



Advisory Committee

Minutes of Discussion Section During Web Conference

Tuesday, June 25, 2024, 3:00pm - 4:30 pm

On-Line / In Attendance:

Lionel Kernerman – Tourism Windsor Essex Pelee Island, Jason Toner – Tourism Windsor Essex Pelee Island, Darryl MacMillan – Tourism Partnership of Niagara, Bev Scott – Hamilton Halton Brant (RTO3), Rachel Johnson – City of Hamilton, Margaret Gaskell – Halton Region, Kara Potter – Discover Brantford, Susan Cook-Scheerer – Explore Waterloo Region, Rick Sickinger – Huron County, Alecia Anderson – Huron County, Sonya de Vellis – City of Toronto, Darryl Young – York Region, Danielle Culp – Durham Region, Kristyn Chambers – Durham Tourism, Chelsea Lawrence – Durham Tourism, Travis MacIver – Tourism Simcoe County, Diane Murenbeeld – Northumberland Tourism, Eleanor Cook – Visit the County, Karina Belanger – SDG Tourism, Julia Cosentino – Ottawa Tourism, Angelica Ingram – County of Haliburton, Maja Mielonen – Manitoulin Island Cycling Advocates, Mike Wozny - Destination Northern Ontario, Karen Martin – Tourism Thunder Bay, Kirsten Kabernick – Tourism Thunder Bay, David Meyer – Waterfront Regeneration Trust, Kyle Perdue – Ministry of Transportation, Rachael Treadgold – Ministry of Tourism, Culture and Gaming, Lisa McPherson – Destination Ontario, Jenn Irving – Destination Ontario.

Ontario By Bike (OBB) / Transportation Options: Louisa Mursell (Meeting Chair), Peter McMurtry (Meeting Admin)

Note: RTO (Regional Tourism Organization) number is used for geographic location reference points only, unless otherwise stated. For more information on these geographical boundaries visit: www.mtc.gov.on.ca/en/regions/regions.shtml

For a link to meeting minutes, recording and slides plus additional information on past meetings and the partnership visit: www.transportationoptions.org/obbip

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Also see: www.transportationoptions.org/uploads/1/4/5/0/145035178/obbip_ac_-_june_25_2024_web_presentation_online.pdf



CROSS PROVINCIAL UPDATES

Destination Ontario (DO) – Lisa McPherson (& notes provided by Kate Vrancart)

- In 2024 DO continues to promote cycling across various channels, large portion of marketing, cycling is big
- Paid Media in 2024 – Cycling was well-represented, as it was in 2023
- Coming up this year, there is a US Drive Summer (Q1 Active) involving Kingston, Ottawa and Sault Ste. Marie; US Drive Fall - awaiting outdoor partner content, which could include cycling; Ontario Fall – anticipate advertising partner content featuring fall cycling; Ontario Winter – anticipate advertising partner content featuring winter fat biking.
- Earned Media
 - o Japan AC Kansai media fam tour – June 2024 - Toronto Bike Tour, Zoom winery bike tour in Niagara
 - o German Journalist – on assignment, media fam tour in May 2024 – sustainability was key component of visit, experienced cycling, guided cycling tour on Toronto Islands, rented e-bikes in Niagara area
 - o US journalist from National Geographic/Forbes – June 2023 - Toronto bike tour
- Website – Refreshing and adding cycling content & images for summer 2024: More cycling and mountain bike content; cycling tour and events; beginner friendly info; bike friendly accommodations; guide to e-biking; trip ideas for solo travellers.
- Included bicycle touring within itinerary content in Ottawa for the Quebec summer campaign and in Essex County, Ottawa and the Niagara region for the US summer campaign.
- Social Media - Most of the content/articles listed above will be shared as link posts on Facebook.
- OTIS – Partner videos with Ontario By Bike (OBB) displaying at all OTIC centres, distributing Cycling in Ontario 2024 guide at all centres and at select roaming spots, OTIS staff attended the Montreal Velo Show in February with OBB
- Outdoor Campaign – US Paddling and Cycling Campaign for the North, Phase two had over a million leads
- Northern Marketing - Outdoor program just wrapped up a US Paddling and Cycling campaign on May 23. The campaign was very successful driving 945,300 leads to partners. For the outdoor program as a whole, cycling is one of the 3 prime sub segments identified for the program and will be supported through media fam tours, content development and consumer shows this fiscal as well.
- Destination Ontario are going to continue with cycling being a main area of focus.

Ministry of Tourism, Culture and Gaming – Rachael Treadgold

- No updates
- Sport has become its own ministry and they are looking for guidance on where jurisdiction over trails falls

Ministry of Transportation (MTO) – Kyle Perdue

- Province Wide Cycling Network
 - o Released in 2018
 - o MTO portion, ministry has completed over 2/3 of its portion
 - o Continue to progress and install more
 - o Early indicators show that over 100km of additional cycling network infrastructure will be built this year
 - o I-corridor digital platform– shows entirety of Provincial Cycling Network, but doesn't separate out what is MTO owned infrastructure and what is not.

(See: <https://icorridor-mto-on-ca.hub.arcgis.com/datasets/70571b6faa954923be52868fb6e7a8e5/explore>)

- They are working on making the map more accessible
- They're willing to work with organizations on making this more accessible.
- They unfortunately can't speak to status of cycling facilities on municipal owned roads

Waterfront Regeneration Trust (WRT) – Dave Meyer

- Several new projects - active pan-provincially
 - o Signage refresh in south Dundas, partnering with St. Lawrence Parks Commission
 - o Working with Trans Canada Trail on signage update in GTA, focused on Mississauga, Oakville and Toronto
 - o Working with Greenbelt Foundation on 2024 Greenbelt program – development of Lake Ontario Watershed Cycling Network, integrate two new cycling connections, one in the Duffins Creek corridor in Ajax to Greenbelt route and another from Greenbelt route to Brampton and Bolton, provisionally funded for this program
 - o Development of Bike Hubs in Greater Golden Horseshoe, centred in Hamilton Region, collaboration with RTO3 Hamilton Halton Brant
 - o Development of Wayfinding excellence program along those routes
 - o Sept 28/29, 2024 – Farm Fresh Tour – small cycle tour, farm to table, centred on HamBur Loop, Rural on the Ridge Loops in the Hamilton area, beginner cycling tours
- Applied to grant for Waterfront Trail expansion in Muskoka Region, Lake Muskoka – wayfinding signage, itineraries
- Working on development of Lake Superior expansion – this year signage implemented in 10 destinations on North Shore of Lake Superior, basically every major community, working with MTO integration. MTO is putting bike route markers for first time on Hwy 61, south of Thunder Bay south to Pigeon River, signs are going up in Thunder Bay
 - o This year focusing more on promotion - Developed Drive and Ride Itineraries – encouraging people to go up to the North with their bikes, as the Waterfront Trail route is not linear at the moment, lots of gaps in infrastructure
 - o Working on some minor wayfinding deficiencies along north shore of Lake Huron, alongside Great Waterfront Trail Adventure 2024 (GWTA)
- GWTA – annual cycling tour, awareness ride, focuses on 300-500km section of Waterfront Trail – this year SSM to Little Current, Manitoulin Island.
- Working with communities in Windsor Essex area, binational trails and tourism strategy. WRT will focus on itineraries and wayfinding. All linked to Gordie Howe international bridge opening in 2025

REGIONAL UPDATES

Manitoulin Island Cycling Advocates (RTO13a)– Maja Mielonen

- Currently lobbying MTO to build out Provincial Highway 542
- They would like to congratulate and thank Ontario By Bike for partnering with MICA to market Manitoulin Island in 2024
- Driftscape –app developer they work with to make a digital scavenger hunt, they had over 65 submissions of photos

- Applications in with FedNor – to build mountain biking, and shift some marketing of road biking to mountain biking
- Completed survey on Manitoulin Passage Ride – spending per person was \$673 for their stays associated with Manitoulin Passage Ride, large cycling event across island.
 - o Questions included: Do you mountain bike? - 29% said yes, Do you know ppl who mountain bike? – 70% said yes. Do you own a mountain bike? – 40% said yes.
- E-bike bike share project – long haul and overcoming hurdles since 2021 – e-safe compliance, 4 out of the 7 e-bike share stations have internet connectivity, they are moving ahead and see the light at the end of the long tunnel

Tourism Thunder Bay (RTO13c)– Karen Martin

- John Cameron has retired, large gap to fill
- Launching social media campaign on July 1 to Sept 30
- XCM Nationals – high profile cross country mountain biking event
- Black Sheep Mountain Bike Club working on accessibility and wayfinding
- They are working to recruit businesses to become bicycle friendly

Destination Northern Ontario (RTO13)– Mike Wozny

- Continue to support Ontario By Bike, which they consider to be a very valuable partnership. Completed two Ontario By Bike webinars in June.
- Working with municipalities and stakeholders – Sault Ste Marie to Thunder Bay Route
 - o 5 Drive and Ride Itineraries for that route – 27 maps
- Great Waterfront Trail Adventure – sold out and 2024 is in Northern Ontario – starts in Sault Ste Marie east along Lake Huron North Channel
- Sault Ste Marie is continuing to develop mountain bike trails and waterfront trails
- Crank the Shield mountain bike event – Aug 16-18 – hosted in Sault Ste Marie in Batchewana area

Haliburton County (RTO11)– Angelica Ingram (updates provided post-meeting)

- Continue to use Ride with GPS (RWGPS) to help cyclists plan rides and itineraries. To date, we have both Gravel and Road collections. We have also helped 2 local accommodators create their own accounts with collections that can be easily accessed from their location. (Louisa Mursell-OBB added – RWGPS tourism account allows people to navigate routes for free)
- Monitoring comments on social media, then reaching out to those folks that express interest has been a fruitful way to help them plan cycling trips to the area.
- We are looking forward to another successful “8 Hours of Hurtin’ in Haliburton”; the gravel race that takes place in Haliburton Forest and Wildlife Reserve. Organized by Valley Works, this is year 6 of the event that has gained a great reputation for excellent riding, amazing organization and very welcoming vibe.

Ottawa Tourism (RTO10)- Julia Cosentino

- Bike Share Study from EnviroCentre – Ottawa Tourism took part, looked at opportunity for bike share in Ottawa
 - o Study found bike share favourable for the environment and for residents
 - o Some bike share programs in Ottawa didn’t work so well in the past
- City of Ottawa – Transportation Master Plan – Ottawa Tourism took part, they look forward to results likely in fall
- Ottawa Tourism was able to offer Tourism Destination Development Fund – accessed by businesses who used it to address accessibility needs. Escape Bicycle Tours, added accessible cargo bike to their rental offerings, great feedback on new bike, investment

was a great partnership, addresses a gap in their offerings. There is a seat on the back for someone with mobility limitations to ride.

SDG Tourism (RTO9) – Karina Belanger

- Updates provided on behalf of SDG and Tourism Cornwall
- This year attended several outdoor shows, Toronto and Montreal bike shows
- Updated cycling map, along with Tourism Cornwall, and Prescott Russell, they printed about 10,000 copies of new cross-regional map
- Promote cycling in visitor guide and neighbouring guides
- South Dundas is interested in updating cycling signage, working with Waterfront Regeneration Trust
- Cornwall – running Seniors on Wheels program, free rides in the park to seniors

Visit the County (RTO9)– Eleanor Cook

- Thanked Ontario By Bike for work they do for business readiness space and marketing
- No other updates
- Louisa Mursell-OBB added– there are a number of cycling events that are driving cyclists to the County, as well as overall tourism draw

Northumberland Tourism (RTO8)– Diane Murenbeeld

- Trying to support more operators in becoming bike friendly certified with Ontario By Bike
- Integrating new businesses onto maps
- Happy that Ontario By Bike Ride came partially to region (Trent Severn Trail Tour, June 22-23, 2024 started in Campbellford and cycled on trail west to Hastings on first day)
- On an as needed basis the county is continuing to pave shoulders as roads are rehabilitated

Tourism Simcoe County (RTO6) – Travis MacIver

- Tourism Simcoe County has launched bike rack rental program – geared towards events
- Applied to FedDev Tourism Growth Program – piloting project to establish 3 free to use e-bike charging locations, across 6 municipalities
- Hosted an e-bike workshop in Penetanguishene
 - o Goal was to educate about e-bike, educate about differing bylaws in municipalities
 - o Big steps in addressing fast growing trend of e-bike use on trails
- Travis rode the Simcoe County Loop Trail – reporting back to municipalities – giving feedback to municipalities, looking at pinch points and design considerations
- Congratulate Penetanguishene – received \$21k grant from Trans Canada Trail for trail upgrades and maintenance
- Thank you to Louisa and Peter (Ontario By Bike) for successful spring workshop for North Simcoe – it opened big lines of communication with tourism businesses

Durham Region (RTO6) – Danielle Culp

- Few updates
- Cycling Wayfinding and Signage Strategy is coming along – successful public information session
- Bike Month – different activities and events, regionally and local level, fun ways for people to connect and see different cycling routes
- Applying for Bike Friendly Communities designation, collaborating with different groups across the region, have a stronger application with regional focus.

Durham Tourism (RTO6) – Kristyn Chambers



- Putting strong focus on supporting tourism businesses in rural areas. Pulling together rural on-road cycling routes, highlighting businesses along the route that are certified as bicycle friendly.
- Successful webinar for businesses in June with Ontario By Bike. Trying to help businesses get certified.

York Region (RTO6) – Darryl Young

- Lake to Lake Route and South York Greenway – identified to become part of Trans Canada Trail
- Communications department has introduced summer campaign, ‘Explore with York Region Transit’, highlighting region-wide range of recreation and culture venues, makes note of cycling and walking
- Look forward to collaborating with community partners and businesses

City of Toronto (RTO5) – Sonya de Vellis

- Bike to Work Day – June 6, Louisa Mursell-OBB was in attendance, Mayor, several councillors in attendance
- Bike Map has been recently printed – 2024 – available Union Station OTIC and City Hall, also hotels, various bike shops and other locations
- New trails that have been constructed within last 6 months along waterfront, connections
 - o New Cherry Street Bridge
 - o New cycle tracks on Commissioner Street
- Cycle Toronto and Waterfront BIA – hosting Bike Valet July 5 to 15, bike parking in parking lot close to Rogers Centre. Cyclists in the area can make use of secure bike parking.
- Cycling Year in Review Survey – will be released next year - insight into cycling behaviours – they’re looking forward to information

Huron County (RTO4)– Rick Sickinger

- Still working on Cycling Master Plan – hoping that will be approved in the fall
 - o This will open the door for more marketing and promotions
- Working with G2G for infrastructure upgrades to trail, Blyth Tunnel is now complete, making it safer for cyclists
- Louisa Mursell-OBB added – Ontario By Bike visited Huron County for blog development in June.

Explore Waterloo Region (RTO4)– Susan Cook-Scheerer

- Have had some infrastructure building on G2G trail as well, Wellesley township, bridging section, making trail more accessible
- Hosted webinar with OBB last year – talking to membership about becoming bike friendly certified, now have 55 certified businesses across region. Jump up about 12. They’ll be promoting this year again.
- New interim Director of Marketing – currently completing new cycling marketing plan, they will begin implementing once it’s ready to go
- Recently launched first cycling package through Explore Waterloo Region working together with partners– Pedals and Pints Experience – three trail options – Iron Horse Trail (shorter 15km ride), St. Jacobs Village trail ride (30km), Downtown Kitchener South trail (20km), each of them are working together with craft brewers, different food operators and vendors to provide riding experience where you can stop and sample. All brewers are offering alcoholic and non-alcoholic. Recently launched into market and they are booking experiences already - working together with River City Cycle who rents the bikes.

- E-bikes – program with Neuron Mobility has expanded this year. You see orange e-bikes and scooters everywhere. They’re looking how they can further tap into this.

Waterloo Region (RTO4) – Kevan Marshall/ Ivan Balaban (updates provided in advance)

- Shared micromobility program (e-bike and e-scooter share) is live and a single service area connects the core areas of Cambridge, Kitchener, and Waterloo
- GRT now permits e-bikes on the entire ION LRT and Bus line:
<https://www.grt.ca/en/rider-information/cycling.aspx#E-bikes>
- A new bike trail will open later this year – the “Central Station Trail” connects the Trans-Canada Trail to Central Station LRT station in downtown Kitchener, and future site of our GO/VIA transit hub: <https://www.grt.ca/en/about-grt/active-transportation-connections.aspx#Iron-Horse-Trail-Improvements--Transit-Hub-Trail>

Hamilton Halton Brant (RTO3) - Bev Scott

- Ontario by Bike has supported RTO3 in municipalities with workshops.
- Working on building bike friendly business certifications, doing well but can always to better
- Working with global tour operators, working on route development that enhances experiences of inbound international and even domestic traffic.
- Rural on the Ridge – Explore the Upside, part of farm fresh program, working with rural businesses for craft and culinary experiences
- Re-enhancing HamBur Loop – doing some spurs and developing packages, developed in collaboration with Waterfront Regeneration Trust
- Greenbelt cycle rack investment will reoccur this year esp. in Hamilton and Burlington areas
- They are the selected destination for WRT’s Farm Fresh Tours this year, they will be promoting Rural on the Ridge and HamBur Loop
- Exploring Regional Cycle Tourism Strategy – looking at cycling visit numbers and they think they can do better, need to further develop marketing as they have some great routes
- Working with cycle businesses, to develop the inventory and offers as well
- Launched regional tourism strategy last fall, so experience development and sustainability and transportation linkages are key pillars for their department
 - o They are a destination certified with GreenStep – destination sustainability stakeholder committee just approved action plan that involves cycle tourism
- Launched a DMMO council for collaboration, avoiding duplication, how they can all work together, harness collaboration and partnership, esp. when talking about maps and inventory
- Launching experience development course this fall, intense, immersive, experience development course, cycle tourism will feature prominently

City of Hamilton (RTO3)– Rachel Johnson (updates provided in writing in meeting chat)

- Working on publishing some new cycling tourism routes.
- Have been having a successful Bike Month with many events from many community partners including seniors learn to bike, bike rodeos, Bike Day, Open Streets and so much more!

Halton Region (RTO3)– Margaret Gaskell

- Just completed Cycle Tourism Wayfinding and Strategy Report
 - o Worked on this with consultant and also in collaboration with municipal partners and cycling orgs.

- From the Report's recommendations they'll be updating cycling map both print and digital
 - Modifications to 8 existing routes and will include 4 new shorter routes
 - One new short route in each municipality
- Thank you to Ontario By Bike for their input into strategy and into development of new routes

Discover Brantford (RTO3)- Kara Potter

- No updates, new representative, great to listen to everyone's updates

Niagara (RTO2)

- Updates from Louisa Mursell-OBB
 - Previous partner at Venture Niagara can no longer join due to changes at that organization
 - New Executive Director Darryl MacMillan of Tourism Niagara Partnership (RTO2) joined this meeting briefly, hope to see him again.

Tourism Windsor Essex Pelee Island (RTO1)– Lionel Kernerman

City of Windsor

- Free Ford Fireworks Bike Valet at Charles Clark Square – June 24th, supported by the City Active Transportation Expert Panel
- Open Streets Windsor, Sept 22, 2024 <https://www.citywindsor.ca/residents/recreation/special-events/open-streets-windsor>
- Gordie Howe International Bridge community improvement active transportation connections are being constructed and to be completed by end of 2024. Bike lanes and multi-use trails along Sandwich St., leading to the new bridge.
- State of the Strait Conference 2024, October 22, 2024 which focuses on ecosystems on both sides of the border - <https://www.uwindsor.ca/glier/2024-02-08/save-date-october-22-2024-state-strait-0>. This year's theme is "Cross-Border Tourism".
- The Association of Bicycle and Pedestrian Professionals Conference in Detroit, Aug 12 – 14th, where the Gordie Howe International Bridge, it's multi-use trail and cross-border tourism will be highlighted with a mobile tour on the Windsor side.
- Next year will be a bigger year for tourism promotion, with the new Gordie Howe International Bridge crossing and additions to the network that will enhance existing cycling tourism routes (Trans Canada Trail, Waterfront Trail and Windsor Loop).

County Wide Active Transportation System (CWATS)

- The County of Essex 2024 Budget includes \$5.68 million for active transportation projects, including more than 17km of paved shoulders.
- Work continues on transforming the abandoned Canada Southern (CASO) railway line into a 47km active transportation corridor that will create a regional trail loop, linking up the Chrysler Canada Greenway, the Cypher Systems Greenway, the Leamington-Comber Greenway and the Trans Canada Trail in Chatham-Kent. The County of Essex contributed \$275,000 and joined other municipalities, including Lakeshore, Tecumseh and Essex, to help the Essex Region Conservation Authority purchase the abandoned rail line.
- A network of world class mountain bike trails is set to open this summer in Amherstburg. These new trails will connect to an existing network of trails that include three downhill runs, a return climb trail and a 2km cross-country trail. The new network opens in July and will feature four additional kilometres of trail with contours and jumps. The new trails are expected to draw cycling enthusiasts from as far away as Michigan, London and Kitchener.

Share the Road Windsor Essex

- Continue to bring together an ever-expanding greater cycling community (in terms of both sheer numbers and geography) with events which celebrate what Windsor Essex has to offer cyclists. The recent Kelly-Ann Way Grand Départ Ride is an example. The impact of these type of events are mostly as "staycations". What is notable is that 93% of those who participated reside outside of the host community, Amherstburg. The economic spin-off also went well beyond Amherstburg. Also had participants who came from Chatham-Kent, London through to Toronto, as well as Michigan. With the bike lane on Gordie Howe bridge soon to be opened, feel there's an excellent opportunity at hand to extend to markets well beyond Windsor Essex.

Bike Windsor Essex

- Running free monthly escorted bike rides in Kingsville. In the early development stage of adding an Underground Railway bike tour and a Black History bike ride to their virtual assisted rides.
- Got more bike valets coming up – in Tecumseh for Canada Day and at the Essex Funfest.

WindsorEats

- Offering Friday Night Lights tours through Windsor and along the Detroit River waterfront.

Tourism Windsor Essex Pelee Island

- Through a partnership with Trans Canada Trail, Great Waterfront Trail Adventure, and the Southwest Ontario Tourism Corporation, establishing Windsor Essex as an Exceptional Trail Experience (ETE) destination through improving the regional trails and developing a Binational Cycling Trail Experience linked to the Gordie Howe International Bridge, the proposed Ojibway Urban National Park, and the U.S. market. This will include market-readiness, itinerary and package development, travel trade readiness, marketing, map and collateral development.
- Regular social engagement and blogs
- Ongoing partnership with Ontario By Bike

ONTARIO BY BIKE UPDATES

Also see slide deck at:

https://www.transportationoptions.org/uploads/1/4/5/0/145035178/obbip_ac_-_june_25_2024_web_presentation_online.pdf

Ontario By Bike Updates – Reaching and Engaging Cyclists

Cycling in Ontario/Le vélo en Ontario

- 12th annual print edition
- Printed 40,000 copies (28.5k in English, 11.5k in French), also online/digital
- 41 print partners
- Huge demand, very limited quantities available still
- Distribution partners: VIC's, businesses; OTIS's, Canadian Cycling & Vélo Mag
- Individual fulfillment to date: 1,696 including 9% out of Ontario
- 2025 media kit available October 2024

Digital Partnerships 2024

- 30 digital partners for digital ads and sponsored blog content
- All months sold, very few late season spots left



Shows & Events Partnerships 2024

- 8 Ontario show & 2 Québec show partners & Destination Ontario
- Ontario - Featured at: Outdoor Adventure Show Toronto + 1 presentation (Feb); Toronto Bike Show (March); Paris to Ancaster Race (April); Track Nations (April); Bike for Brain Health (June)
- Québec – Featured at: Montréal Bike Show (Feb)

Ontario By Bike Website – www.OntarioByBike.ca

- Website traffic surges early spring and continues to perform well into summer/fall
- Undertook SEO Research, now implementing
- Outreach and assistance to DMO/RTO partners to update cycling pages

Digital Community

- Posted 16 blogs in 2024, to date
 - o Added related blogs modules to all Great Places to Cycle Pages
 - o Added Ride Type filters to Blogs page, blogs sorted by tags
- Sent 5 consumer e-newsletters monthly since February in 2024 reaching over 16,950 subscribers, average open rate 57%
- Paid social media campaign underway, featuring 15 second videos produced in partnership with Destination Ontario
- Many partners have active paid social media campaigns

Ontario By Bike Rides 2024

- 4 weekend tours – all sold out early - www.OntarioByBike.ca/Rides
- Ride destinations include: 1000 Islands & St. Lawrence; Trent Severn Trail Tour; Railway City & Erie Ports; Huron Coast
- Continue to hear from cyclists using Legacy Itineraries: www.OntarioByBike.ca/Itineraries

2023 Photo Contest, Winning photo: Fun Mural Tour, St. Thomas

- Also on page 3 of 2024 Cycling in Ontario guide
- 2024 photo contest open until November

Ontario By Bike Updates – for Industry Partners & Ontario By Bike Certified Businesses

2024 Destination Renewal Partners

- York Region; Simcoe County; Renfrew County / Ottawa Valley; Northumberland County; Hamilton; Halton; Oxford/Elgin/Middlesex; Northern Ontario; Parry Sound/Muskoka - RTO12; Bruce County – Southwest; (plus Niagara - TBD)
- All deliverables underway incl. business outreach, updating resources & more

Webinars & Workshops

- 11 Spring renewal webinars hosted for most of above, plus some in Fall
- In person workshops: North Simcoe; Prescott Russell (RTO9)

2024 Business Awards

- Winners announced, awards sent, media release and social outreach
- Great opportunity for OBB certified businesses and destination partners to get free promotion
- Next opportunity: 2025 nominations info in Jan/Feb 2025
- Promote this opportunity to stakeholders www.OntarioByBike.ca/2024awardwinners

Breakdown of Bicycle Friendly Businesses by Category

- 1686 certified locations (as of June 2024)
- 47% of cyclists had visited one or more businesses certified as bicycle friendly by Ontario By Bike in the past two years; 40% visited multiple businesses certified as bicycle friendly; 38% of cyclists not yet aware of certification program.
- Outreach kit & rack cards available for DMO/RTO/BIA

New Research – 2022 Stats Canada

In 2022, Visitor Numbers and Spend:

- **1.2 million cycling visits** in Ontario, representing 1% of total visits in Ontario
- **Spent \$565 million** accounting for 2.35% of total visitor spending in Ontario
- Largest spending categories (in order) are accommodations, food & beverage, transportation
- \$537/trip vs. \$421/trip (non-cyclists)
- Same-day visitors \$337/trip vs. \$114/trip (non-cyclists)
- 4.2 nights vs. 2.9 nights (non-cyclists)
- 61% of cycling visits were overnight visits (compared to 35% of total visits non-cyclists)

Note: 2022 data is domestic (Canadian visitor) results only. Take it as a snap shot – beware comparing YOY data.

Source: Statistics Canada's National Travel Survey 2022; MTCG

See slides linked above for charts showing cycling visits compared to other activities, and regional distribution of cycling vs. non-cycling visits in Ontario

New Research – 2024 from Ontario By Bike

Ontario Cycle Tourism & Cycling Activity Report:

- Demographics
- Cycling activity
- Ride habits & preferences
- Travel that included cycling
- Visitor spend
- *Includes comparisons to previous studies*

Full report & infographic available at:

www.OntarioByBike.ca/cycle-tourism-report-2023

New Research – Various

Cycle Tourism Impact: International

- \$117 B to \$128 B USD estimated cycle tourism market size world-wide
- 9.5% growth expected annually over the next six years, reaching \$241.27 B USD by 2030
- Europe accounted for over 30% of global bike tourism revenue
- With a market share of over 20% in 2022, North America is the 2nd largest market for cycle tourism

E-bikes

- 55% of Backroads cycling tour co. guests now using
- 60% of Butterfield and Robinson cycling tour co. guests now using, compared to 25% - 5 years ago; 50% taking cycling tours are new to the concept of biking vacations
- Are you ready for this new type of cycle tourist

Sources: www.bicycleretailer.com/industry-news/2023/12/27/americans-have-bikes-will-travel &

www.theglobeandmail.com/life/article-why-bike-tours-are-more-popular-than-ever

Ontario By Bike Updates – Advocacy

- Sector Associations
 - o Ontario By Bike a part of group of sector associations that have prepared briefing document for Provincial Ministries/Ministers on work of each organization
- Bike Train
 - o Cyclists eagerly awaiting VIA Rail's new fleet that will allow bike transportation - 2025



- New www.ontariobybike.ca/transportation includes updated info and other transportation options from outdated www.biketrain.ca
- New Tourism Strategy
 - TIAO is proposing to move ahead developing ahead of government, we will look to play an active role
- TICO
 - New fee structure to impact small businesses & NGOs like OBB, not large ones
 - Interested in hearing from any operators impacted, to join forces for advocacy
- Elevating cycle tourism through tourism partnerships – DMO, RTO, DO, DC
 - Have reached out to partners to provide assistance and info for updating cycling pages, improving promotion of cycle tourism
- Provincial cycling network
 - Keen to see consumer facing info made available - maps, promotion for full network (on MTO & other roads/trails)
- Value of OBBIP
 - Requesting participants input via post meeting survey

Partner Opportunities – Going Forward

- Submit cycling content and news
 - For OBB newsletters & social, or tag
 - Also content opportunities with new Travellers Tales - www.OntarioByBike.ca/TravellersTales
 - Cycling in Ontario 2025
- Capture new cycling images/video in 2024
- Outreach to certify businesses as bicycle friendly
- Include more info about OBB on cycling pages
- 2025 marketing partnerships and media kit, available October 2024
- Connect further for ... product development consulting and other projects
- Connect further ... anytime

OBBIP Advisory Committee - Discussion & Post Meeting Survey

Web Poll Results (as of July 3)

In Meeting - Web Poll Questions: For participation at any time during meeting.

After meeting - LINK: www.menti.com/aloggc9ke95a Or www.menti.com, enter code 11621011. (Open until July 15, 2024)

Results as of July 3, 2024.

Also see results at: www.transportationoptions.org/obbip-ac-june-25-2024

(Final results to be presented and discussed November 2024.)

1a. Has your organization made any changes or upgrades to facilitate the growing e-bike market?

Or plans for the future? Promotions/Infrastructure/Other

Responses:

- Yes – 47%
- No – 27%
- Still considering – 27%

1b. Has your organization made any changes or upgrades to facilitate the growing e-bike market? Share further info:

Responses:

- E-bike charging station pilot project
- Not at this time.

- Plans to add e-bikes to our fleet of bike share bikes
- 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.
- Not at this time.
- We have an e-bike bylaw and will be looking at e-bike parking when we initiate our bike parking guidelines.
- 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
- 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.
- The Region has increased the number of ebikes and escooters available to rent within WR. As well the Region is working our cities to expand the service area & no. Of Neuron rental stations
- Manitoulin Island
- Cycle tourism strategy will explore this
- Exploring opportunities
- Exploring opportunities

Results as of July 3, 2024.

Also see results at: www.transportationoptions.org/obbip-ac-june-25-2024

(Final results to be presented and discussed November 2024.)

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

Responses:

- **10** – 5 responses
- **9** – 1 response
- **8** – 2 responses
- **7** – 3 responses
- **1-6** – 0 responses

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

Responses:

- This would be positive for rural destinations around Ottawa.
- Cross border markets for long-haul cyclists.
- Routes with established identities and/or consistent experiences. The network in its entirety is a lot to market and would be difficult to market effectively. There should definitely be collaboration.
- Driving ride itineraries along the major routes

Post Meeting – Survey Questions: LINK www.surveymonkey.com/r/OBBIPJune2024

Results above as of July 3, 2024.

(All final results to be presented and discussed November 2024.)