



Ontario By Bike Industry Partnership Advisory Committee Web Conference

November 28, 2024

www.transportationoptions.org/obbip

www.ontariobybike.ca

*T*ransportation
*O*ptions

Web Conference Agenda:

1. Welcome and Introductions

- OBBIP & AC Recap

2. Ontario By Bike Updates

- 2024 review and 2025 programs & initiatives
- Results of June meeting survey on facilities for e-bikes and provincial cycling network

3. Regional / Organization Updates

- Updates and news on cycling/cycle tourism related projects

4. Discussion

- Rolling forward, key activities for 2025

5. Other Business / Meeting Summary



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – November 28, 2024**



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 2024

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 2024

Tourism Windsor Essex Pelee Island - (RTO1)
Tourism Oxford & SW Ontario Partners - (RTO1)
Port Colborne, Niagara Region, TPN - (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)
SDG Tourism & 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 & Gaming
Destination Ontario

Louisa Mursell, Executive Director, Transportation Options
Peter McMurtry, Project Manager, Transportation Options / Ontario By Bike
Terrence Eta, Transportation Options, Board of Directors



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2. Ontario By Bike Updates

2024 & 2025 Reaching & Engaging Cyclists

2025 Cycling in Ontario/Le vélo en Ontario

- 13th annual print edition in production
- Exciting new content & articles - development underway
- Sales closed Nov. 14, print available end of February 2025
- Many return and valued partners, plus some new

2024 – 12th Annual Edition

- 72,000+ total readers - print & digital - estimated, 40,000 printed in both English and French
- 2024 Readers Survey:
 - 80% visited websites and used resources referenced in 2024 guide
 - 87% found the guide 'useful' or 'very useful' when planning a cycling trip in 2024

2025 Digital & Show Partnerships

- Some digital partnerships still available for digital ads and sponsored blog content in 2025
- Minimum of 4 Ontario shows, and/or Quebec - Montreal Bike Show
 - **Get in touch if interested**



2025 Media Kit:

www.ontariobybike.ca/2025marketing

2. Ontario By Bike Updates

2024 Reaching & Engaging Cyclists



www.OntarioByBike.ca

- 24 blogs posted, and added new [blog page](#) ride type filter
- 508,100 reach in paid social media campaign June through October
- 47,000 monthly page views average OntarioByBike.ca
- 17,150 subscribers to popular monthly [consumer e-newsletter](#) sent February to October
- 6 Ontario shows/events. and 1 in Montreal - met with thousands of cyclists

Ontario By Bike Blog

Print Friendly

Read on for inspirational cycling experiences and bike rides across Ontario. Whether you're looking for **recreational trails and rail trails, paved road cycling, gravel riding and bikepacking, mountain biking or fat biking, bike and e-bike rentals, or urban bike rides**, we've put together stories to get you out on two wheels and find your next favourite Ontario bike ride.

Join us on [Facebook](#), [Twitter](#) and [Instagram](#) to get more updates and so we can hear your story. Interested in guest blogging with Ontario By Bike? Shoot us an [email](#)! Also, check out our [Travellers' Tales](#) page for more Ontario cycling stories!

Read our latest blogs in the list below in order of publish date, or browse by the following ride categories.



Recreational & Rail Trails



Paved Road Cycling



Gravel & Bikepacking



Mountain & Fat Biking



Bike Rentals & E-Bikes



Urban Cycling



2. Ontario By Bike Updates

Reaching & Engaging Cyclists

Ontario By Bike Rides 2024

- 177 cyclists on 4 [Ontario By Bike Rides](#) - coordinated, booked and hosted, weekend long package tour events in destinations around Ontario
- All rides sold out & at capacity
- Ride destinations included: 1000 Islands & St. Lawrence; Trent Severn Trail Tour; Railway City & Erie Ports; Huron Coast
- Legacy Itineraries, with new map and free navigation on RidewithGPS (feature of tourism account) at: www.OntarioByBike.ca/Itineraries



See industry updates for updated economic impact study, 2019 to 2023



2. Ontario By Bike Updates - 2024

For Industry Partners & Ontario By Bike Certified Businesses

- 90 new [businesses certified as bicycle friendly](#) by Ontario By Bike to date in 2024, making total across Ontario – 1,680
- 11 webinars & 3 in person workshop for 445 registered attendees
- 2 Ontario By Bike [Industry Partnership Advisory Committee](#) web conferences
- Updated business listings to ensure all current, which included removing a number no longer operating, in destination renewal partner regions: York Region; Simcoe County; Renfrew County / Ottawa Valley; Northumberland County; Hamilton; Halton; Oxford/Elgin/Middlesex; Northern Ontario; Parry Sound/Muskoka - RTO12; Bruce County – Southwest
- Published new research study [Ontario Cycle Tourism & Cycling Activity Report](#)
- Completed a number of consulting projects for destinations around Ontario
- Attended, represented and presented at a number of industry meetings

And so much more...

2025 Looking Ahead - Ontario By Bike

2025 Marketing Partnerships

- 33 print partners to be featured
- Digital & shows partnerships still available, first come first serve

2025 Cycling Events

- Promote to event organizers in region – free listings, cyclists use
- Submit 2025 cycling events now and as dates announced
- 109 cycling events listed in 2024
- URL to share & for submission form: www.ontariobybike.ca/events

Destination Renewal Partners for 2025

- Norfolk County; Waterloo Region; Tourism Windsor Essex Pelee Island; City of London; Ottawa; Hastings / North Frontenac / L&A; Sarnia Lambton County; Brantford/Brant; Guelph/Wellington; Niagara
 - Outreach opportunity and webinars

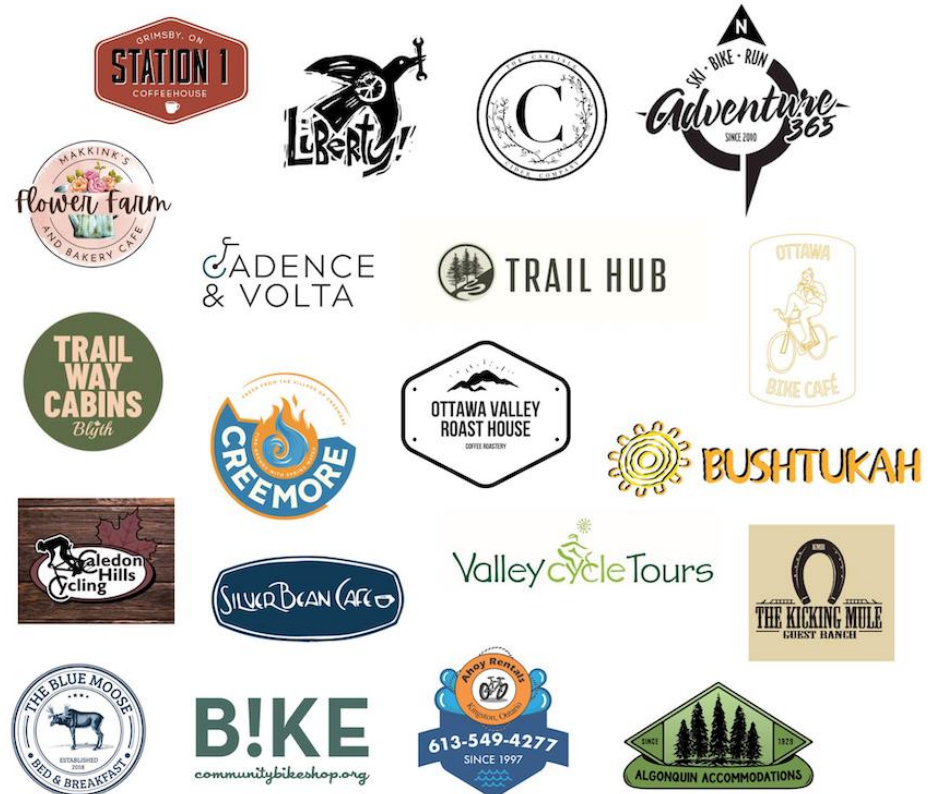


Photo credit: Bike the Creek - Brampton

2025 Looking Ahead - Ontario By Bike

2025 Best Bicycle Friendly Business Awards

- Nominations for 2025 awards open in January
- Direct email to all OBB certified businesses, and partners
- Encourage participation, as winning businesses receive significant promotion
- Winners in all 13 tourism regions



2024 winners: www.ontariobybike.ca/2024awardwinners

2025 Looking Ahead - Ontario By Bike

Industry Enews

- Stay in touch, ensure subscribed to updated database, over 2,500 industry contacts
- Sent 2x annually – March and November
- Archive & Subscribe: www.ontariobybike.ca/industryenews

Partner Product Development

- Eastern Ontario Rail Trail Loop Project
- Ontario Quebec Cycling Corridor Project
 - Ontario By Bike actively engaged on both projects

Advocacy

- Comments on Bill 212 & promoted petition – Bike Lanes
- TICO letter of complaint sent to Ministers, TICO, tour organizations, TIAO – response letter from TICO received; TICO issued survey
- VIA Rail – Trying to get answer when bike transportation will be returning, on new fleet, no options since 2021



Case Study: Impact of Cycle Tours Ontario By Bike 'Rides'

Study updated. Available at www.transportationoptions.org/ontarioresearch

- \$320 is the average spent per person on a 2 day, 1 overnight cycling trip in Ontario; \$575 average spent on 3 day, 2 overnights
- *Based on 10 impact studies on a selection of 10 rides from 2019 to 2024 including:*

Railway City & Erie Ports Tour (August 2024)

- St. Thomas – Port Stanley – Port Bruce – Sparta / 122km
- Overnight in St. Thomas
- Economic impact of \$428 pp and approx. \$17,140 total for 2 days/1 night

Huron Coast Explorer (September 2024)

- Kincardine – Port Elgin – Southampton – Sauble Beach – Paisley / 177km
- Overnights in Port Elgin
- Economic Impact of \$644pp and approx. \$32,204 total for 2 days/1 nights



Downloadable self-guided legacy itinerary available www.ontariobybike.ca/itineraries

OBBIP Advisory Committee – June Web Poll & Survey Results

E-Bike Market:

1. Has your organization made any changes or upgrades to facilitate the growing e-bike market? Or plans for the future? Promotions/Infrastructure/Other

- 47% - Yes
- 24% - No
- 29% - Still considering
- Share further info



2. How would you/your organization rate the importance of having a designated provincial cycling network brought to market?

- Scale of 1 to 10
- Share comments on what should be prioritized

(Background: In 2018 MTO released the network plan, including identification of routes, in partnership with other Ministries and with extensive consultation. MTO has been working on improving infrastructure on MTO roads. There is currently no consumer facing information available.)



Menti - QR Code

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1. Has your organization made any changes or upgrades to facilitate the growing e-bike market? Or plans for the future? Promotions/Infrastructure/Other

- 47% - Yes
- 24% - No
- 29% - Still considering
- N = 17



E-bike charging station pilot project

We have not made any plans or upgrades and don't have much information about this trend. Would be curious to see stats about the growing market.

Minimal required for us. Looking at creating resources referencing e-bike usage for the GLWT. For our bike tour .we have increasingly had to accommodate e-bike.in tandem with usage growth .

We are finalizing our new cycling master plan . Interestingly, the consultant working on it left ebikes out of the plan. We asked for additional content be added to the drsft regarding ebikes

Manitoulin Island

Cycle tourism strategy will explore this

Exploring opportunities **x2**

Plans to add e-bikes to our fleet of bike share bikes

We have an e-bike bylaw and will be looking at e-bike parking when we initiate our bike parking guidelines.

The Region has increased the number of ebikes and scooters available to rent within WR. As well the Region is working our cities to expand the service area & no. Of Neuron rental stations

Not at this time. **x3**

E-Bike Stats & Facts

- E-bikes are growing cycling and the market is anticipated to reach \$52.37 billion USD by 2030.
- Worldwide sales are estimated to balloon from 36 million units in 2015 to 100 million by 2035.
- In Europe e-bikes are being perceived as the next mode of mobility and also a leisure product, with the market valued at over \$6 billion USD in 2021.
- In the US ebike sales jumped 240% making e-bikes a larger category than road bikes

Ontario By Bike 2023 Survey:

- 22% own one or more e-bikes in their household,
- 17% are considering purchasing an e-bike in the future.



How to be an E-Bike Friendly Community

- Provide secure and safe e-bike charging stations
- Allow e-bike users to charge batteries at other public facilities or businesses
- Provide secure bicycle parking, for all types of bikes
- Include information about e-bikes, charging stations and any restrictions on cycling information resources for community & visitors
- Allow e-bikes on trails and paths, communicate any restrictions
- Offer e-bike rentals and trial loaners
- Promote e-bike friendly routes
- Welcome e-bike riders to community



E-Bike Charging Station

An increasing number of communities and municipalities are installing or investigating e-bike charging stations.

- Eastern Townships and Montérégie regions investigating/installing: Velovoute: www.velovoute.com
- Other options include: www.sarisinfrastructure.com



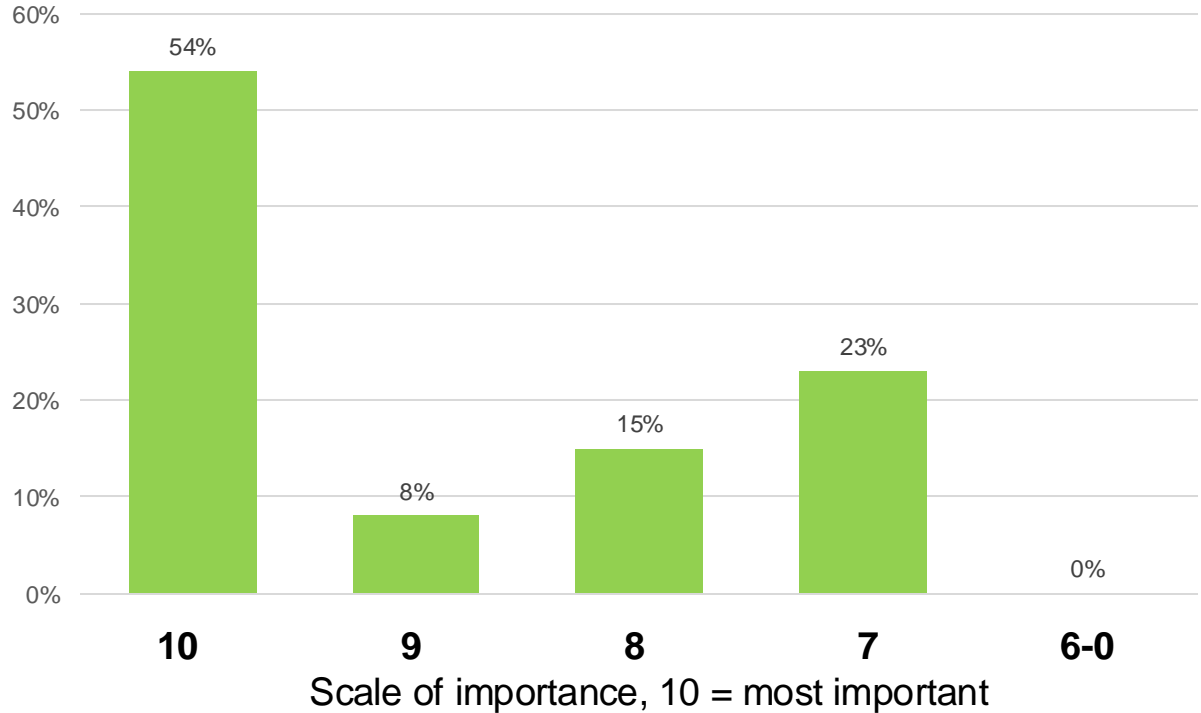
OBBIP Advisory Committee – June Web Poll & Survey Results

Provincial Cycling Network:

2. How would you/your organization rate the importance of having a designated provincial cycling network brought to market? (Scale of 1 to 10 = Important)

- 54% - 10 – Most Important; 8% - 9; 15% - 8; 23% - 7; 0% - 6-0
- N = 13

(Background: In 2018 MTO released the network plan, including identification of routes, in partnership with other Ministries and with extensive consultation. MTO has been working on improving infrastructure on MTO roads. There is currently no consumer facing information available.)



OBBIP Advisory Committee – June Web Poll & Survey Results

Value of Participating in OBBIP:

- All who responded gave highest ranking – 10 – for value in participating

Frequency of Value of OBBIP Meetings:

- All who responded said – yes – frequency of meetings (bi-annual) was sufficient

You do a great job in all these aspects

We enjoy participating in your existing programs



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Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

4. Discussion

- Rolling forward, key activities for 2025

5. Other Business / Meeting Summary

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



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*Thank you for
joining us!*

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Also see contact sheet for
Advisory Committee participants

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