclists:

- Before returning to destinations, businesses and communities, cyclists want to know they will be welcomed firstly, followed by what health, safety and sanitation measures are in place
- 82% of cyclists state that signage directing them to businesses, from cycling trails or routes, would inspire them to visit more bicycle friendly local businesses when cycling; 72% state more bike parking; followed by more digital and print information and resources
- While 47%-42% use digital resources to assist with routing while participating in cycling activities, 42% also use print cycling maps
- Most cyclists stated that enhanced digital cycling info and resources and digital promotions, followed by the resumption of cycling events/ tours, would inspire them to cycle more this year

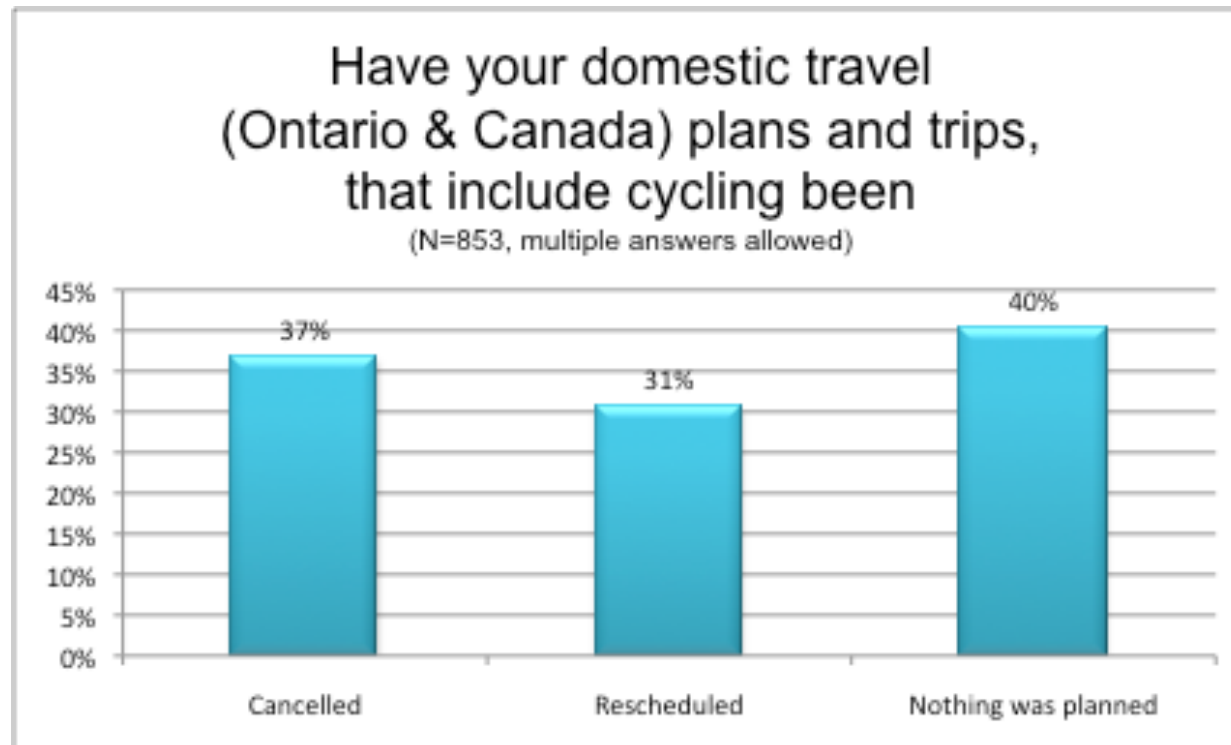
CURRENT CYCLING ACTIVITIES:

Cycling is a popular recreational activity during these times.



IMPACT ON FUTURE CYCLING ACTIVITIES: DOMESTIC TRAVEL

Many cyclists have cancelled or rescheduled domestic trips.



How have your future cycling activities and or plans changed
as a result of COVID-19?

IMPACT ON FUTURE CYCLING ACTIVITIES: INTERNATIONAL TRAVEL

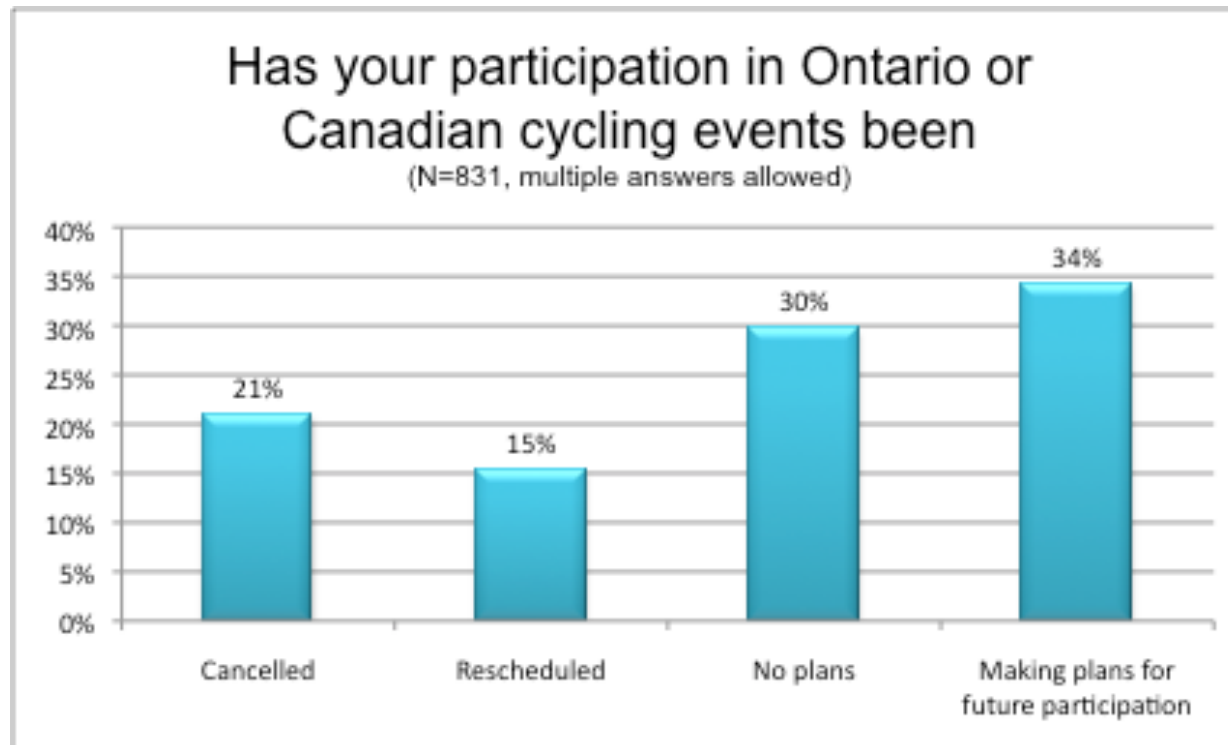
International cycling trips have been cancelled or rescheduled.



How have your future cycling activities and or plans changed as a result of COVID-19?

IMPACT ON FUTURE CYCLING ACTIVITIES: CYCLING EVENTS

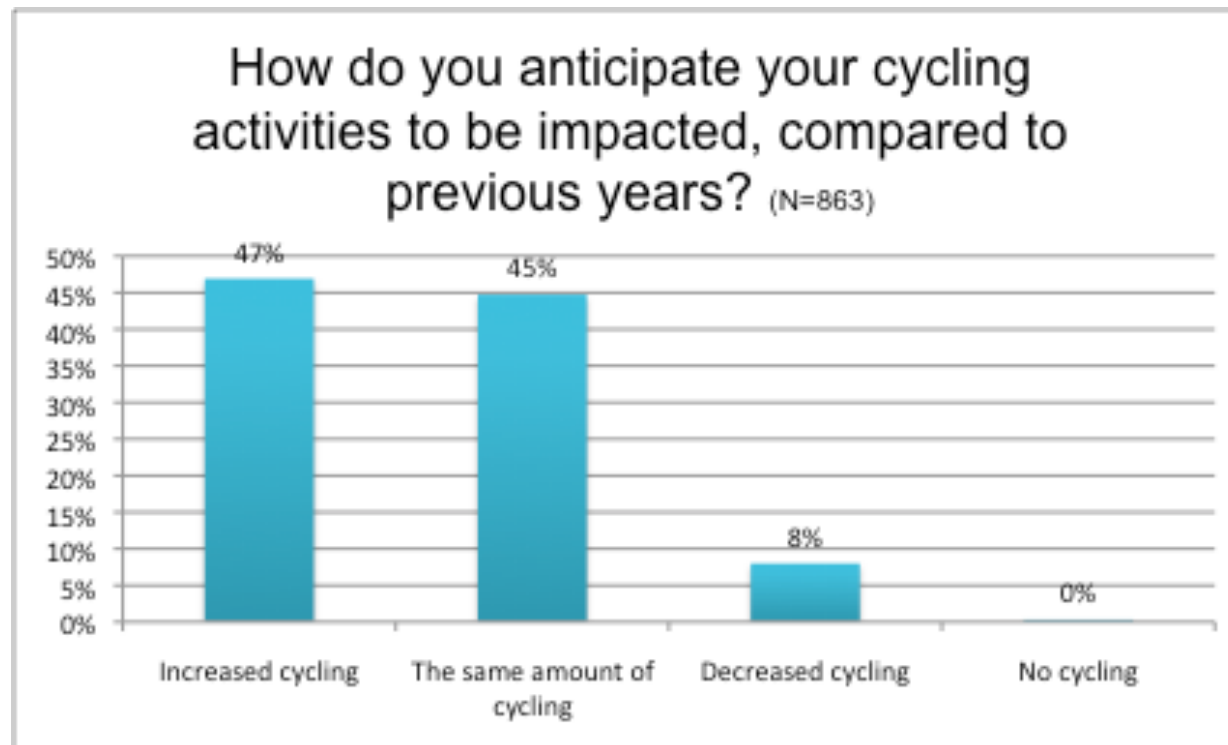
There is a strong demand to participate in cycling events in the future.



How have your future cycling activities and or plans changed as a result of COVID-19?

PLANNING FOR FUTURE CYCLING ACTIVITIES: PARTICIPATION

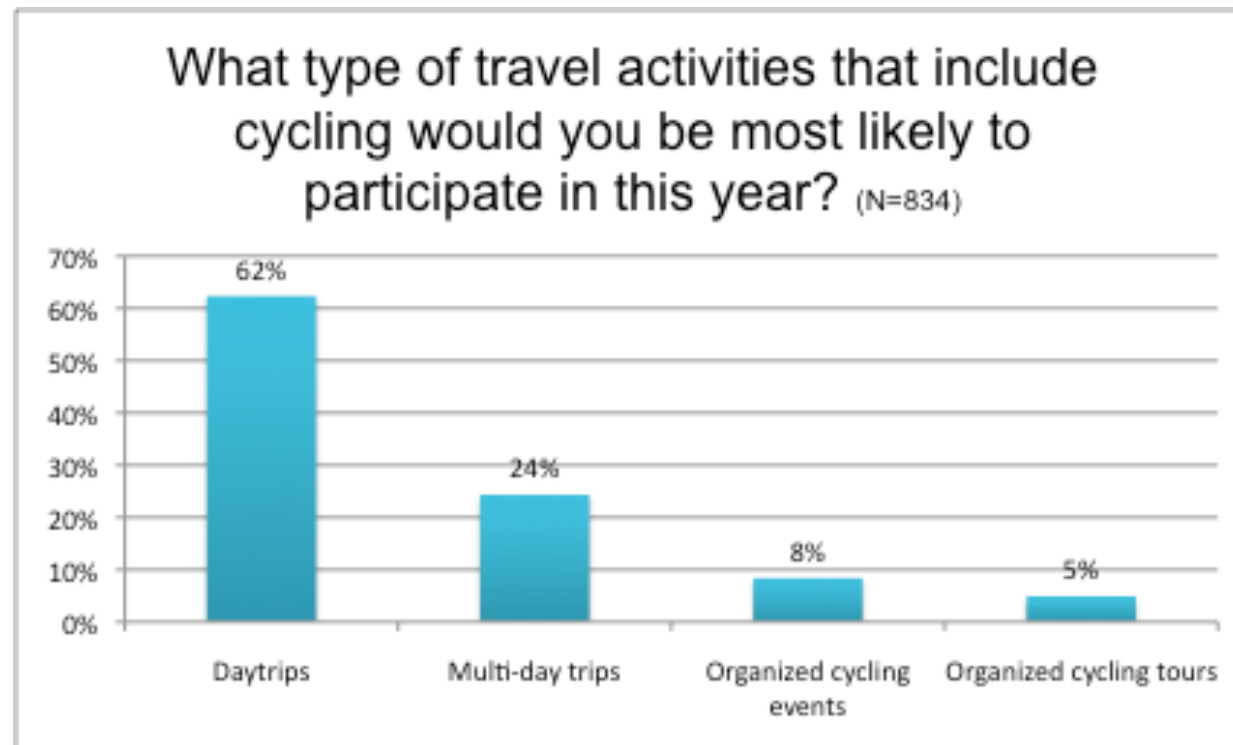
Many are planning to increase cycling activities this year.



Once travel restrictions are lifted and guidelines for activities changed

PLANNING FOR FUTURE CYCLING ACTIVITIES: TYPES OF TRAVEL

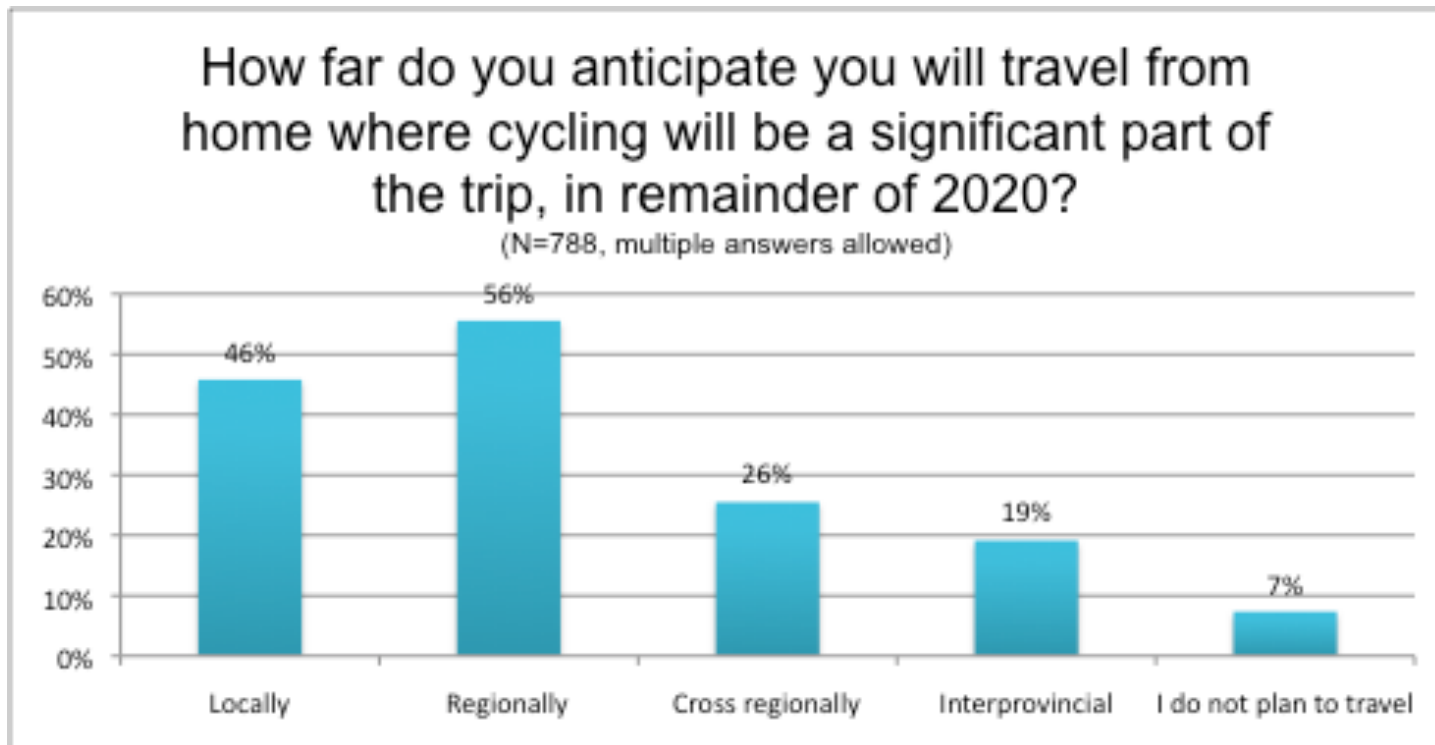
Day trips are more likely, but these may expand into multi-day trips.



Once travel restrictions are lifted and guidelines for activities changed

PLANNING FOR FUTURE CYCLING ACTIVITIES: TRAVEL DISTANCE

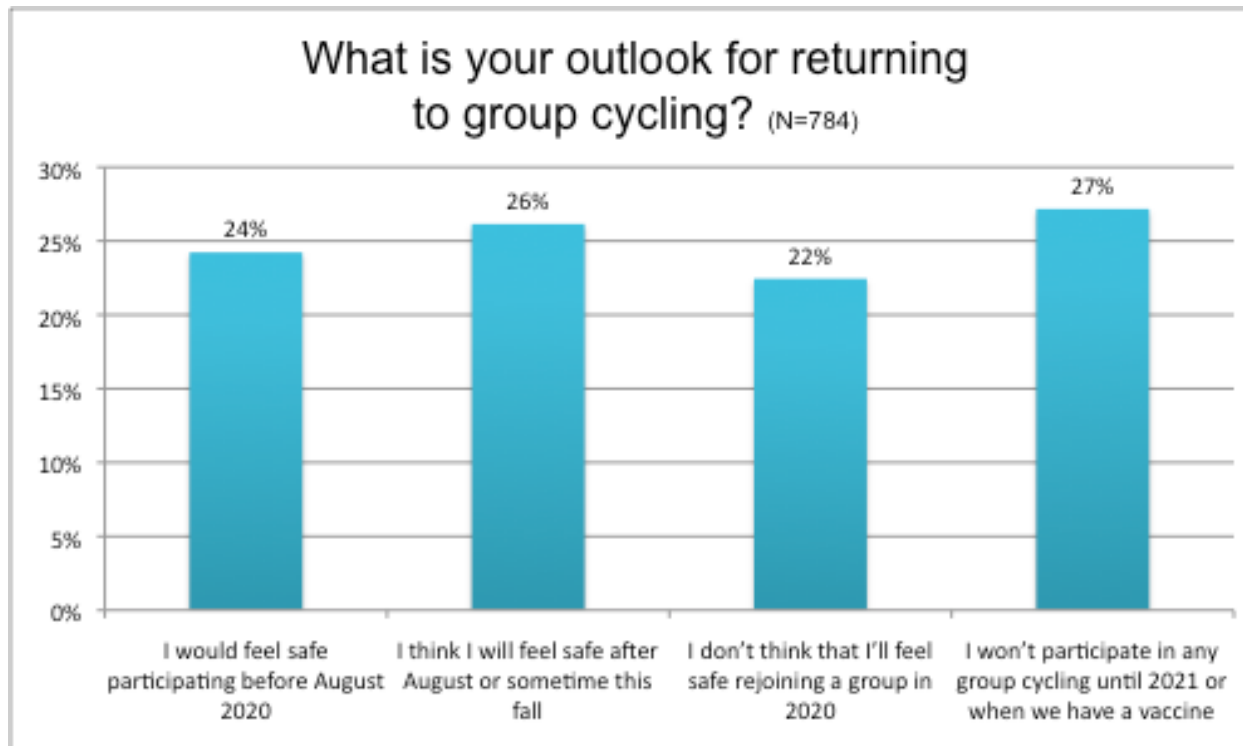
Cyclists are planning to cycle closer to home and within province.



Once travel restrictions are lifted and guidelines for activities changed

PLANNING FOR FUTURE CYCLING ACTIVITIES: GROUP CYCLING

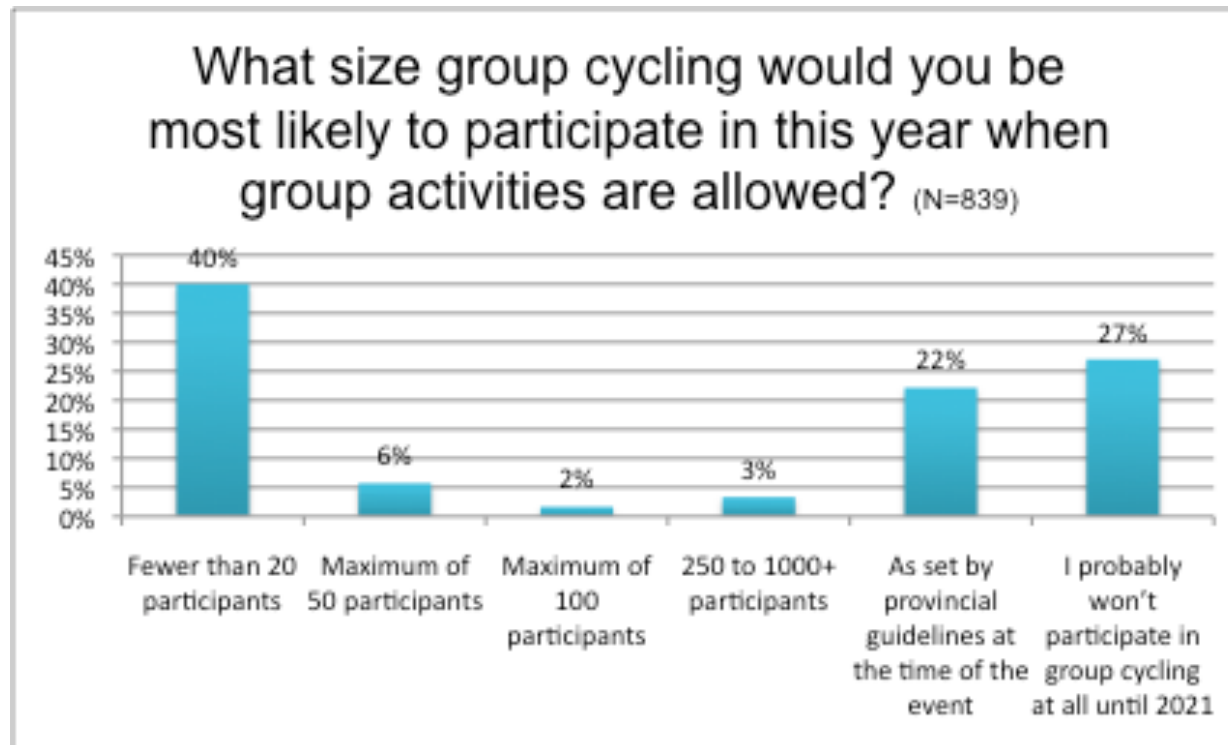
Cyclists will cautiously return to group cycling activities.



Once travel restrictions are lifted and guidelines for activities changed

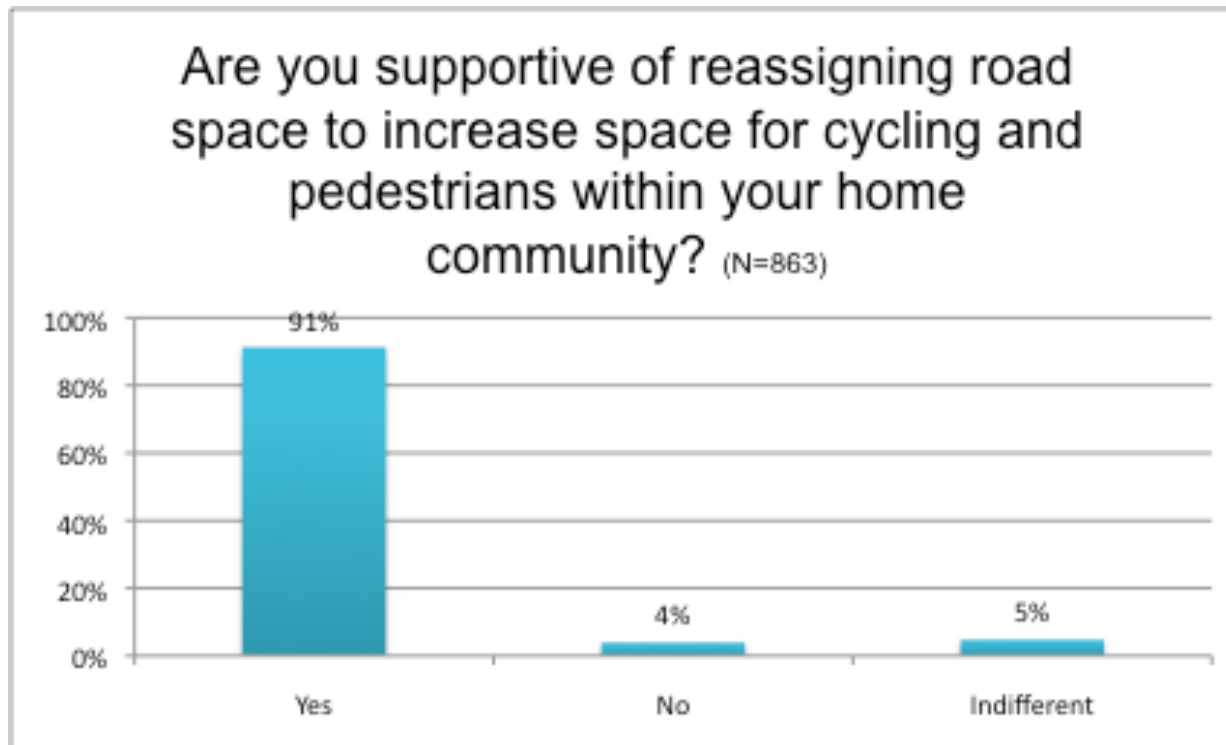
PLANNING FOR THE FUTURE CYCLING ACTIVITIES: CYCLING EVENTS

Cyclists are more likely to participate in cycling events in smaller group sizes.



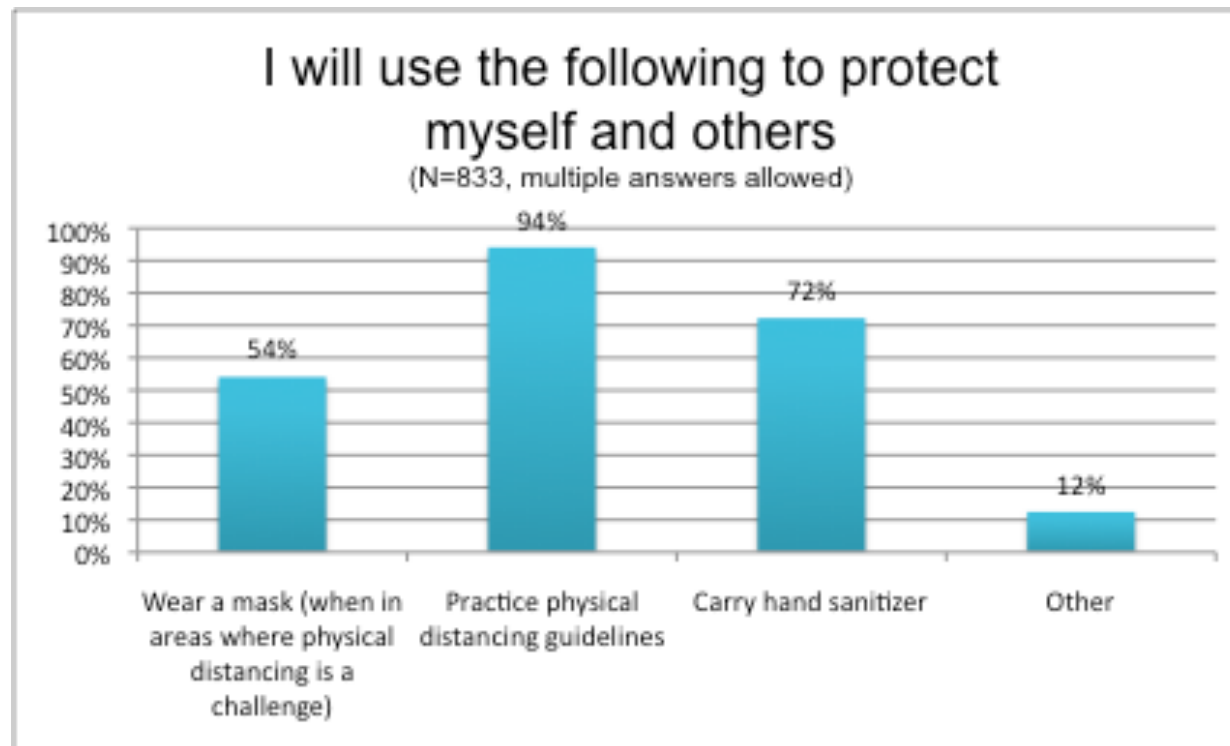
PLANNING FOR FUTURE CYCLING ACTIVITIES: INFRASTRUCTURE

Cyclists support increased bike infrastructure within their communities.



PLANNING FOR FUTURE CYCLING ACTIVITIES: PROTECTION

Cyclists will personally protect themselves when cycling.



Once travel restrictions are lifted and guidelines for activities changed

PLANNING FOR FUTURE CYCLING ACTIVITIES:

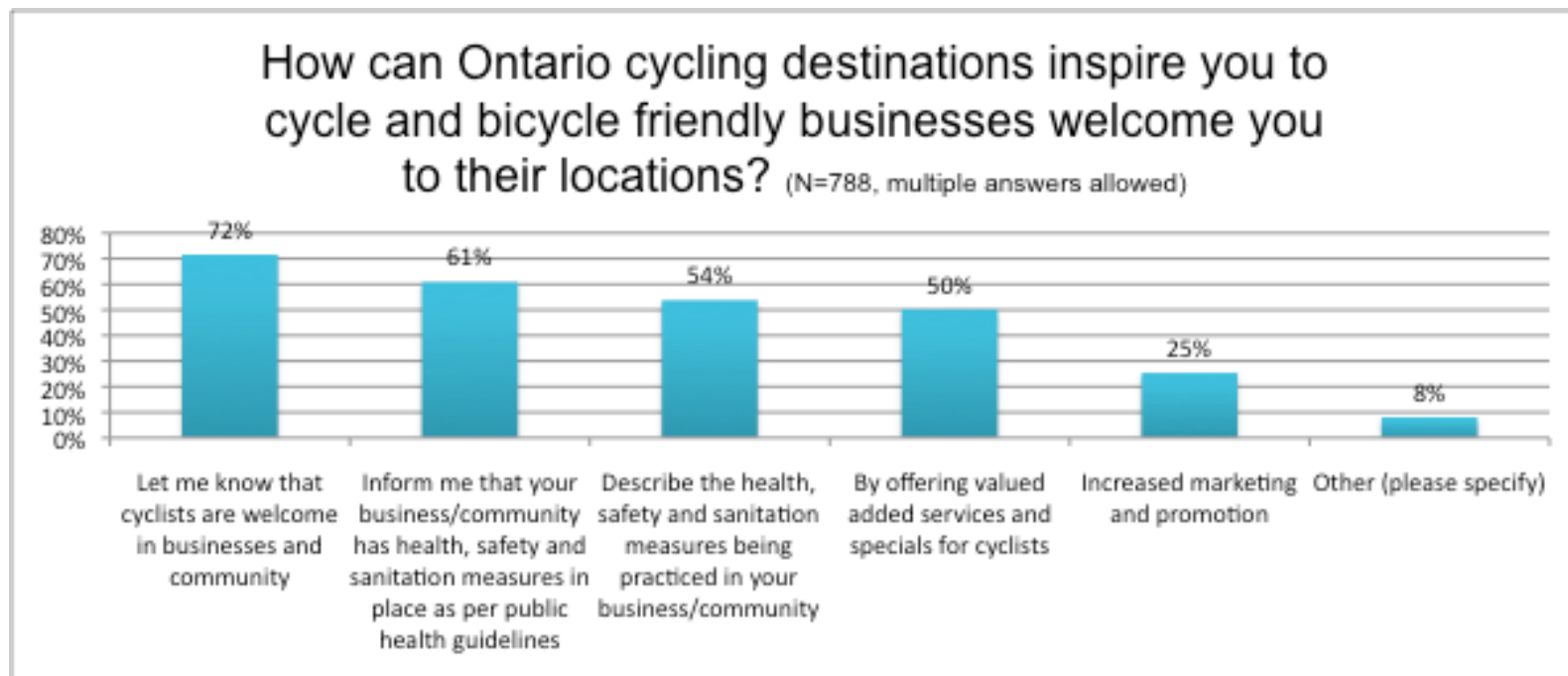
Cyclists have a strong interest in outdoor activities and plan to resume additional activities similar to those participated in past.



Once travel restrictions are lifted and guidelines for activities changed

PLANNING FOR FUTURE CYCLING ACTIVITIES:

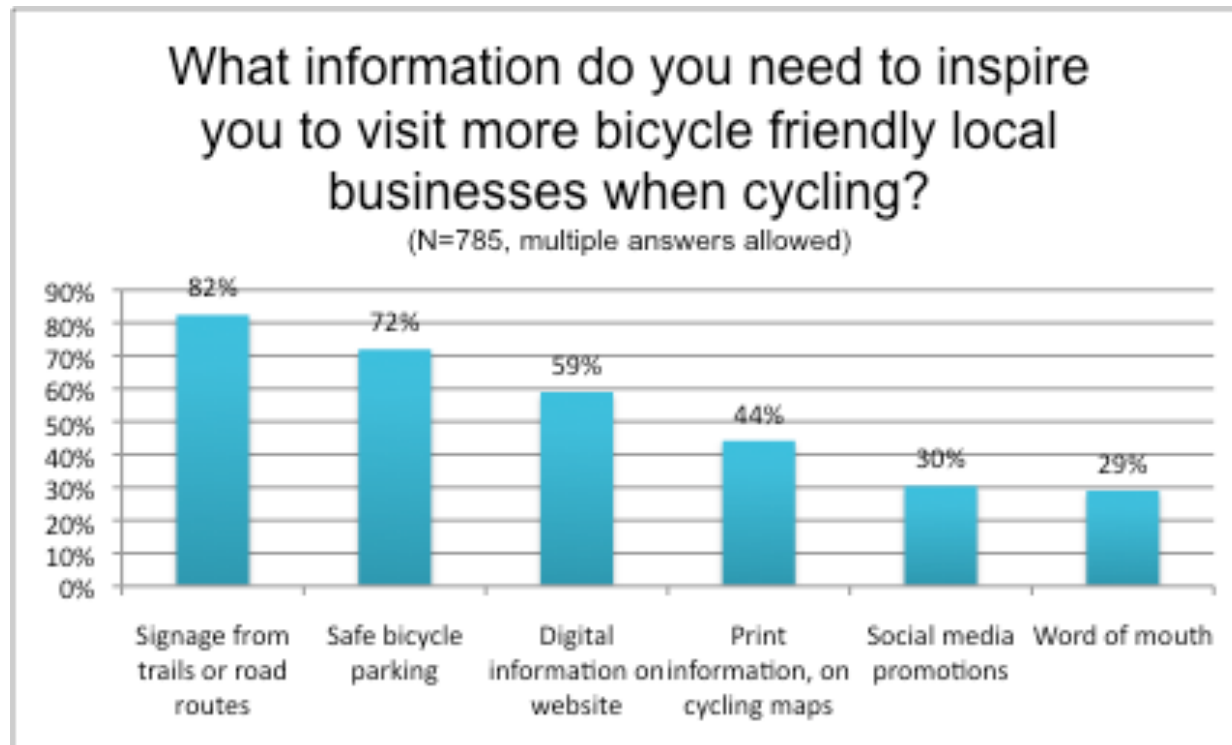
Cyclists will be inspired to visit destinations, businesses and communities that welcome them, and have safety measures in place and well communicated.



Once travel restrictions are lifted and guidelines for activities changed

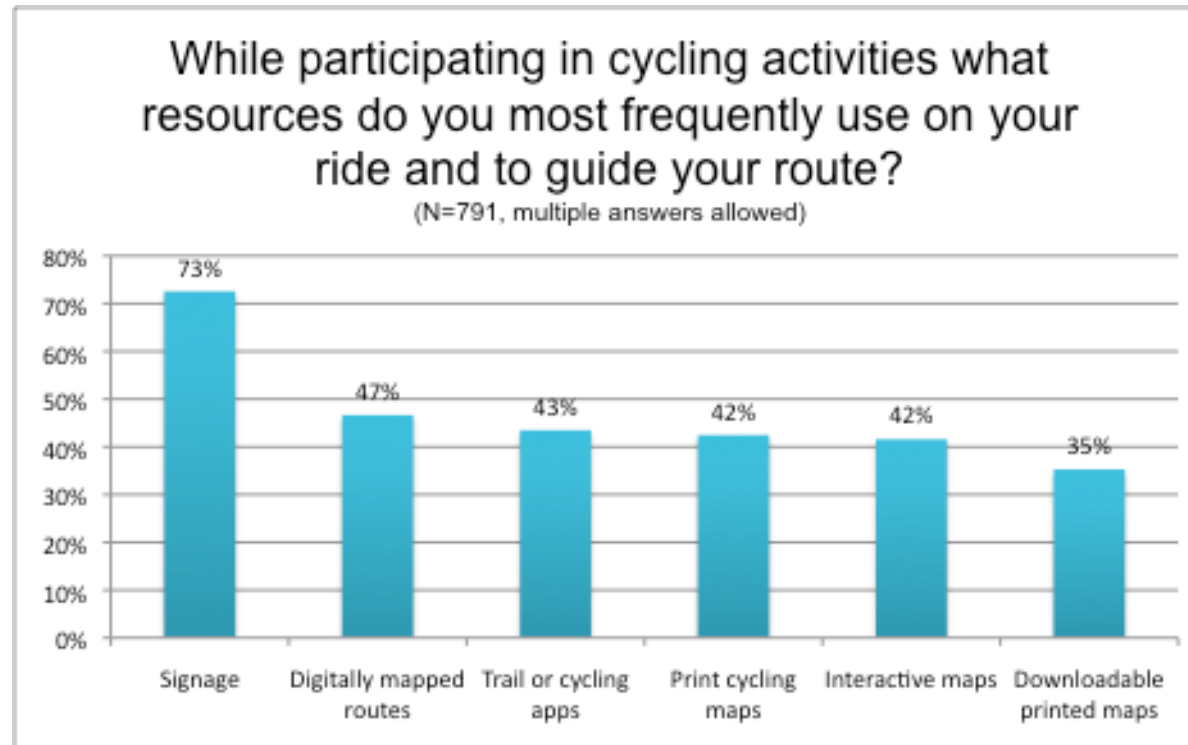
PLANNING FOR FUTURE CYCLING ACTIVITIES:

Cyclists need directions to and information on businesses to visit.



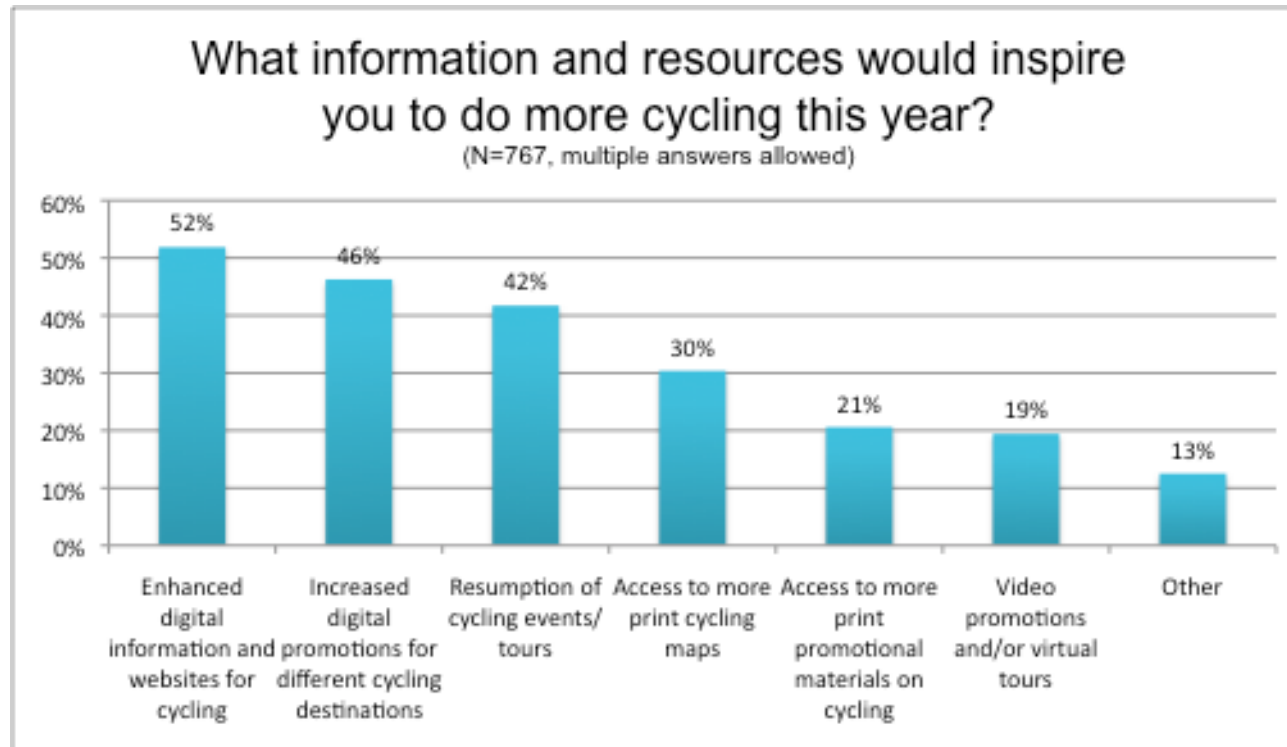
PLANNING FOR FUTURE CYCLING ACTIVITIES:

Cyclists use a variety of resources while riding.



PLANNING FOR FUTURE CYCLING ACTIVITIES:

Digital resources and promotions would more readily reach cyclists.



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This report and other research on cycle tourism can be found online at: www.transportationoptions.org/research