

FOR TOURISM INDUSTRY PARTNERS

ONTARIO BY BIKE BICYCLE FRIENDLY BUSINESS SURVEY REPORT

2026



Transportation Options

ONTARIO BY BIKE BICYCLE FRIENDLY BUSINESS SURVEY REPORT 2026

Purpose:

- To show the impact of participating in the Ontario By Bike Network and being certified as bicycle friendly business location
- To provide insight on the value of the cycle tourism market to partners who support the Ontario By Bike program and certification network
- To support the continued forward momentum in Ontario, further developing and promoting cycle tourism across the province
- To corroborate the findings of the consumer/cyclists survey and ensuing Ontario Cycle Tourism & Cycling Activity Report 2025

To view this and past reports on the cycle tourism sector and cycling activity in Ontario visit:

www.TransportationOptions.org/OntarioResearch

For more information on Ontario By Bike and the bicycle friendly business certification program visit:

www.OntarioByBike.ca/Industry

About the 2025/2026 Survey:

- At the end of 2025 and start of 2026, a simple 12 question survey was sent to all businesses certified as bicycle friendly and a part of the Ontario By Bike Network
- Information about the survey and link was sent 2 times to all listed contacts via a Constant Contact issued email
- At the time of issuing the survey there were a total of 1,698 participating business and locations certified as bicycle friendly
- A total of 209 survey responses were completed, equivalent to a 12% response rate
- Participating businesses were asked to provide approximations for some questions, with some respondents who were unsure what these would be, leaving questions unanswered.

This report shares insight on the impact of participation in Ontario By Bike Network as a certified bicycle friendly businesses and further information about cycling guests and/or customers as reported by a number of responding businesses. While all efforts were made to reach a large sample size, the findings shared in this report provide an overview of what was reported from responding businesses only, and may not represent all participating businesses.

ABOUT ONTARIO BY BIKE

For Cyclists

The Ontario By Bike Network offers a variety of information on cycling in Ontario, inspiring visitors and residents to explore more by bike. Cyclists can find great places to cycle, links to useful cycling maps and plan a day trip or multi day cycling itineraries with stops at certified bicycle friendly businesses enroute.

For Tourism Industry Partners

Launched in 2010, the Ontario By Bike works to develop and promote cycle tourism in Ontario. The established business network is a program certifying and promoting bicycle friendly businesses and cycle tourism in regions across Ontario. The Network is open to accommodations, food services, attractions, cycling related businesses and organizations interested in cycle tourism. The Ontario By Bike Network is launched in each region with an informative workshop, after which local businesses may register on-line, at no charge, to participate and ultimately reach the growing number of cycle tourists in Ontario. There are currently over 1,700 businesses certified as bicycle friendly, in regions spanning Ontario.



www.OntarioByBike.ca

Transportation Options

Ontario By Bike is a program of not for profit organization, Transportation Options. Established in 1992, Transportation Options supports programs that focus on sustainable transportation and sustainable tourism.

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Why Become Certified as Bicycle Friendly?

Findings from the recent business survey along with the results from the cyclists survey, share the same insight:

Being a part of the Ontario By Bike network of certified bicycle friendly businesses is beneficial and welcoming cyclists is good for business.

From Businesses:

- 43% of respondents who are certified businesses reported that cyclists are core or regular customers
- 54% of respondents who are certified businesses reported business from cyclists had increased over the past 2 years
- 15% of respondents reported business from cyclists had increased significantly



From Cyclists:

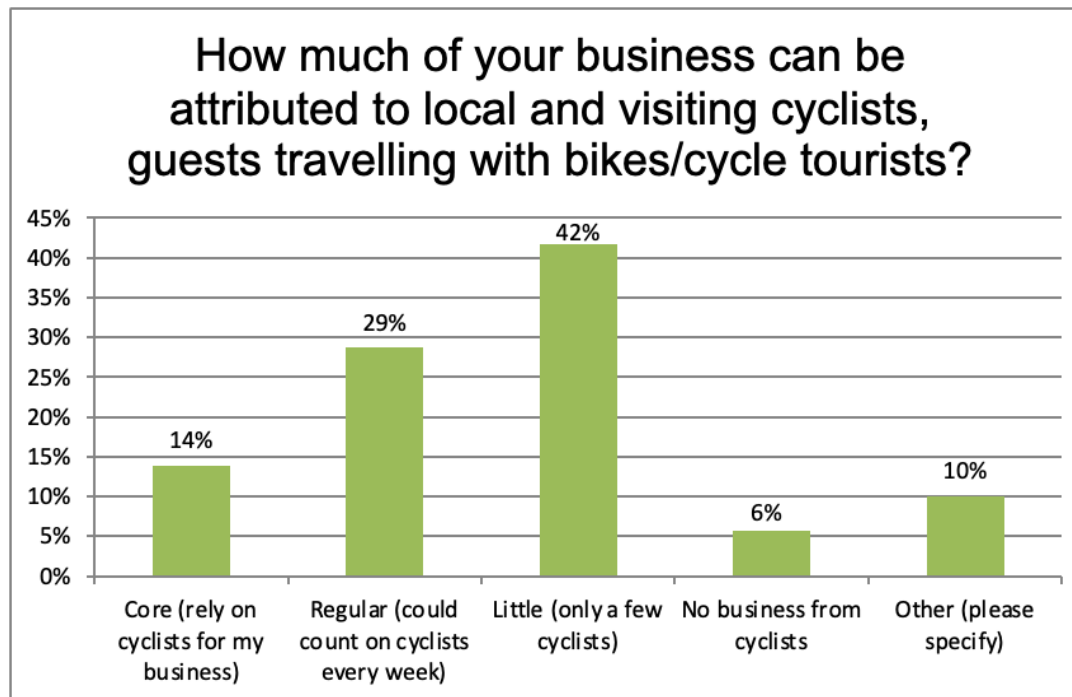
- 45% of cyclists had visited one or more businesses certified as bicycle friendly by Ontario By Bike in the past two years
- 38% visited multiple businesses certified as bicycle friendly
- 41% of cyclists not yet aware of certification program

SUMMARY OF FINDINGS

- 84% of certified bicycle friendly businesses do attribute some level of business to cycling guests/customers, including the 43% who report that cyclists are core or regular customers
- Business from cyclists, for the majority, has increased over the past 2 years, with 51% report businesses for cyclists has increased over the past 2 years
- Some indicated that this could be contributed to increase in marketing targeting cyclists
- While hard to most for businesses to assess their customer base, 29% did think their bicycle friendly certification helps attract cycling guests/customers
- Recreational cyclists are the most frequently served guests/customers
- While the majority of cyclists using certified businesses are from Ontario, 63% of cyclists are estimated to be visitors.
- While only accounting for 14% of guests/customers, 46% reported serving some international cyclists (USA &/or overseas) in the past 2 years
- Additional corroborating insight from our consumer/cyclists survey: 45% of cyclists had visited one or more businesses certified as bicycle friendly by Ontario By Bike in the past two years*

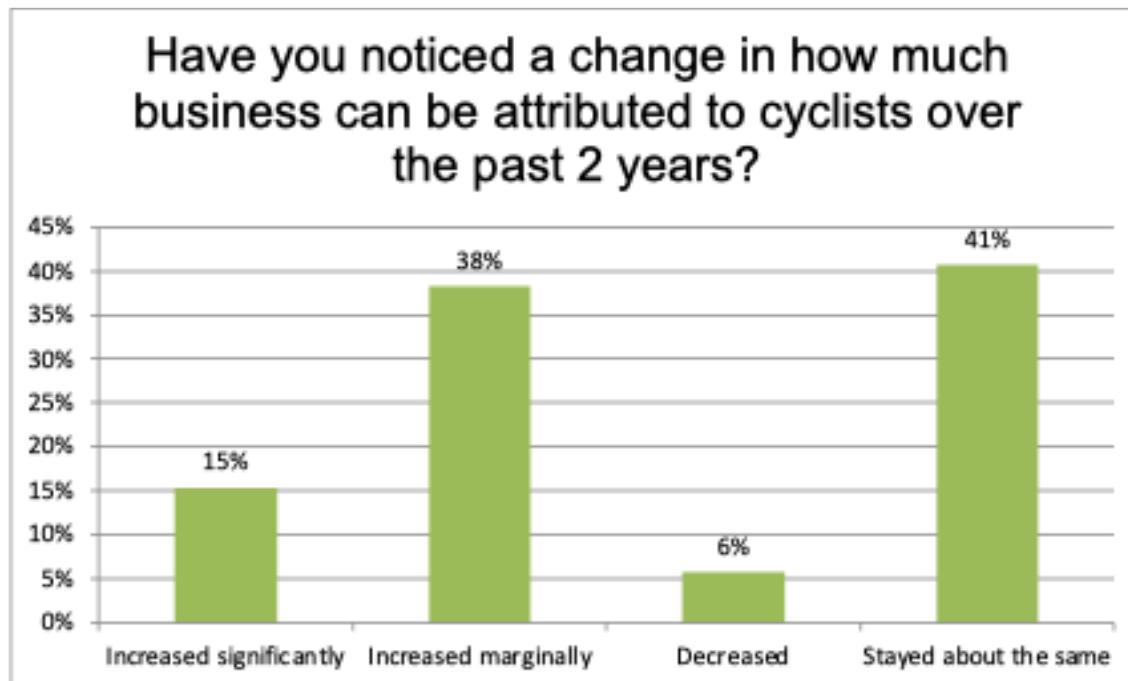
AMOUNT OF BUSINESS FROM CYCLISTS

- 84% of respondents who are certified businesses reported that cyclists are guests/customers at their business
 - 43% of respondents reported that cyclists are core or regular customers
- Only 6% of respondents reported they receive no business from cyclists
- *From comments received many cited that business from cyclists was seasonal*



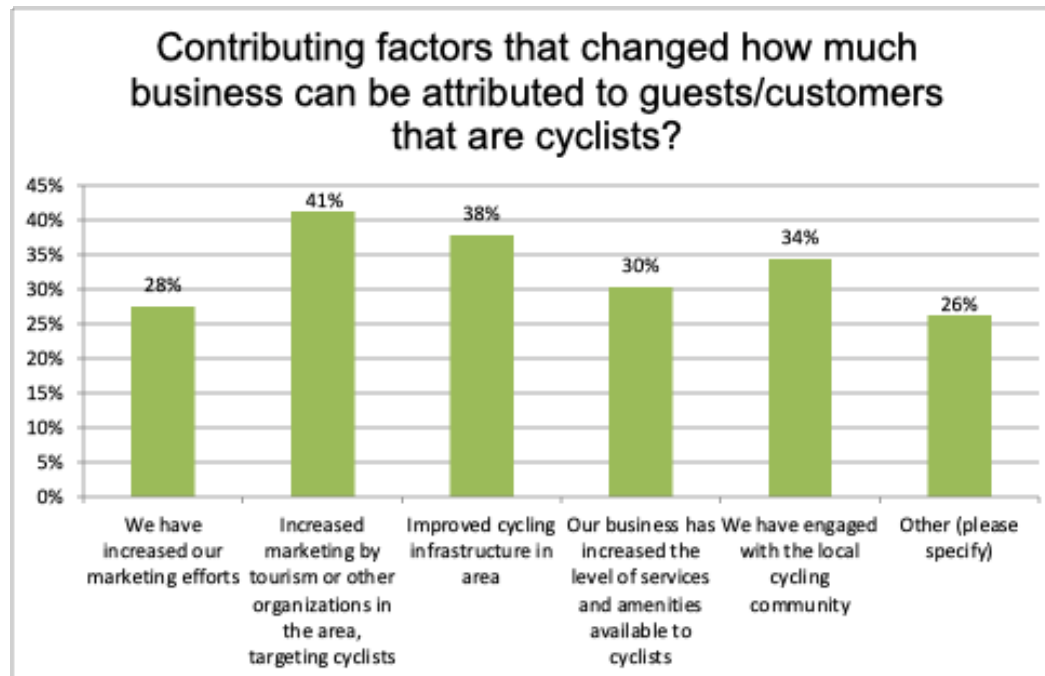
CHANGE IN BUSINESS FROM CYCLISTS

- 54% of respondents who are certified businesses reported business from cyclists had increased over the past 2 years
 - 15% of respondents reported business from cyclists had increased significantly
- 41% of respondents reported business from cyclists had stayed the about the same over the past 2 years
- Only 6% reported a decrease in business



OTHER CONTRIBUTING FACTORS TO AMOUNT OF BUSINESS FROM CYCLISTS

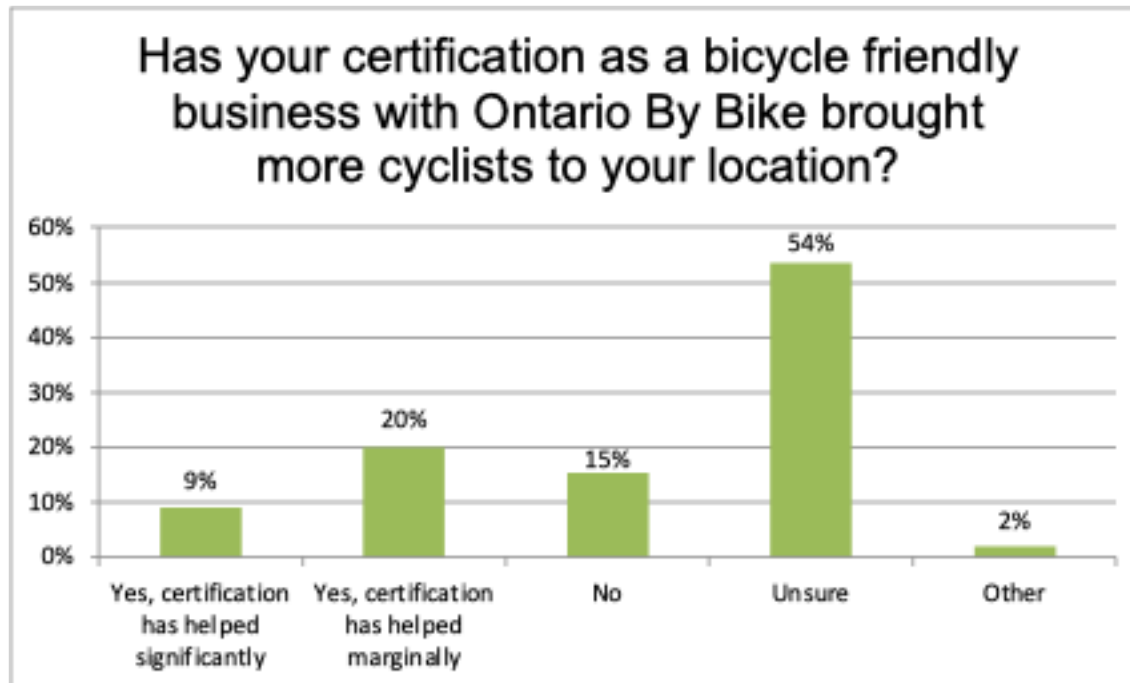
- 33% that said yes - there were other factors that contributed to the change in amount of business from guests/customers who were cyclists; 43% were unsure; 24% said no
 - Increased marketing to cyclists – by tourism or other organizations and by businesses themselves was the largest contributing factor to amount of business from cyclists
 - Improved cycling infrastructure also contributed to business from cyclists
 - *Comments on other contributing factors that assisted: Word of mouth referrals; local cycling events and/or touring groups making use of business*



Note: When responses exceed 100%, respondents were permitted to select multiple answers to the question.

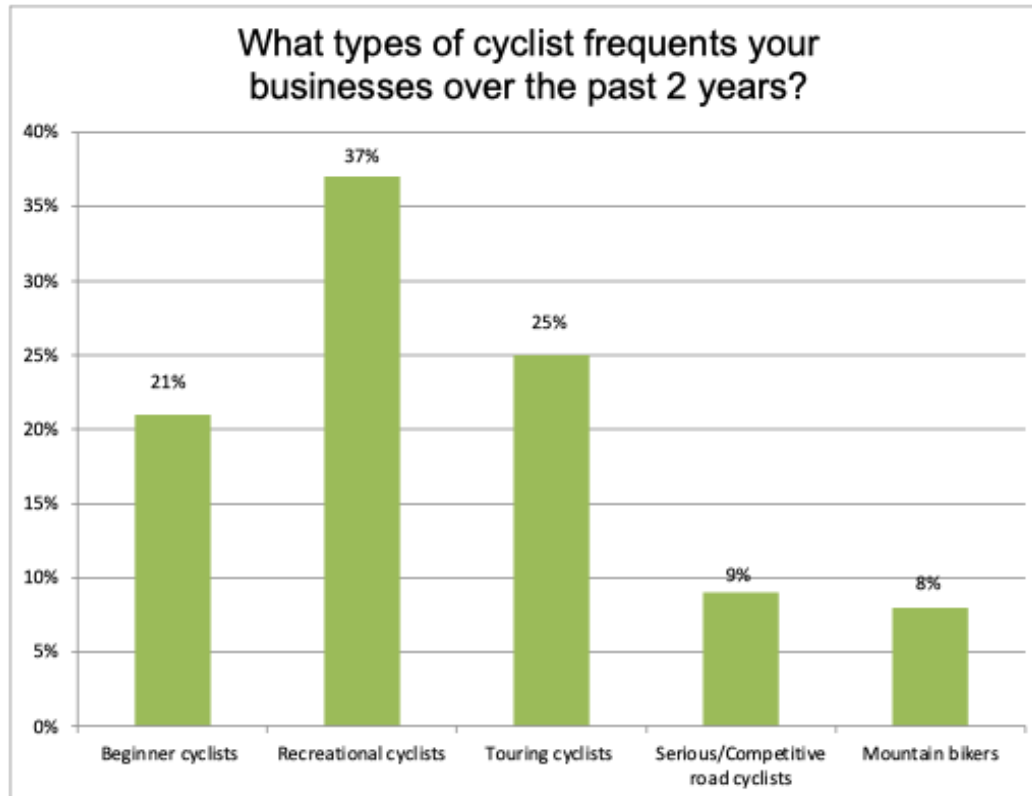
VALUE OF BICYCLE FRIENDLY CERTIFICATION

- 29% of respondents thought that their bicycle friendly certification through Ontario By Bike has helped bring more cyclists to their location
 - 54% of respondents were unsure
 - *Comment: I can't say the certification made a difference but it helped us be better at attracting cyclists and making them feel welcome*
- Only 15% reported no additional business from certification



ABOUT CYCLING GUESTS/CUSTOMERS

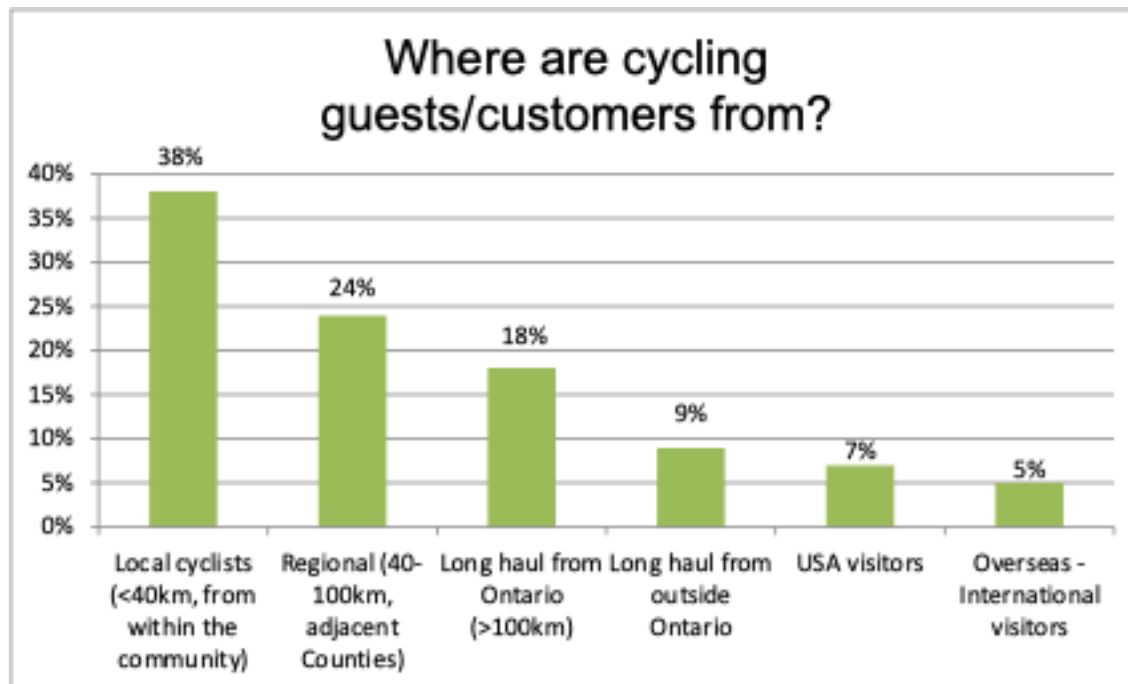
- 37% of guests/customers were estimated to be recreational cyclists,
 - Recreational cyclists are most frequent guests/customers at businesses
- 25% were identified as touring cyclists, followed by 21% who were beginner cyclists
- Fewer see competitive cyclists and mountain bikers



Note: Recreational cyclists are described as likely riding 25-50km, on trails or paved and gravel roads

WHERE CYCLING GUESTS/CUSTOMERS WERE COMING FROM

- 63% of cyclists visiting reporting businesses are estimated to be visitors, either from elsewhere in Ontario, other provinces, USA or overseas/international
 - 11% are domestic cyclists/visitors
 - 8% from USA
 - 6% overseas/international visitors
- 80% of cyclists visiting businesses are from Ontario
 - 42% of Ontario cyclists would be considered visitors (travelling >40km)



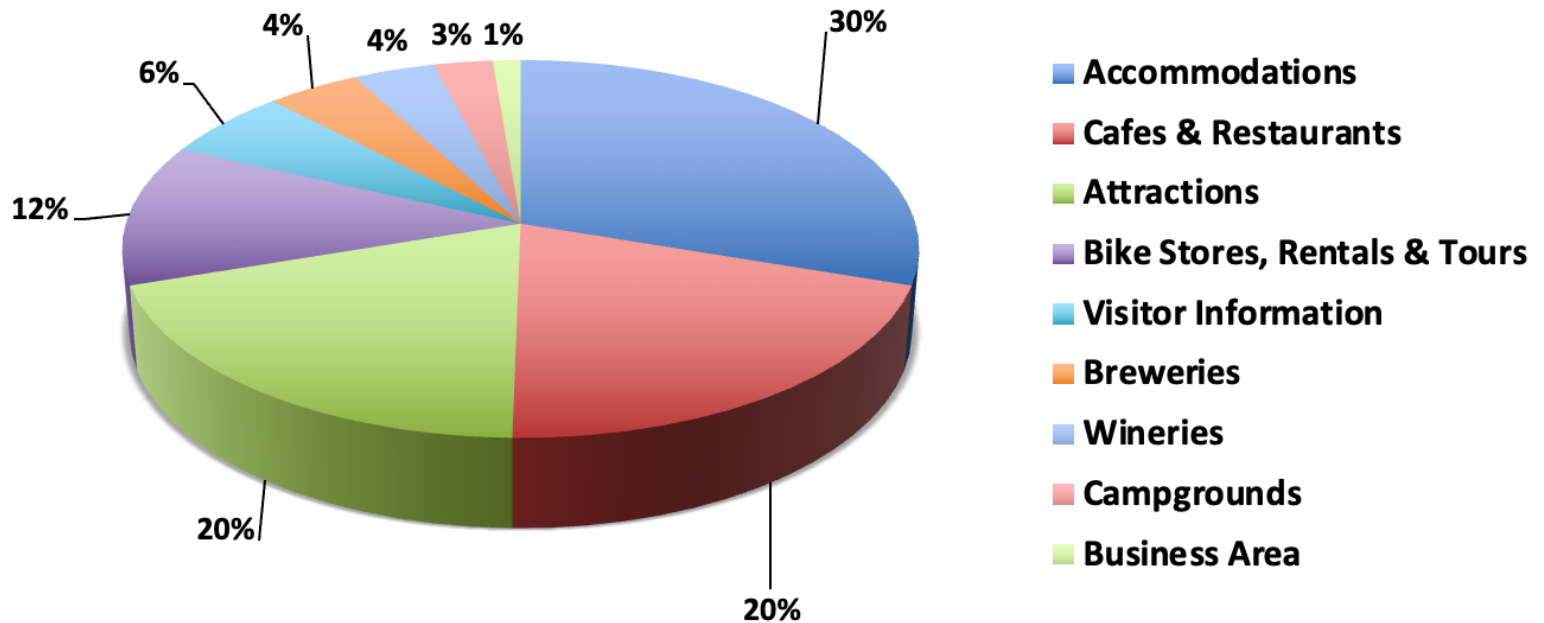
Additionally

- 46% reported serving some international cyclists (USA &/or overseas) in the past 2 years
- 27% reported serving no international cyclists and 27% were unsure

*Note: The Ontario government defines a visitor as someone travelling >40km from home, not for business or educational purposes.
Note: These numbers align with the last Statistics Canada data available showing international figures (2019)*

Breakdown of Bicycle Friendly Businesses by Category

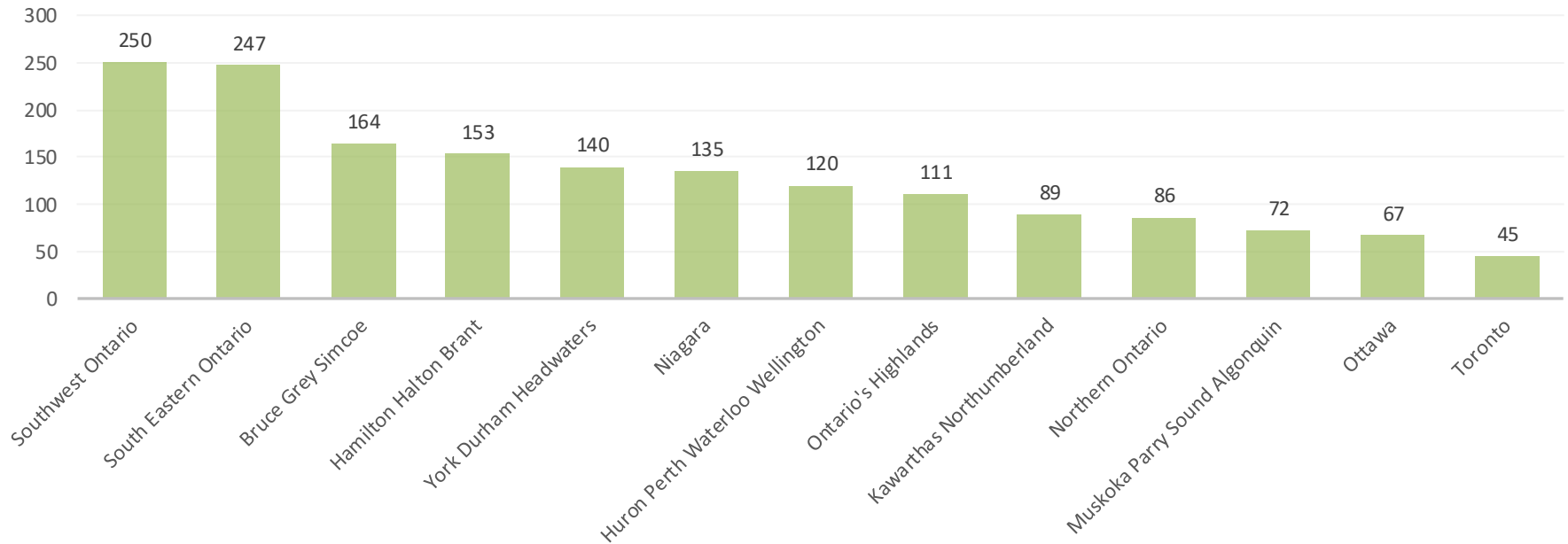
All Ontario



There are 1,700 businesses certified as bicycle friendly by Ontario By Bike, across Ontario.

www.ontariobybike.ca/ontario-cycling-map

Distribution of Bicycle Friendly Businesses Across Ontario



Based on the geographic boundaries of Ontario's regional tourism organizations and including all Ontario By Bike destination partner areas, the above chart shows the distribution of the 1,700 bicycle friendly business locations across Ontario.

www.ontariobybike.ca/ontario-cycling-map

SAMPLE OF SURVEY COMMENTS SUBMITTED BY BUSINESSES*

- *We love hosting cycling visitors. They are often our most interesting visitors!*
- *I love my cyclist customers!!*
- *Cycling continues to be a focus of our growth strategy.*
- *The cyclists have been lovely additions to our museum visitors.*
- *Cyclists are an important component of our customer base. Many of them are regular visitors.*
- *We love engaging with the cyclists who stop by and hope to increase our engagement in the future with local cyclists through our marketing.*
- *Quality and availability of cycling infrastructure has an enormous impact on cycling visits to our business. It could be so much better.*
- *Keep up the good work. Cycle tourism will continue to grow in Ontario.*
- *Very grateful for Ontario by Bike!! Also, really appreciate the free English/French annual guides.*
- *We are hopeful that, through the continued efforts of organizations like OBB, Ontario will start to become a world class destination for the cycling tourism market.*

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For More Information Contact:

Ontario By Bike / Transportation Options

info@ontariobybike.ca

www.OntarioByBike.ca

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