



# Developing Cycling Itineraries for the Cycle Tourism Market

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Research Completed by Ontario By Bike / Transportation Options

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### **Find this Report and Additional Research at:**

[www.TransportationOptions.org/Research](http://www.TransportationOptions.org/Research)

## Introduction

The research and analysis included within this report was completed with the goal to examine and provide recommendations for developing cycling itineraries for the cycle tourism market. While the report was completed in Ontario, Canada, and intended for industry partners and tourism stakeholders in the province, many of the findings and conclusions will be of interest and can be transported to different jurisdictions. In examining examples world-wide and best practices the objective was to document a process in which to develop cycling itineraries and also work towards creating a standardized itinerary template for display and promotional purposes; one that could be incorporated across multiple jurisdictions, ultimately providing cyclists with an easy and more consistent format to use for trip planning purposes.

While cycling itineraries often use designated cycling routes, it is the itineraries and overall packaging of promotional information that brings cycle tourists to the destination. Cycling itineraries are a tourism product and can easily be used to create and sell packages. They assist with destination development and can present significant economic development opportunities, bringing new visitors to destinations, extending overnight stays and increasing tourism expenditures. It is important to remember in the development of any cycling itineraries or product, cyclists are not just cycling, they are also, like other visitors, experiencing a wide range of activities at destinations.

There are a variety of different formats and components that can be used in presenting cycling itineraries, but there are some key elements that need to be included to assist cyclists in assessing whether the itinerary is suited to their ride ability and experience level. In selecting the routes to be a part of any cycling itinerary there are a number of criteria to consider. Within this report both are fully examined and recommendations made. In completing this research and by assessing a large number of itineraries that are available internationally, nationally and in Ontario, it is clear that cyclists need, want and will use a combination of digital and print resources to plan their trip, hence it is important to have a cohesive and branded approach for both.

This research has been completed by Ontario By Bike, a program of not for profit organization, Transportation Options. Ontario By Bike works on a number of projects that develop and promote cycle tourism in Ontario and is considered a subject matter expert and leader in the field. Ontario By Bike also administers a robust bicycle friendly business certification program with over 1,500 tourism businesses and locations participating across the province. This report and a number of other primary plus secondary research reports on cycle tourism can be found at: [www.transportationoptions.org/research](http://www.transportationoptions.org/research)

## Cycling Routes vs Cycling Itineraries

A cycling route may be a designated cycling route, named, signed, mapped and on dedicated cycling infrastructure, trails or shared roadways. To be a designated cycling route the jurisdiction (or affiliated organization) that owns the road or trail has a duty of care to maintain and promote the route. The route may be a part of a local cycling network or a larger cross regional or national route network system. These cycling routes are often primarily developed for residents of local areas for recreation and transportation, but increasingly jurisdictions are recognizing the value of making routes attractive to visitors, cycle tourists. More often cycling routes are linear, getting cyclists from point A to B.

A cycling itinerary provides a curated approach and helps cyclists' better plan their ride, often listing stops, recommended distances and wide array of details that can better promote the selected route and increase the number of cyclists visiting destinations and communities along the way. Often cycling itineraries incorporate designated cycling routes that are a part of a regional or national cycling network, they may also be developed as loops, making it more convenient for cyclists to get back to their start location. Cycling itineraries can incorporate single day or multi-day routes. Cycling itineraries are a tourism product. When paired with required services they can be sold as packages or tours that bundle the costs and can add a supported bike ride or guided portion to the ride experience.

## Selecting Routes for Larger Networks and/or for Itinerary Development

There are many factors for consideration in the development of cycling itineraries that cater to a variety of cyclists and cycle tourists. There are a number of components enhance a cycling route, creating a cycle tourism product and adding destination appeal to cyclists. From research completed elsewhere and published rating standards we have gathered the following for comparison. These comparisons validate Ontario By Bike's matrix for evaluation of cycling routes and itinerary development in Ontario.

### European Cyclists' Federation – European Certification Standards <sup>1</sup>

The European Certification Standard ensures quality standards are met, assists with route development and ongoing maintenance of EuroVelo routes (15 EuroVelo routes with a total length of over 70,000km). Published in a manual, there is a comprehensive handbook for Eurovelo route inspectors which explains the categories and criteria for monitoring the quality level of routes, a part of certification that is required to be kept updated on an ongoing basis with a full survey completed every 5 years.

Criteria for the assessment are categorized according to different types of route elements as listed below. Additionally there is a distinction made between essential, important and additional criteria.

#### i) Infrastructure

- Continuity of the route - Physical disruptions; Legal disruptions; Entry and crossing restrictions
- Route components - Infrastructure type; Direction; Infrastructure width; Volume of motorized traffic; Speed limit; Traffic category; Dangerous crossings
- Surface - Surface material; Surface quality
- Gradients

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<sup>1</sup> European Cyclists' Federation. European Certification Standard Handbook for Route Inspectors. 2018. [http://www.eurovelo.org/wp-content/uploads/2011/08/ECS-Manual-2018\\_04\\_16.pdf](http://www.eurovelo.org/wp-content/uploads/2011/08/ECS-Manual-2018_04_16.pdf)

- Attractiveness - Area, Landscape; Attractions; Nuisances
- Signing - Conformity with signing standards; EuroVelo logo integration; Sign content; Signing defects
- Public Transport - Public transport reliability; Number and capacity of connections

ii) Services – Accommodation; Food, drink and rest area; Bike services; Bookable offers

iii) Marketing & Promotion - Web Communication; Print communication; Information along the route; Additional promotional tools

### Voyageur Cycling Route<sup>2</sup>

In 2015 a feasibility and implementation study was completed for the then proposed bicycle route from Sudbury to Mattawa, Ontario. To assist in identifying and accessing the routes the following criteria were determined of value by consultants and made use of:

i) Experiential Criteria - Access to Amenities; Significant Population Centres; Intermodal Links; Topography; Directness; Rider Comfort; Scenic and Attractive; Significant Destinations

ii) Safety and Feasibility Criteria - Appropriateness of Existing Infrastructure; Traffic Volume and Operating Speed; Truck Volume; Collision History; Emergency Access; Commitment to Operations/Maintenance; Consistent with Municipal Goals; Consistent with Regional Tourism Goals

### Ontario Province Wide Cycling Network<sup>3</sup>

As part of the study to identify a province wide cycling network in Ontario, a number of objectives and criteria were considered, with each having a clearly documented method for evaluation and scores assigned. The study was completed in 2018, with identification of over 9,800km of routes recommended for inclusion.

#### Primary Objectives

- i) Connectivity - Local Amenities; Cycling Route Connections
- ii) Safety - Cycling Facility Type; Motor Vehicle Speed; Truck and Commercial Vehicle Volume
- iii) Accessibility – Surface Type; Route Topography

#### Secondary Objectives

- iv) Trip Attractors – Significant Destinations & Points of Interest; Scenic and Attractive Natural Landscapes
- v) Value for Money – Implementation Status; Number of Tourists
- vi) Greenhouse Gas Reductions – Population Centres

<sup>2</sup> Discovery Routes Trail Organization. Voyageur Cycling Route Feasibility Study and Implementation Plan. 2015. [www.discoveryroutes.ca/wp-content/uploads/Final%20Voyageur%20Report%20-%20August%202015.pdf](http://www.discoveryroutes.ca/wp-content/uploads/Final%20Voyageur%20Report%20-%20August%202015.pdf)

<sup>3</sup> Government of Ontario. Province Wide Cycling Network Study Report. 2018. [www.mto.gov.on.ca/english/safety/pdfs/province-wide-cycling-network.pdf](http://www.mto.gov.on.ca/english/safety/pdfs/province-wide-cycling-network.pdf)

## Ontario By Bike

Ontario By Bike is frequently engaged as consultants to assist with the development of cycling routes and cycling itineraries across Ontario. To assess the routes under consideration the following criteria is used and further evaluation is completed using a matrix with a scoring for each of these attributes:

### i) Infrastructure and Routing

- Infrastructure type and surface
- Traffic volumes, speed limit, sightlines, overall safety
- Current road conditions / maintenance
- Transportation plan / future alignment
- Topography - terrain - elevation - hills
- Signage
- Bicycle parking in communities or stops enroute
- Access, staging area/s and parking
- Alternate or public transportation
- Connecting routes
- Scenic appeal
- Route simplicity

### ii) Services

- Number and frequency
- Variety of services
- Accommodations
- Food Services
- Destination attractions
- Bicycle sales, service, rentals, tours
- Other facilities enroute – washrooms, rest areas, gas station, grocery store etc.
- Seasonality of services
- Alignment with existing tourism product and future strategies

To complete the development of the route additional consideration is given to overall appeal and type of cyclists route would appeal to or best be marketed to, in addition to above evaluation.

## *The Development Process*

To finalize route development the following steps are undertaken, in order:

- Completion of route assessment matrix with the assistance of field work inspection to review route in detail
- Development of proposed route in draft format for approvals, as required
- Creation of marketing materials, incorporating a variety of components as recommended (see Components of Cycling Itineraries page 10) and as suited for promotional method to be used, digital or print materials. (See Cycling Itinerary Recommended Design Template page 14)
- Monitoring and evaluation of marketing exposure, use of information and number of cyclists cycling on routes. At a suitable time after development, an assessment of the tourism and economic impact of route is desirable should resources be available.

## Cycling Itineraries Best Practice Examples

To see how other jurisdictions were publishing cycling itineraries and promoting routes, a global scan of online resources and cycling destinations was undertaken. Based on the list of components of cycling itineraries (see page 10), the following 5 itineraries, each with its own unique style, were deemed to be some of the best. (For a full list of itineraries that were reviewed see Appendix I).

### AUSTRALIA - Great Victorian Rail Trail, Victoria

[www.ridehighcountry.com.au/wp-content/uploads/sites/32/2016/12/GVRT-Guide.pdf](http://www.ridehighcountry.com.au/wp-content/uploads/sites/32/2016/12/GVRT-Guide.pdf)

This 35-page print booklet tells riders everything about the 134km rail trail in an excellent and well-designed format. It includes lots of interesting details on the route including history of the rail trail, and a breakdown of segments with very detailed maps. Maps contain icons for services accompanied by a page with more detailed listings. Safety and trail etiquette also get a page. Beautiful imagery helps sell the route along with clear and concise, yet detailed information. Additional road routes and more information is made available on an attractive website dedicated to cycling in the greater region: [www.ridehighcountry.com.au](http://www.ridehighcountry.com.au)

### CANADA – Sutton Mountain Tour, Quebec

[www.easterntownships.org/thematicArticle/86/unmarked-tours-bike-circuits-and-cycling-trails-pdf](http://www.easterntownships.org/thematicArticle/86/unmarked-tours-bike-circuits-and-cycling-trails-pdf)

This compact 2-page PDF features a useful map with roads clearly marked and communities marked with displays icons for services available. It provides a full list of these services for each community. However there are no links to a digital route map and there is not a big online presence. Improvements could be made with additional photos and descriptive text for more marketing appeal.

### FRANCE – Provence

[www.veloloisirprovence.com/sites/default/files/itineraire/depliant\\_lac\\_basses\\_gorges\\_et\\_plateau\\_de\\_valensole.pdf](http://www.veloloisirprovence.com/sites/default/files/itineraire/depliant_lac_basses_gorges_et_plateau_de_valensole.pdf)

This print fold out map with 8 panels per side features 3 routes. All information is presented very well, with space left for bilingual text. Information printed includes access points, weather, other tourism info and much more. Full information and more digital resources are available at [www.leverdonavelo.com](http://www.leverdonavelo.com). This website features 'Accueil Velo' service network for businesses close to routes that are bicycle friendly. There is also an app.

### FRANCE - Burgundy

[www.en.francevelotourisme.com/base-1/itineraires/le-tour-de-bourgogne-a-velo](http://www.en.francevelotourisme.com/base-1/itineraires/le-tour-de-bourgogne-a-velo)

Information on this route is available online through a very sophisticated digital trip planning tool that is supported by various French government departments. This looped route is 872km, but broken down into smaller sections each with its own webpage. The online map includes accommodations broken down by type, parking, train stations, type of roadway. This is a mountainous area, there are no elevation charts shown and there is limited capacity to print the information presented.

USA - Allegheny Mountains Loop, Virginia

[www.adventurecycling.org/routes-and-maps/adventure-cycling-route-network/allegheny-mountains-loop/](http://www.adventurecycling.org/routes-and-maps/adventure-cycling-route-network/allegheny-mountains-loop/)

A large amount of text information about the route is online, but to access the maps a purchase must be made through Adventure Cycling. Available are physical copies (\$21.95USD), digital route files (\$5.99) and a downloadable PDF (\$15.75). The physical copy / PDF has extremely detailed information for each segment including turn-by-turn directions, riding conditions, climate information and detailed field notes for the area. Maps and community map inserts are very detailed. There is a lot of information squeezed on to the 10 pages that comprise the physical copy / PDF.

## Ontario Examples of Cycling Itineraries

There are a number of itinerary formats that are currently being used by a variety of partners in Ontario. A majority of the routes featured and information displayed was developed by Ontario By Bike for our partners. The following itineraries were created and published in a variety of formats as selected by partner and are available in either digital or print or both formats.

### Ontario's Southwest

Ontario By Bike developed a number of itineraries for Southwest Ontario Tourism Corporation (Regional Tourism Organization 1). The following is an example of one that is based in Lambton County.

[www.res.cloudinary.com/simpleview/image/upload/v1/clients/southwestontario/SWOTC\\_Cycling\\_Itinerary\\_LAMBTON\\_TOUR\\_REV\\_7900e297-62ac-408b-b656-0f4108cad4ee.pdf](http://www.res.cloudinary.com/simpleview/image/upload/v1/clients/southwestontario/SWOTC_Cycling_Itinerary_LAMBTON_TOUR_REV_7900e297-62ac-408b-b656-0f4108cad4ee.pdf)

### Oxford County

The following itinerary example is hosted on a dedicated cycling website managed by Tourism Oxford. This is one of 10 routes developed by Ontario By Bike that are featured online and on a full scale printed cycling map.

[www.rideoxford.ca/Portals/RideOxford/Documents/Oxford\\_Century\\_Ride.pdf](http://www.rideoxford.ca/Portals/RideOxford/Documents/Oxford_Century_Ride.pdf)  
[www.rideoxford.ca](http://www.rideoxford.ca)

### South Eastern Ontario (The Great Waterway)

There are a series of itineraries that stretch across south eastern Ontario and were developed by Ontario By Bike for The Great Waterway (RTO9). All are also featured on a printed map that comes in English and French versions.

[www.thegreatwaterway.com/wp-content/uploads/2016/03/TGW\\_2556\\_CyclingItineraries\\_RideauWest\\_En.pdf](http://www.thegreatwaterway.com/wp-content/uploads/2016/03/TGW_2556_CyclingItineraries_RideauWest_En.pdf)

### Greenbelt Route (Friends of the Greenbelt Foundation)

As part of the development of the 475km Greenbelt Route, Ontario By Bike developed 10 day trip looped cycling itineraries that incorporated a portion of route, other routing, attractions and communities.

[http://d3n8a8pro7vhmx.cloudfront.net/greenbelt/pages/1375/attachments/original/1433133777/Loop-Map\\_YorkLoop\\_VillageRoundabout.pdf?1433133777](http://d3n8a8pro7vhmx.cloudfront.net/greenbelt/pages/1375/attachments/original/1433133777/Loop-Map_YorkLoop_VillageRoundabout.pdf?1433133777)



## Great Lakes Waterfront Trail (Waterfront Regeneration Trust)

A number of itineraries, many based off of previous Great Waterfront Trail Adventure cycling events, as well as regional loops and family friendly ideas are available including the following format for a 1,000km looped tour. [www.waterfronttrail.org/trip-ideas/1000km-itinerary/](http://www.waterfronttrail.org/trip-ideas/1000km-itinerary/)

## Ottawa

City of Ottawa engaged Ontario By Bike to develop rural cycling routes and engage communities and businesses in rural areas in cycle tourism destination readiness. With more detailed text and digital mapping available online, the following is an itinerary for 1 of 10 routes developed.

[https://documents.ottawa.ca/sites/default/files/bike\\_route\\_carp\\_debunker\\_en.pdf](https://documents.ottawa.ca/sites/default/files/bike_route_carp_debunker_en.pdf)

<https://ottawa.ca/en/residents/transportation-and-parking/cycling/routes-and-maps/self-guided-bicycle-tours>

## Ottawa Valley / Renfrew County

Ontario's Highlands Tourism Organization (RTO11) engaged Ontario By Bike to assess cycle tourism destination readiness, provide development assistance and develop signature cycling routes and cycling itineraries across the region. Five weekend long itineraries were developed. The following example is for the Ottawa Valley / Renfrew County area.

[www.ontariobybike.ca/images/stories/2018/Itineraries/Madawaska--Ottawa-Valley-Road-Cycling-Routes.pdf](http://www.ontariobybike.ca/images/stories/2018/Itineraries/Madawaska--Ottawa-Valley-Road-Cycling-Routes.pdf)

## Ontario 150 Cycling Itineraries

As part of celebrations for Canada's 150<sup>th</sup> anniversary of Confederation, Ontario By Bike and partners that included the organizations behind the Great Lakes Waterfront Trail and Greenbelt Route developed and placed online a series of 15 legacy itineraries. [www.ontariobybike.ca/150-itineraries#/](http://www.ontariobybike.ca/150-itineraries#/)

## Ontario By Bike Rides

Each year Ontario By Bike coordinates and hosts a number of small group weekend long tours. When completed, each tour itinerary is placed online in a detailed PDF document to enable self-guided cyclists to replicate and experience the ride at any time. This itinerary is also displayed in an expanded format on RideWithGPS.

[www.ontariobybike.ca/images/stories/docs/Ontario\\_By\\_Bike\\_-\\_Simcoe\\_County\\_Trail\\_Loop\\_2-Day\\_Itinerary\\_from\\_Grenfel.pdf](http://www.ontariobybike.ca/images/stories/docs/Ontario_By_Bike_-_Simcoe_County_Trail_Loop_2-Day_Itinerary_from_Grenfel.pdf)

[www.ridewithgps.com/ambassador\\_routes/1419-simcoe-county-loop-trail](http://www.ridewithgps.com/ambassador_routes/1419-simcoe-county-loop-trail)

## Components of Cycling Itineraries

A cycling itinerary can come in many forms and appearances, from digital to print, black and white text to fold out maps and booklets. In addition to the practical information shared, an itinerary should be considered an important promotional tactic, marketing a cycling route. However there are a number key components that amplify what can be a marketing lure and importantly add more detailed information to assist cyclists with planning their ride.

The following components were most commonly identified during a scan of dozens of cycling itineraries from online sources, in both digital and print formats and looked at in more detail from 16 destinations (see Appendix I). The purpose of this review was to identify the key components for inclusion on future cycling itineraries in Ontario, Canada, and to help create a template that both Ontario By Bike and partners may make use of going forward.

### Digital vs Print

It's important to make sure both digital and print versions are accessible, downloadable and easy to find. Information online can be more robust, yet a certain amount of vital information should be present in both formats. Research has shown cyclists do use and value print maps. Reasons include the fact that many scenic routes may be in areas where digital access may not be possible or that distances may preclude use of electronic devices and charge.

### Name of Route

Every route needs a name or reference. This can be a numbering system, one that is geographically referenced or even themed with a more fun name that extends to branding of the itinerary, route or larger visitor area.

### Map of Route

A visual reference is important, whether used for detailed navigating or as a basic overview. This reference, along with a map scale, compass direction and proximity to communities is essential. Depending on the scale of the printed material or complexity of the digital planning software, a map with reference to a more detailed version and GPX coordinates for download should be included. There are a number of programs and mobile apps popular with cyclists that provide this service and create shareable links decreasing the need for proprietary and often expensive mapping (i.e. Strava, RidewithGPS and others).

### Distance

Cyclists often select routes that are appropriate to their skill level by distance. Depending on jurisdiction and need to appeal to a variety of markets, distance in kilometres should be included, and if looking to appeal to the American market, miles could be included too.

### Experience Level

Basic details should identify recommended route as easy, moderate or experienced. As there is a lot of room for interpretation within the more simplified rating system, additional notes should be provided, that include:

- **Caution Notes** – Areas that cyclists should take caution due to unsafe, little or no cycling infrastructure, detours, crossings, traffic volumes or other challenges to navigate.

- Elevation Chart – A horizontal elevation chart will alert cyclists to areas of the route that have larger ascents and descents or routes that are primarily flat.
- Route Surface – This is important as cyclists will be able to determine the type of bike that would best suit the ride and enhance the overall experience. Surface type can range widely from paved (shoulder, bike lane) to non-paved (gravel, hard-packed) and many versions between.

### Staging and Parking

While cyclists may choose to start and finish at alternate locations, recommending options with safe parking (including information on any parking permits required) and facilities (may include washrooms, water fill-up and bike repair stations) are key. For longer routes information on long term / overnight parking should be included.

### Detailed Copywriting

To attract more cyclists to experience the route, consider what market and type of cyclists will be targeted and include text that will speak to them, getting them more enthused about attractions and scenery that are a part of ride. While not all details have to be included, mention of some key highlights will go a long way to converting interest into action.

### Promotional Photos and Other Visual Assets

Having high quality images and videos that show certain aspects of route and experience is important and impactful. Visual assets should include the type of cyclists the itinerary is suitable for and the targeted market.

### List of Services and Communities

The extent to which these are listed or depicted can be dictated by chosen format. Choices range from including standard and internationally recognized icons, to lists of services by category in each community, to a full list of named accommodations, restaurants, attractions with urls should be considered. Having some type of services available every 25km to 50km is desirable to meet the needs of most types of cyclists.

### Bike Rentals / Bike Tour Operators

If there are bike rental locations in the area, directly on route or within a reasonable distance, list options and locations to assist visitors arriving without bicycles. If there are any bike tours operators with tour routes that incorporate the itinerary or part of the cycling route network inclusion of that info may be useful for a certain segment of the market.

### Alternate Transportation Options

If the route is accessible by means other than private vehicle (i.e. public transportation that may include bus, train, boat) this should be referenced. If the itinerary is looped, information should indicate how to access the start/finish location. If it is a linear route, details on options to ride one way, with return transportation options should be included (i.e. shuttle service, taxi, public transportation).

### Links to Additional Information

Easy to reference and short url links to additional information should be provided. These can include links to full cycling route maps, tourism visitor information websites plus other resource links that may be relevant to cyclists.

## Branding

Inclusion of any affiliated branding, should be considered. That may include name, logos, and design considerations for the tourism organization for the area or jurisdiction responsible for route. If part of the itinerary incorporates a branded bicycle route this too should be included and recognized.

## Disclaimer

Most cycling maps and route itineraries contain a disclaimer of some type, with the purpose of reducing liability for land holder, route coordinator or publisher. While the disclaimer may not protect all from potential legal action should it be instigated, this basic practise does provide some assurance. It is suggested that disclaimers are reviewed by legal departments or advisors where possible.

## Turn By Turn Directions

With the advent of digital routing software, mobile apps and GPS devices, publishing turn-by-turn instructions may be avoided and reduce the amount of text included on an itinerary. Turn-by-turn instructions may be suggested where the route directions are highly complex or there is limited network coverage in area making accessibility to digital mapping challenging.

## Cycling Itinerary Development Recommendations

Itineraries are an important part of creating a cycling experience for visitors to any destination, on any route. Making it easy for cycle tourists to select itineraries that suit their skill level, interests and time available is key. Itineraries should serve the self-guided, self-supported cyclist, providing all the information necessary to easily plan their ride. The following recommendations are based on research completed for this report:

- Inclusion of all components as detailed in previous section (Components of Cycling Itineraries) is recommended to be placed in a combination of digital and print formats.
- If creating a print format itinerary, decide whether it is going to be more of a lure piece, enticing cyclists to area, or an information piece, providing full details.
- Where full information is not provided on either of the print or digital versions, the alternate format can compensate by providing more detailed information.
- Both digital and print formats need to be attractive, well laid out and easy to access and navigate.
- Include a digital or interactive map, or link to it in print, where downloadable GPX file can be accessed for all routes, and in particular, for longer routes with multiple directions and turns.
- Information on itineraries should be reviewed with some frequency as infrastructure and services may change significantly.
- Unless reviewing and making updates annually, consider including icons for services in communities rather than full business listings, which may change frequently.
- Include outreach in development to any affiliated governing bodies, tourism organizations and other relevant partners. Ensure any disclaimers needed, are included.
- Include high quality and current images depicting scenery and communities featured in itineraries with cyclists that suit terrain and target markets.

### *Additional Considerations*

In developing cycling itineraries there are a number of important additional considerations that can impact the final product and overall success of launching a new itinerary or promoting an existing one, including:

- Marketing budget, marketing strategy
- Distribution of print resources, reach of digital campaign, use of online resources
- Target markets and geographical reach
- Metrics for evaluation

# Cycling Itinerary Recommended Design Template

## NAME OF ROUTE OR ITINERARY

### Insert Text – General Promotion / Marketing Lure

Lorem ipsum dolor. Sit amet et. Habitasse sed id aenean erat ac vel dolor a. Et vestibulum sit. Sed consequat tincidunt ipsum id dui eu elementum sapien condimentum ante suspendisse. Taciti urna elit tincidunt dolor dui et nibh risus. Libero ut dolor augue condimentum proin. Tristique turpis nulla. Maecenas sapien iaculis volutpat dolor ac. Libero diam ligula augue lacus purus etiam vivamus adipiscing malesuada dolor sit. Donec amet accumsan dictumst etiam diam. Sollicitudin consetetuer enim eget ante ac nibh dui in risus nam pellentesque magni aliquam enim fusce sagittis sit. Quam arcu eget neque quisque est. Nisl lorem arcu. Felis sed dis. Feugiat adipiscing elementum. Erat dis ac. Metus eget imperdiet. Fringilla arcu sed. Turpis nibh aliquet.

**Total Distance:** xxkm

**Experience Level:** xxx, (Beginner/Easy, Intermediate/Moderate, Experienced/Advanced),

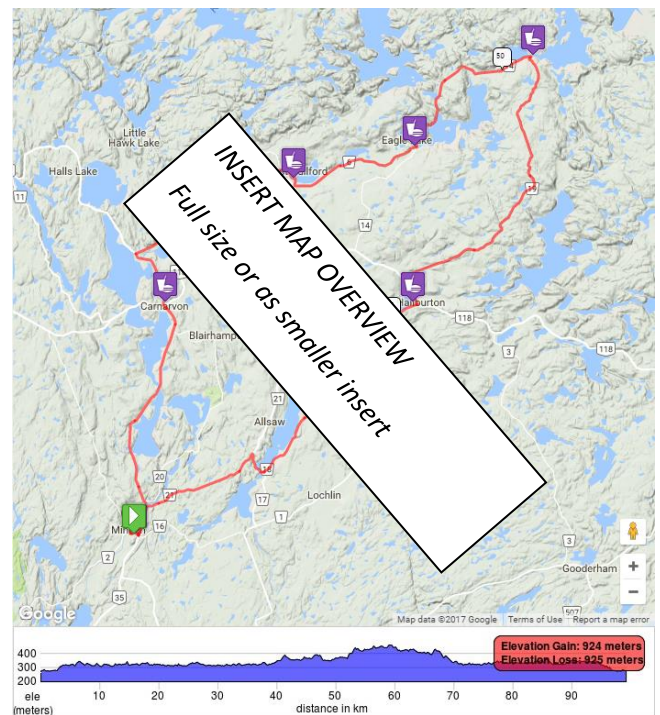
**Route Surface:** xxx, and recommend suitable bike type

**Staging Area / Parking:** xxx

**Link to Route Map:** INSERT

Recommend RidewithGPS & Strava  
(Add download of GPX File or how to access)

**Route Description:** **Insert Text.** Lorem ipsum dolor sit amet dignissim. Debitis lectus ligula elit in turpis. Risus in donec. Tincidunt vehicula nulla in sit viverra pellentesque dignissim curabitur. Vel commodo nec pede integer placerat. Ante pulvinar tincidunt amet vel justo. Aliquet nunc feugiat. Torquent nulla sociosqu. Mauris id rutrum non eleifend enim. Dolor a voluptatem. Accumsan orci felis praesent mi consequat nullam nonummy vehicula consetetuer sed aut. Mauris in eget pulvinar assumenda pulvinar. Pulvinar auctor tristique dui elit mauris. Ut nunc neque suspendisse adipiscing nunc mauris convallis magna. Elit ut dui. Leo egestas fermentum. Turpis pellentesque auctor consequat pede sed turpis vel vel ornare.



## ADDITIONAL INFORMATION

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### List services i.e. washroom facilities, food and beverage, accommodations, bike rentals, bike tour operators and communities enroute

Lorem ipsum dolor sit amet delectus. Non congue etiam. Varius ligula libero. Velit vestibulum quam fermentum est tristique luctus porttitor proin adipiscing dolor eu. Pulvinar vestibulum pellentesque. Fusce nulla et. Elementum scelerisque sit dapibus tellus eget sem pretium vestibulum justo et lorem. At tincidunt lacus. Faucibus wisi velit sodales ut.

## VISITOR INFORMATION

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### Insert links to tourism visitor information websites or other relevant information

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## NOTES TO RIDERS

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### Insert caution notes

### Insert any disclaimer required

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**Template Note:** For multi-day itineraries, add a route description and distance for each day as well as route map for each day.



## Appendix I

*The following is a list of cycling routes and itineraries reviewed and assessed at a more detail level to assist with the completion of this report. They include a range of digital and print resources. Additional sources were also consulted.*

AUSTRALIA - Great Victorian Rail Trail -

[www.ridehighcountry.com.au/wp-content/uploads/sites/32/2016/12/GVRT-Guide.pdf](http://www.ridehighcountry.com.au/wp-content/uploads/sites/32/2016/12/GVRT-Guide.pdf)

AUSTRALIA - Munda Biddi Trail - [www.trailswa.com.au/trails/munda-biddi-trail](http://www.trailswa.com.au/trails/munda-biddi-trail) also

[www.mundabiddi.org.au](http://www.mundabiddi.org.au)

CANADA – Nova Scotia - Cabot Trail - [www.cyclenovascotia.ca/routes/cabot-trail/](http://www.cyclenovascotia.ca/routes/cabot-trail/)

CANADA – Quebec - Sutton Mountain Tour -

[www.easterntownships.org/thematicArticle/86/unmarked-tours-bike-circuits-and-cycling-trails-pdf](http://www.easterntownships.org/thematicArticle/86/unmarked-tours-bike-circuits-and-cycling-trails-pdf)

ENGLAND – Cornwall - [www.claytrails.co.uk/carclaze-loop](http://www.claytrails.co.uk/carclaze-loop)

ENGLAND - Owl Route - [www.visitseftonandwestlancs.co.uk/media/32843/Owl\\_Route-2015-FINAL.pdf](http://www.visitseftonandwestlancs.co.uk/media/32843/Owl_Route-2015-FINAL.pdf)

FRANCE - Burgandy by Bike -

<https://en.francevelotourisme.com/cycle-route/le-tour-de-bourgogne-by-bike>

FRANCE – Provence -

[www.veloloisirprovence.com/sites/default/files/itineraire/depliant\\_lac\\_basses\\_gorges\\_et\\_plateau\\_de\\_valensole.pdf](http://www.veloloisirprovence.com/sites/default/files/itineraire/depliant_lac_basses_gorges_et_plateau_de_valensole.pdf)

FRANCE - <https://en.francevelotourisme.com/base-1/etapes/ducey-mont-saint-michel>

GERMANY - River Main - [www.germany.travel/en/leisure-and-recreation/cycling/river-main-cycle-route.html](http://www.germany.travel/en/leisure-and-recreation/cycling/river-main-cycle-route.html)

NETHERLANDS - [www.hollandcyclingroutes.com/online-cycle-route-planner](http://www.hollandcyclingroutes.com/online-cycle-route-planner)

NEW ZEALAND - Otago Trail - [www.otagocentralrailtrail.co.nz/plan-your-trip/](http://www.otagocentralrailtrail.co.nz/plan-your-trip/)

NORTHERN IRELAND - [www.cycleni.com/104/strangford-lough-trail/](http://www.cycleni.com/104/strangford-lough-trail/) also

[www.sustrans.org.uk/ncn/map/route/strangford-lough-cycle-trail](http://www.sustrans.org.uk/ncn/map/route/strangford-lough-cycle-trail)

USA - Allegheny Mountains Loop - [www.adventurecycling.org/routes-and-maps/adventure-cycling-route-network/allegheny-mountains-loop/](http://www.adventurecycling.org/routes-and-maps/adventure-cycling-route-network/allegheny-mountains-loop/)

USA – Oregon - [www.traveloregon.com/things-to-do/outdoor-recreation/bicycling/road-biking/crooked-river-canyon-scenic-bikeway/](http://www.traveloregon.com/things-to-do/outdoor-recreation/bicycling/road-biking/crooked-river-canyon-scenic-bikeway/)

USA – Wisconsin Road Routes - [www.travelwisconsin.com/pdf/2014%20biking%20guide.pdf](http://www.travelwisconsin.com/pdf/2014%20biking%20guide.pdf)