

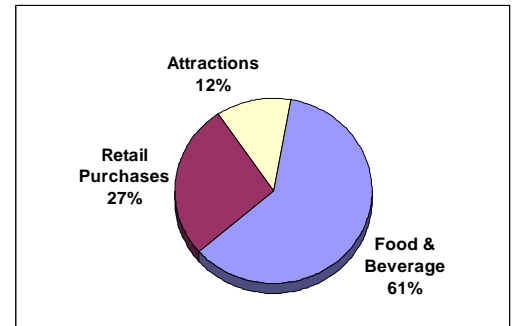
Economic Impact of Cycle Tourism in Ontario

Cycle Tourism in Ontario

- In 2010, 2 million Canadian/Ontario visitors participated in cycling activities in Ontario, spent around \$391 million, an increase of 25% and 18% respectively from 2009.
- In 2009, 1.5 million Canadian/Ontario visitors participated in cycling activities in Ontario, and spent approximately \$332 million i
- In 2010, Ontario attracted 38% of Canadian visitors who went cycling anywhere in Canada.
- Approximately 3% of all Canadian visitor expenditures in Ontario can be attributed to those who went cycling in 2010
- 438,000 cycle tourists from Canada cycled in the following four areas in 2010: Toronto (223K); Ottawa (110K); Niagara (84K); Windsor (21K). The spending of these Canadian cycle tourists contributed \$104 million to economy in 2010. ii

Economic Impact of Cycle Tourists in Niagaraⁱⁱⁱ

- \$148 is the average amount spent by cyclists staying one or more nights on combined food and beverages, attractions and retail purchases, (excludes accommodations)
- 52% of all cyclists stayed one or more nights: 69% one night; 19% two nights; and 12% 3 or more nights.
- Accommodations choices included 43% staying in a range of hotels or motels, 29% staying at Bed & Breakfasts
- 85% of cyclists surveyed came from Ontario



\$148 pp - Breakdown of Spending

Great Waterfront Trail Adventure – by the Waterfront Regeneration Trust^{iv}

www.waterfronttrail.org

8 day touring event, 5th Annual July 14-21, 2012

Lake Ontario Waterfront Trail, end to end: Niagara-on-the-Lake to Cornwall;

Annual Participation: 250 cyclists

Economic Impact of Past Events

- Approximately \$73,000 spent by participants on accommodations & food, above nightly camping and 3 meals included in registration
- 22% stay at hotels every night;
- 44% spend at least one night in hotel;
- 71% sign up for optional activities
- 83% plan to return to communities;
- 48% from GTA
- 43% spend up to \$25 per day on food;
- 48% spend \$25 - \$34
- 74% spend up to \$50 on bike supplies and similar amount on other retail purchases



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ⁱ Ontario Ministry of Tourism. Travel Statistics on Visitors Who Involved Cycling Activities While on Trip, As Compared to Non-Cycling Visitors: Tourism Research Report, 2010.

ⁱⁱ Update of information originally prepared for Transportation Options by Rachel Dodds and Mark Singh, Sustaining Tourism. Potential to Move Towards an Ontario-Wide Cycle Tourism Partnership: Three Year Strategic Plan. November 2010. Transportation Options with assistance from Ministry of Tourism, Culture and Sports work with and adapted data from Statistics Canada CTS (2000-2004) or TSRC (2007-2010).

ⁱⁱⁱ From survey and report completed by Transportation Options. *Economic Impact of Cycle Tourism: Niagara Region and Greenbelt Areas*. Summer 2010.

^{iv} As reported by Marlaine Koehler, Waterfront Regeneration Trust, November 2011