



Bicycle Friendly Campgrounds Cyclists Survey

- 2017 -

www.OntarioByBike.ca

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About the Survey

Purpose

- To connect with cycling community, offering opportunity to provide feedback on visiting campgrounds with bicycles
- To consider updating Ontario By Bike Network's certification criteria for campgrounds in Ontario based on survey results
 - Current criteria: www.ontariobybike.ca/criteria

Objectives

- Understand current satisfaction levels
- Identify areas of needs and concerns
- Profile of cyclists visiting campgrounds

Methodology

- 12 question online survey placed on Survey Monkey
- Survey open for 3 months (from August to November 2017)
- Survey distributed through:
 - Multiple Ontario By Bike consumer e-newsletter broadcasts (8,500 subscribers)
 - Ontario By Bike's social media channels and online forums (Facebook, Twitter, Instagram, Reddit)
 - Various partners distributed/shared survey
- In total, 361 responses were collected



Respondent Profile

- 83% of respondents were from Ontario, with good representation for Toronto, as well as south, central and eastern Ontario
- Remaining respondents from across Canada and limited numbers from the US
- One respondent was from United Kingdom

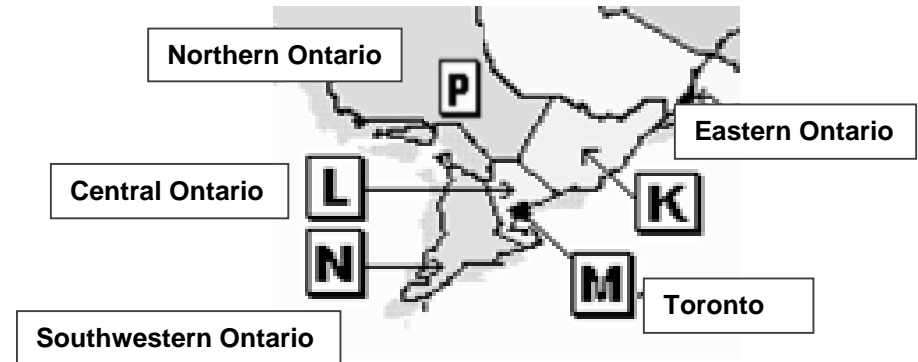
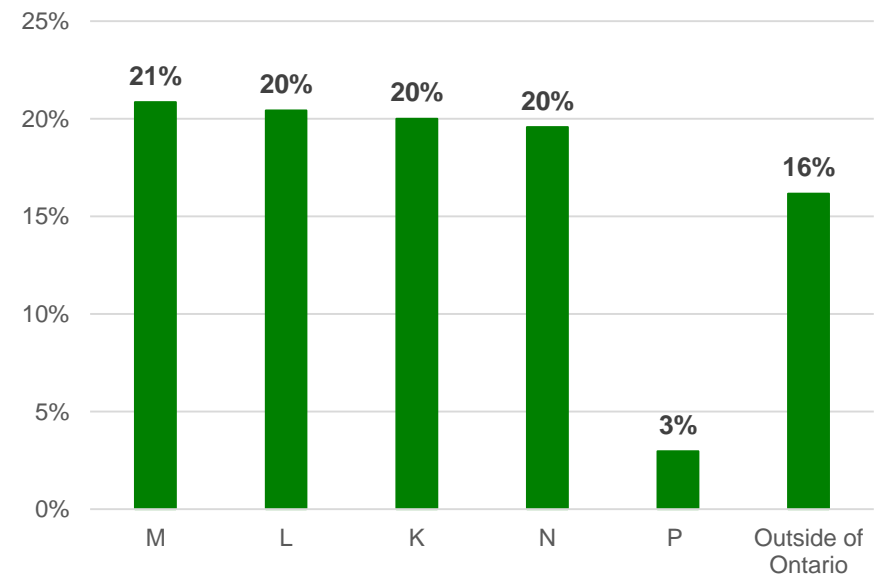


Photo: Miles Arbour

Postal Code (n = 235)



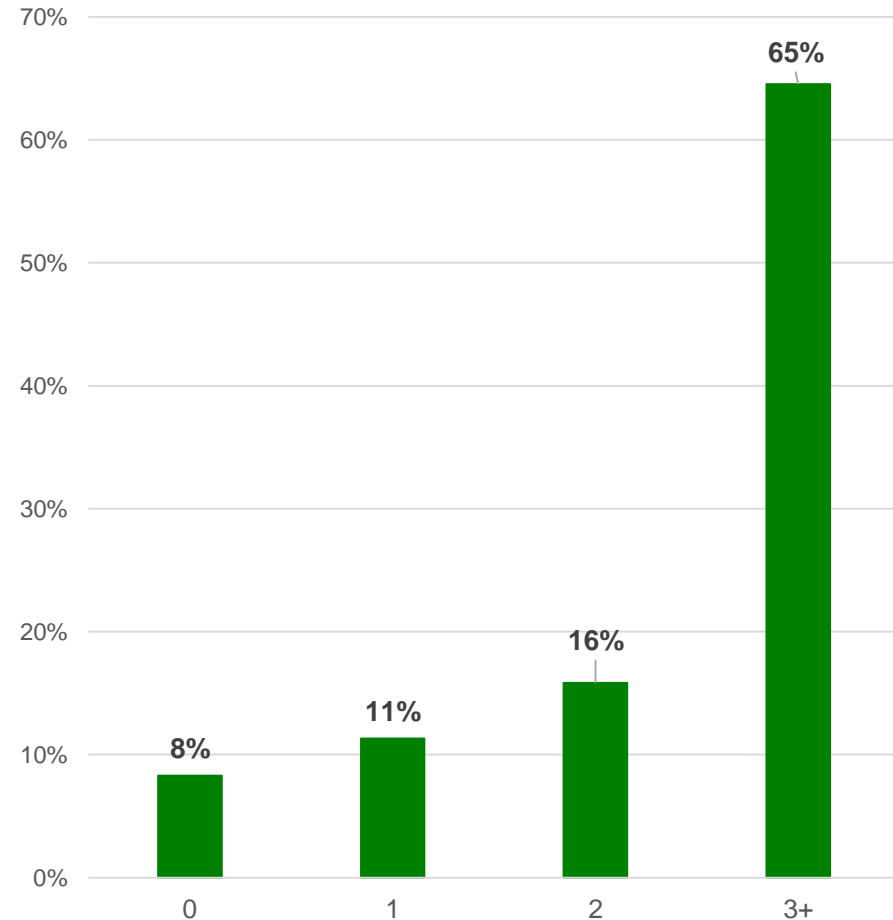
Respondent Profile

- 75% visited a campground with their bike within the past 5 years (n = 361)
- 81% visited a campground with their bike 2 or more times over the past 2 years
- 94% indicated a strong interest in visiting campgrounds with bicycles in the future (n = 235)



Photo: Laura McDonald / Alternatives Journal

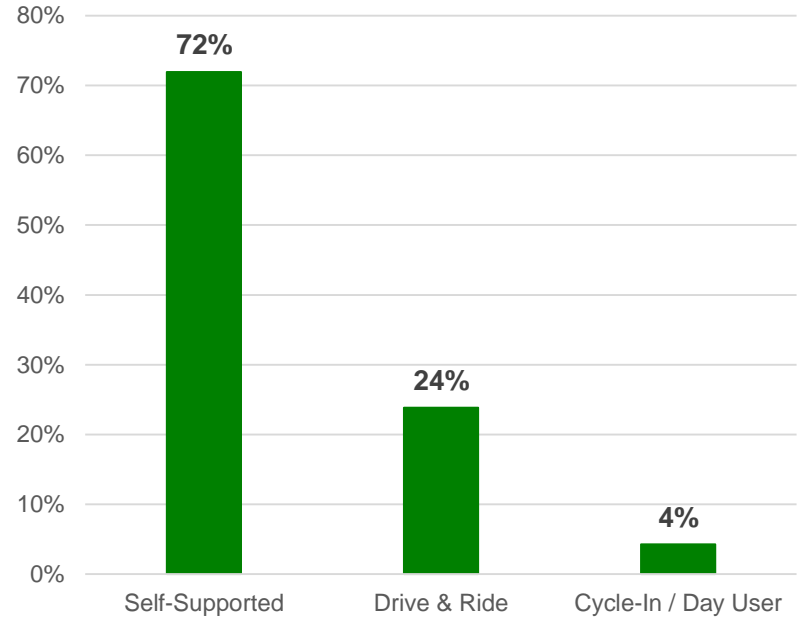
Number of Visits to Campgrounds with Bikes in Past 2 Years (n = 265)



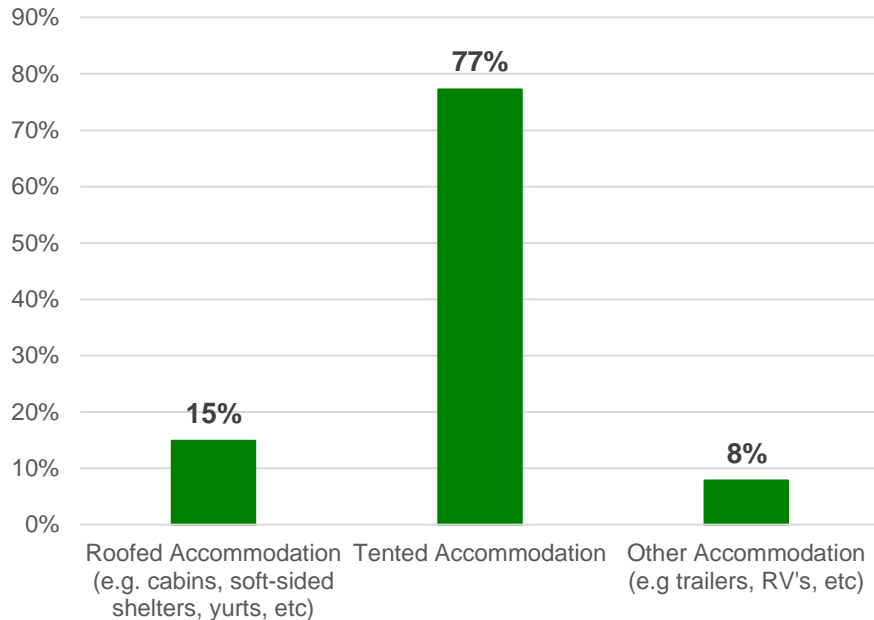
Respondent Profile (con't)

- 77% prefer tented accommodations
- Roofed accommodations, trailers and RV's are less frequently used by bicycle travellers
- 72% classified themselves that they are 'Self-Supported' cyclists

Type of Bicycle Traveller (n = 235)



Accommodation Preference (n = 242)



Definitions Provided:

- Self-Supported: A bicycle traveller requiring overnight camping options and carrying own gear, food and other equipment
- Drive & Ride: A bicycle traveller bringing bicycle(s) on the back of vehicle, requiring overnight camping options and exploring the park and surrounding area by bike
- Cycle-In / Day User: A bicycle traveller that would cycle into a park and enjoy the trails, park roads and other facilities. Not requiring overnight camping options.

Bike Parking Requirements

- 72% indicated that locking their bike (at campsite) to picnic tables, trees or other objects is sufficient (n = 235)



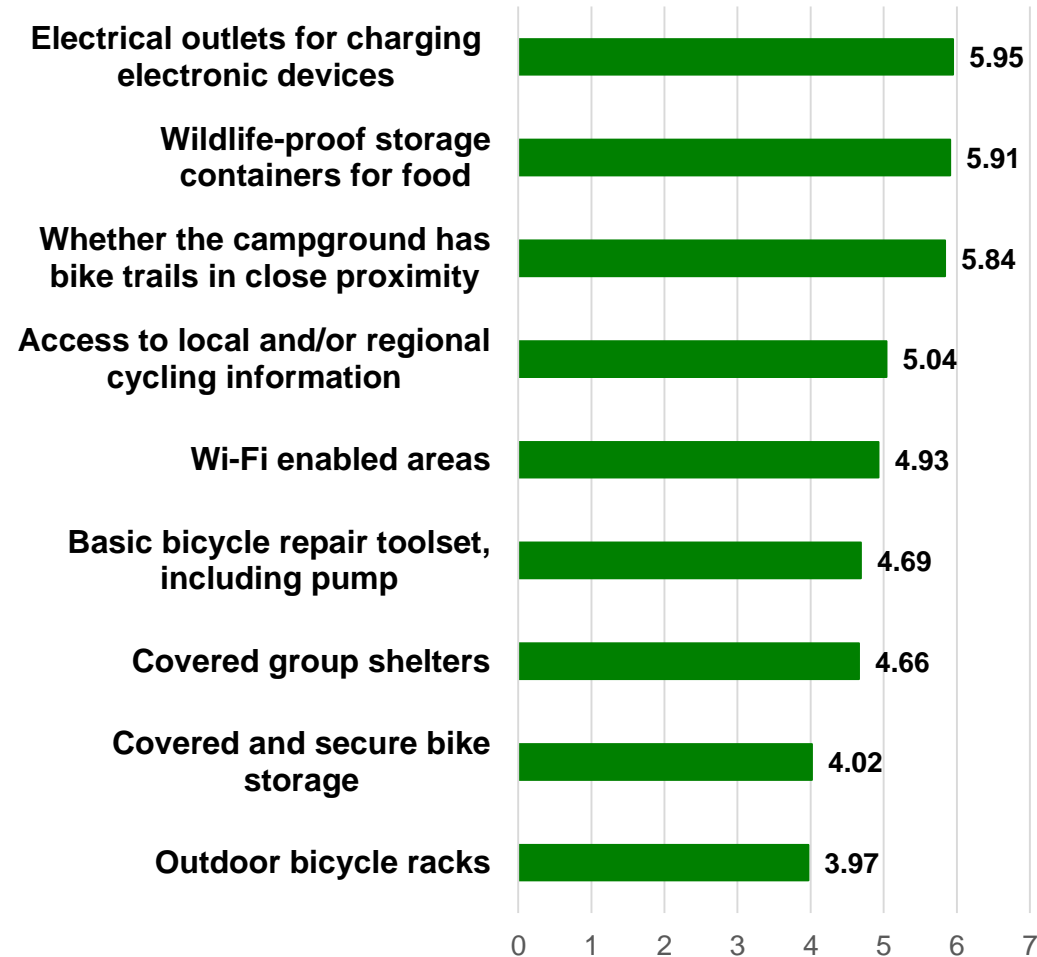
Location: Ferris Provincial Park / Photo: Mark Landry / RidingFeelsGood.com

- Would be fine with locking bike to picnic tables, trees or other objects
- Would be fine with non-covered, but secure bike racks
- Would only choose campgrounds with covered and secure bike storage
- Wouldn't lock my bike at campgrounds

Importance of Bicycle Services and Amenities

- Access to electrical outlets and secure wildlife-proof containers for food indicated as most important
- Proximity and access to cycling routes and bike trails was also considered an important aspect, both in ranking and through open-ended comments provided by respondents
- Bike parking facilities, either covered and secure or outdoor bicycle racks were indicated as the least important of the on-site amenities provided
 - However, overall security of parked bicycles at campgrounds was a frequently cited concern overall

Importance of Bicycle Specific and On Site Amenities (n = 235)



Meeting Needs of Cyclists at Campgrounds

Always Room Policy

- 92% stated that it is important to very important that campgrounds have an always room policy and do not turn away 'self-supported' cyclists (*e.g. A bicycle traveller carrying own gear, food and other equipment*) (n = 259)

Other Services, Comments and Suggestions

- While 77% responded that all, if not most, of their needs were met when visiting campgrounds with their bicycles (n = 259) the survey elicited a range of comments that provide valuable insight, including:
 - Turned away because campgrounds were full or closed
 - Limited access to basic amenities for 'self-supported' visitors (cycling or hiking) like washrooms (including showers), potable water, group shelter, provisions (& healthy food) and electricity
 - Lack of secure food storage / wildlife-proof containers
 - Lack of secure facilities for bicycles and basic bicycle repair tools
 - Limited access to, or information on local/regional cycling resources
 - Too expensive. Often times charged same as those arriving by vehicle who use more services
 - Designated to campsites in unreasonable conditions, with gravel and uneven areas
 - Cleanliness and poor state (functionally) of facilities
 - Limited access to safe cycling (trails or road) within or from/to campgrounds
 - Distance from 'self-supported' campsites to entrance, facilities and supplies

Meeting Needs of Cyclists at Campgrounds

When asked what were their single biggest concerns when considering camping with their bicycle, respondents (n = 200) provided a range of concerns, however can be grouped into the following:

- Having 'Always Open' policy and space available with no reservations
- Proximity of campgrounds to cycling routes and trails with safe cycling to/from
- Affordability of campsites for self-supported cyclists
 - Some respondents suggested a tiered-pricing system depending on amenities
- Safety for bicycle and or provisions
- Access to showers, potable water, food provisions and other supplies
- Reasonable site conditions, with flat, grassy area and some privacy
- Secure food storage, such as wildlife-proof containers



Location: Ottawa Valley - Photo: panoramacycles.com

What Have We Learned?

Key Findings

- An engaged and active segment of the cycling community was surveyed; indicating they had experience camping with a bike
- Majority of respondents classify themselves as 'self-supported' cyclists, in that they carry own gear, food and other equipment on their bike
- While there remain opportunities for improvements, campgrounds in Ontario are currently meeting most of the needs of cyclists
- Cyclists have unique needs as visitors to campgrounds. Improvements to policies and access to specific amenities would allow for an improved visitor experience and possible growth from this market
- Cyclists are concerned about arriving at campgrounds and being turned away
- Some cyclists perceive the cost of campgrounds for a 'self-supported' visitor too high in Ontario
- The respondents indicated a strong interest in visiting Ontario campgrounds with bikes in the future

Next Steps

Communicating Results & Updating Criteria

- Survey report and data collected will be shared with the following partners: [Ontario Parks](#), [Parks Canada](#); [Ontario Private Campground Association](#) and other as requested
- Additional consultation with key partners will be undertaken as deemed necessary
- [Adventure Cycling Association](#) included several questions about bicycle travellers in a 2017 survey of their members. 49% indicated always room policy was most important improvement needed to be made at campground facilities (n=1,841). Additional data was collected on recommended improvements to services and amenities and is available on request. The results from this Ontario survey, report and data will be made available to Adventure Cycling and their partners.
- Based on shared report and additional consultation with key partners, finalizing changes and updates to Ontario By Bike criteria requirements for campgrounds will be made prior to June 2018
- Any resulting changes to Ontario By Bike criteria for campgrounds will be communicated back with our cycling community and all stakeholders using Ontario By Bike communication channels including at www.ontariobybike.ca, through social media, as well as our industry and consumer e-newsletters



Location: Kawartha Lakes - Photo: ontariobybike.ca



For more information

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