



- Halton Region - Cycle Tourism Regional Research Report

December 2016

*T*ransportation
Options

www.TransportationOptions.org



Table of Contents

Page/s

About the Study & Report	3
Regional Overview & Highlights	4-5
Counters & Intercepts	6-13
Business Surveys	14-19
Cycling Event & Tourism Impact Surveys	20-32
Marketing & Promotions	33-38
Other Cycle Tourism Indicators	39-40
Cross-Regional Overview	41-43

About The Study and Report

Recognizing the need for further research on the impact of cycle tourism in Ontario, [Ontario By Bike/Transportation Options](#), initiated a multi regional cycle tourism research study in 2016. Partnering with 3 Regional Tourism Organizations (RTO's), the following 3 sub-regions were selected to participate:

- RTO1 – City of Windsor, Essex County
- RTO3 – Halton Region
- RTO9 – Prince Edward County

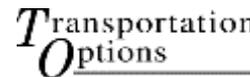
Working with research partner [RMCG Inc.](#), methodology was developed as documented in each section throughout the report, with data collected using and looking at: trail counts and intercept interviews; business surveys; marketing and promotions; cycling event surveys; and other cycle tourism impact indicators.

Two prime study objectives were: To enhance the competitiveness of the cycle tourism sector through increased knowledge and research; and to build regional capacity and support rationale for further cycle tourism product development and related economic development. An additional objective of the study has been to create a regional research template to be a benchmark for longitudinal and comparable regional studies.

Study Partners:



Bay of Quinte • Prince Edward County • Land O'Lakes
Rideau Heritage Route • Kingston • 1000 Islands
Cornwall and The Counties



Regional Partners: Tourism Windsor Essex Pelee Island, City of Windsor, Essex County Conservation Authority, Bike Windsor Essex, Share the Road Essex County; Halton Region, City of Burlington, Tourism Burlington, Town of Oakville, Town of Halton Hills; The Corporation of the County of Prince Edward

We would also like to thank all the businesses, event coordinators and partners who shared information and data contributing to, and supporting this study

Regional Overview & Highlights

The following are key cycle tourism findings from the research conducted during the Cycle Tourism Regional Research Project in Halton Region. Full data source descriptions and analysis are presented for each major report section.

Counters & Intercepts

- Counts showed trails and road routes were well used in both urban and rural areas, with weekend activity significantly higher at all counter locations
- Average weekly number of cyclists at count locations: 697 Lakeshore West, Oakville; 4,473 Waterfront Trail, Burlington; 614 15th Sideroad, Halton Hills
- Cyclists in region travelled in larger party sizes on average, with this being especially prevalent on popular training route in Halton Hills

Business Surveys

- 26% of respondents indicated business from cyclists increased in 2016 from previous year, 63% felt it stayed the same
- 40% of businesses indicated cyclists were either a core or regular part of their business
- Recreational cyclists followed by leisure/family cyclists perceived as most frequent type of cycling customer
- Local cyclists followed by regional cyclists reported as most frequent type of cyclist, with 12 of 20 businesses indicating some international cyclists served in 2016
- 428 cyclists nights estimated from 10 accommodators, indicating cyclists are generating modest bookings for accommodators in Halton Region
- An estimated 7,000+ cyclists visited Kelso Conservation Area in 2016

Regional Overview & Highlights (Continued)

Cycling Event Surveys

- PwC Epic Tour Halton event drew significant tourists to the area (71% >40 km), yet generated few overnight stays with only 6% staying at least 1 night
- 38% of 'tourists' (> 40 km) participated in PwC Epic Tour Halton visited Halton Region pre-event to train/orient themselves, therefore offered additional tourism impacts for the region
- Greg's Ride event drew significant tourists to the area (68% >40 km), yet generated few overnight stays with only 2% staying at least 1 night
- Largest participation for cycling events came from central Ontario and Toronto, other regions were limited
- Participants in events surveyed indicated high likelihood to recommend Halton Region to family/friends and had a strong intentions to return to the region during the next two years
- A tourism driver in 2016, events held at Milton BMX Track present future tourism potential for the region
- Local food services such as cafes and restaurants were the most frequented businesses by cycling event participants in Halton Region

Marketing & Promotions

- Online cycling content received a modest number of pageviews and visits
- High engagement from consumers on cycling content through e-newsletters
- Good distribution of printed resources, with approximately 16,000 local and regional cycling maps distributed in 2016
- 41 total Ontario By Bike certified bicycle friendly businesses

Other Cycling Indicators

- Visits to and memberships at Velodrome were positive indicators
- 10%-30% growth in organized mountain bike activities and races at Kelso Conservation Area



Report Section:

Counters & Intercepts

Methodology: Counters & Intercepts

Counters

- [Eco-Counter](#) Mobile TUBES were installed by County or Municipal staff, on a mix of regional/county roads and trails used by cyclists. The installation facilitated automated counts
- Count periods ranged from 4 to 6 weeks. Each region had a minimum of 2 count locations set
- Data was analysed using Eco-Visio, Eco-Counters' online platform, specifically designed to analyze cyclist count data



Cyclists Intercept Surveys

- To learn more about cyclists, intercept interviews were conducted at most count locations for 3 to 4 hour periods. Intercept surveys contained 4+ questions. Data was collected on: direction, party size, postal code, distance from home range, day vs overnight trip, number of overnights
- Limitations were small sample size of cycling parties and number of survey times
- Surveys were intended to capture a profile of cyclists at each counter location and sense of cycling market. They were not intended to be a full representative sample, as that was not within the scope of the project



Trail Counter: Lakeshore West, Trail West of Oakville

- Placed on off-road multi-use paved trail, part of Waterfront Trail. Trail runs parallel to frequently used road route. Nearby attractions include: Downtown Oakville, Lake Ontario, Bronte Creek, Bronte Provincial Park, Shell Park.
 - Total number of cyclists during 5 week period: 3,487
 - Average count per week: 697 (Busiest day – Sunday)
 - Daily count range: 39 to 207
 - Weekday average: 91
 - Weekend average: 121



*Based on 5 week period (20/06/2016 - 24/07/2016)
Count=number of cyclists riding in either direction
No sizeable difference in counts by direction*



Trail Counter: Beachway Waterfront Trail, Burlington

- Placed on off-road multi-use paved trail, running parallel and just behind long stretch of busy beach area, close to downtown. Nearby attractions include: Downtown Burlington, beach, parks, lift bridge, Hamilton, Lake Ontario.
 - Total number of cyclists during 6 week period: 53,675
 - Average count per week: 4,473 (Busiest day – Sunday)
 - Daily count range per direction: 159 to 1,778
 - Weekday average: 547
 - Weekend average: 869

Based on 6 week period (01/08/2016 - 11/09/2016)

Count=number of cyclists riding in either direction

No sizeable difference in counts by direction

This counter is a permanent installation

Counter is maintained by City of Burlington, who shared count data for report



Cyclists on the Beachway Trail, Burlington

Interviewed 56 cycling parties, 92 cyclists total, August 6 to 14, to capture a sense of the cycling market:

- 71 of 92 interviewed were local cyclists, and on trail for day trip
- 60 of 92 cyclists were in party sizes of 2 or more
- 21 of 92 cyclists were visiting from 40-100km, none staying overnight
- 4 cyclists were visiting from >100km. One party of 2 international visitors were staying 10+ days on trip
- Trail is part of the Lake Ontario Waterfront Trail, 1,600km signed route across Ontario
- Trail is heavily used, by cyclists, and also pedestrians. During this period, while most cyclists were local, there are cyclists from GTHA, and surrounding areas in south western Ontario. There was 1 party of 2 cyclists from British Columbia and another party of 2 cyclists from Switzerland



Trail Counter: 15th Sideroad, West of 3rd Line, Halton Hills

- Placed on quiet country paved road, a part of Halton Region cycling routes: Heat Map 100 (100km loop) and Limehouse Loop (60km). Popular training routes and area. Nearby attractions include: Conservation Areas - Kelso & Rattlesnake, the Escarpment, Velodrome, hamlet villages, towns of Action, Georgetown, Milton.
- Total number of cyclists during 6 week period: 3,686
- Average count per week: 614 total (Busiest day – Sunday)
- Daily count range per direction: 1 to 1,059
- Weekday average: 60
- Weekend average: 156



*Based on 6 week period (29/08/2016 - 09/10/2016)
Count=number of cyclists riding in either direction
No sizeable difference in counts by direction*



Cyclists on 15th Sideroad, Halton Hills

Interviewed 13 cycling parties, 52 cyclists on Sunday September 18, to capture a sense of the cycling market:

- 26 of 52 interviewed were visiting from >40km
- 3 cyclists visiting from >100km were all staying overnight, with friends or family
- Large training groups of 5-6-8-30 cyclists made up party sizes, very few solo riders
- Road is also part of the Greenbelt Route, a 475km cycling route is from Niagara to Cobourg
- Located on one of the routes for PwC Epic Tour Halton cycling event 1,059 cyclists passed counter on event day, Sunday, September 11
- During the count period, road route was heavily used by club and training riders day tripping from GTHA and surrounding areas and locals. Club riders intercepted included: Caledon Hills and Brampton cycling clubs, and Toronto Bicycle Network





Report Section:
Business Surveys

Methodology: Business Surveys

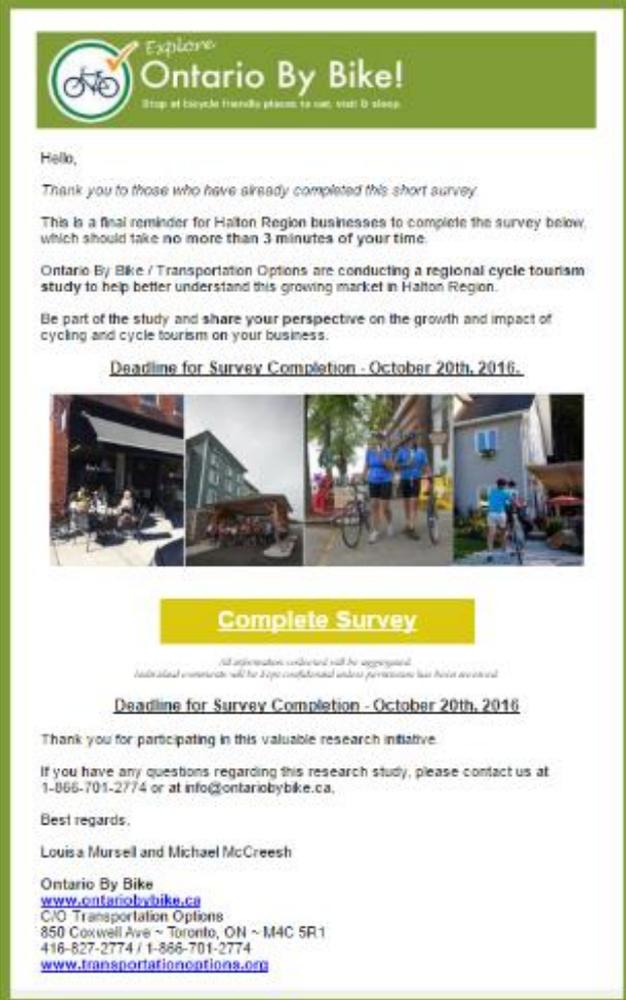
Ontario By Bike Network registered and certified bicycle friendly business locations in each participating region were invited to share their experiences with cycling customers in 2016 via an online survey.

Methodology

- All Ontario By Bike certified locations were provided advance notice of planned post season survey and copy of questions in May 2016
- The online survey was sent to Ontario By Bike certified bicycle friendly locations in each region beginning of October 2016
- In some regions, an invitation / reminder to participate in survey was sent from local DMO to Ontario By Bike registrants
- Follow up phone calls were made by Ontario By Bike to individual locations between October 21 - November 1, 2016

Survey Questions Sought Information On:

- Level of business from cyclists
- Level of business change from previous year
- Type of cycling customers
- Distance from permanent residences
- 10 questions, between 3-5 minutes to complete



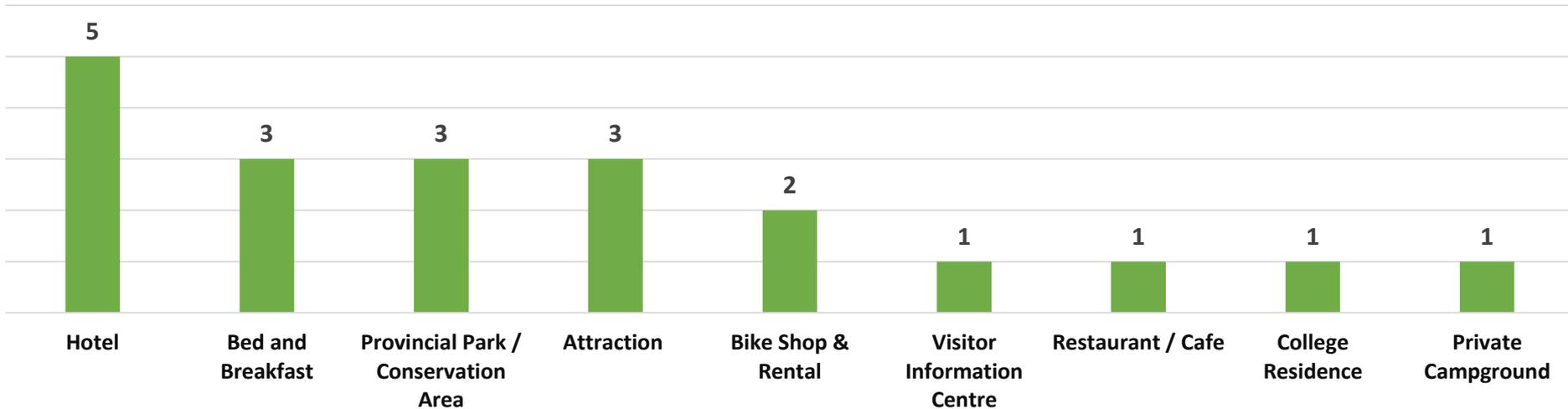
The screenshot shows an email from Ontario By Bike. At the top is the logo with the text "Explore Ontario By Bike! Stop at bicycle friendly places to eat, visit & sleep." Below the logo is a "Hello," followed by a thank you message to those who have already completed the survey. It then states, "This is a final reminder for Halton Region businesses to complete the survey below, which should take no more than 3 minutes of your time." The email explains that Ontario By Bike / Transportation Options are conducting a regional cycle tourism study to help better understand this growing market in Halton Region. It asks recipients to be part of the study and share their perspective on the growth and impact of cycling and cycle tourism on their business. A yellow box contains the text "Complete Survey". Below this is a row of four small images showing people cycling and interacting with businesses. Another yellow box contains the text "Complete Survey". At the bottom, there is a "Deadline for Survey Completion - October 20th, 2016" and contact information for Louise Mursell and Michael McCreesh, including the website www.ontariobybike.ca and www.transportationoptions.org.

Types of Regional Businesses

- Invited 41 businesses and locations to participate in online survey, all registered Ontario By Bike locations in Halton Region
- 20 businesses responded (49% response rate)
- Good representation from across tourism industry. Strong response from accommodation providers, particularly hotels in Halton Region



Type of Business (N = 20)



Cycle Business Activity 2016

Business Type	# of cyclists*
Attractions	15-24
Bed & Breakfasts	0-20
Bike Shops	10,000
College Residence	50
Hotels	0-100
Private Campground	20
Provincial Park / Conservation Area	7,000+
Restaurant & Café	50
Visitor Information Centre (including mobile info booth)	653

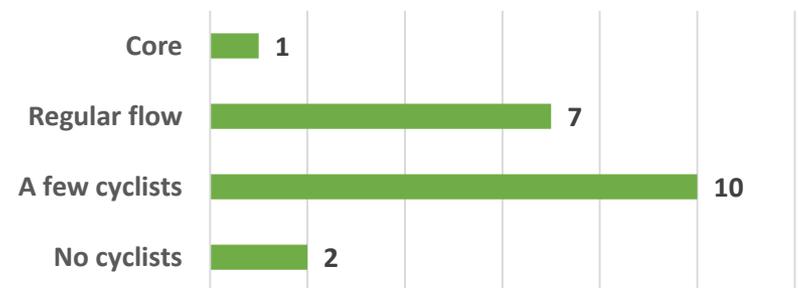
40% of businesses indicated cyclists were either a 'core' or 'regular' part of their business

- 7 businesses indicated a 'regular flow of cyclists' and could count on some cyclists each week
 - 1 hotel estimated 100 cyclists throughout the cycling season
 - 1 conservation area estimated 7,000+ cyclists in 2016
 - 1 bike shop served an estimated 10,000 cyclists in 2016

For 10 responding Halton Region accommodators, a total of 428 cyclist nights can be estimated (# of cyclists X # of nights)

- Only 2 accommodators indicated they had no business from cyclists in 2016, while another indicated they did not track cyclists

Business from Cyclists (N = 20)

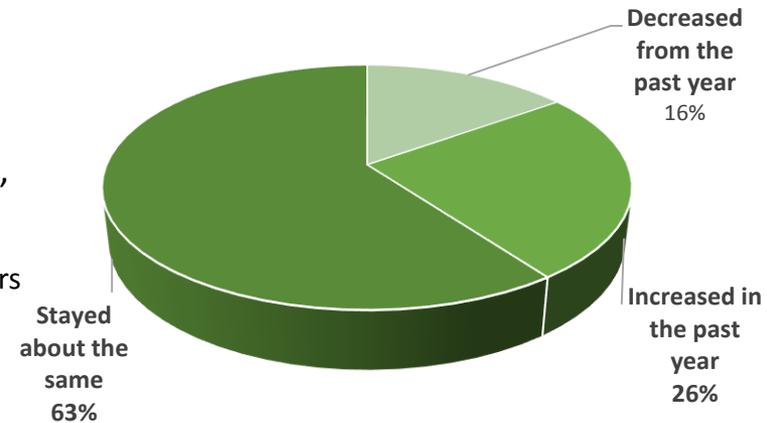


* Estimated cyclists in 2016

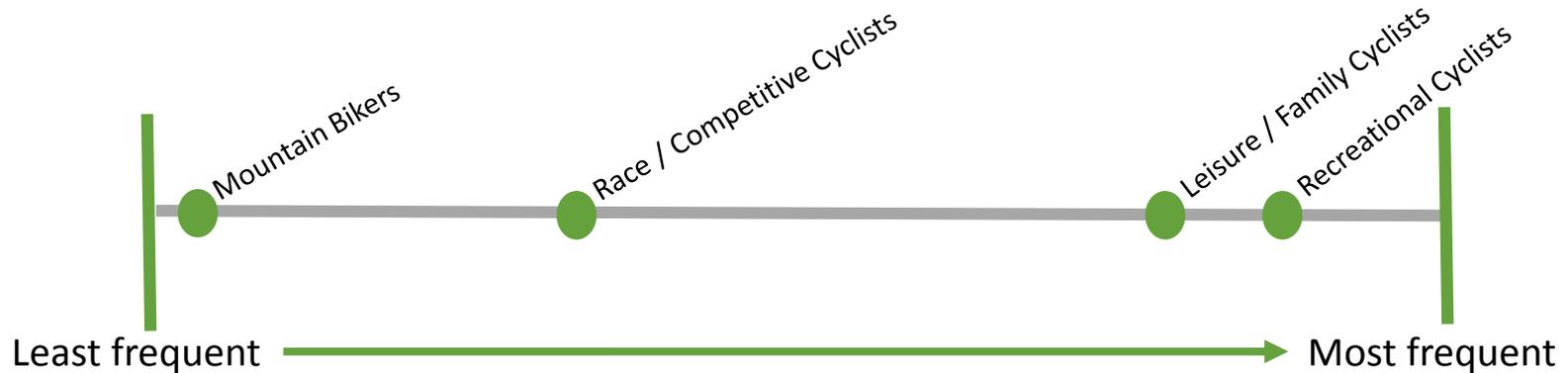
Cycle Business Trends and Type of Cycling Customers

- 26% felt cycling business increased in the past year, while 63% indicated business from cyclists stayed the same
 - An attraction, B&B, bike shop, provincial park and a visitor info centre all indicated an increase in cycling business in past year
 - 2 accommodators and 1 bike shop indicated a decrease in 2016
- 6 businesses indicated 'recreational' cyclists were their 'most frequent' cycling customers
 - 9 businesses indicated 'recreational' cyclists were 'frequent' cycling customers
- 6 businesses indicated 'leisure / family' cyclists were their 'most frequent' cycling customers
- 5 businesses indicated 'race / competitive' cyclists were their 'most frequent' cycling customers
- 7 businesses didn't serve 'mountain bikers' in 2016

Cyclists Business 2015-16 (N = 20)



Type of Cycling Customer (N = 20)

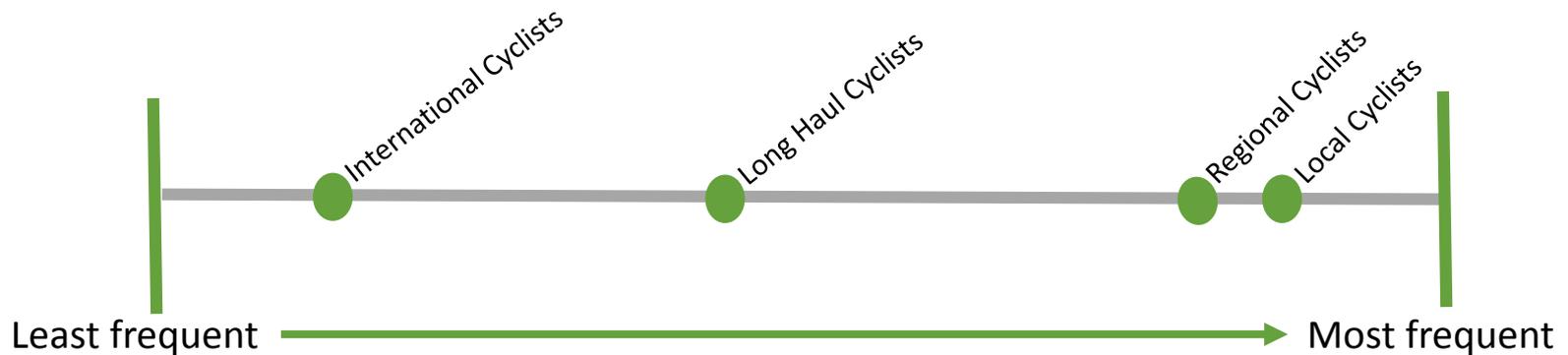


Origin of Cycling Customers

When asked to rank their most frequent cycling customers' place of origin...

- 9 businesses indicated 'local' cyclists (< 40 km) were their 'most frequent' cycling customers
- 5 businesses indicated 'regional' cyclists (40-100 km) were their 'most frequent' cycling customers
 - An additional 7 businesses indicated 'regional' cyclists (40-100 km) were 'frequent' cycling customers
- 2 businesses indicated 'long haul' cyclists (> 100 km) were their 'most frequent' cycling customers
- 12 businesses indicated they served international cyclists in 2016

Frequency of Cyclists from Residence (N = 20)





Report Section:

Cycling Event & Tourism Impact Surveys

Methodology: Cycling Events & Tourism Impact Surveys

Post-Event Rider Survey

- Worked with event organizers to build and distribute online survey
- Surveys left open for a 2-4 week duration. Some event organizers sent out reminder emails, while others sent out only one request to event participants
- Collected data on: Distance from home, postal code, day vs overnight trip, number of overnights, likelihood to return, likelihood to recommend. *Note: Core required questions were included, however some event organizers asked differently worded questions for their own purposes. Relevant data was included in report where available*
- Take caution when interpreting some event results due to small sample sizes

Event Registration Information

- Event organizers provided non-confidential registration information for all participants including postal codes. Registration data was incorporated and marked with asterisk when used



Halton Region – Cycling Events Overview



- **Name:** MTB Fondo Kelso
- **Location:** Milton (Kelso Quarry Park)
- **Date:** September 10th, 2016
- **Type:** Mountain Bike (Beginner / Experienced)
- **Distance/Events:** 14km, 28km, 42km
- **Registered Riders:** 250
- **Survey Response Rate:** 68 (27%)
- **URL:** www.mtbfondo.ca



- **Name:** PwC Epic Tour Halton
- **Location:** Milton (Kelso Quarry Park)
- **Date:** September 11th, 2016
- **Type:** Gran Fondo (Experienced)
- **Distance/Events:** 50 km, 80 km, 110 km, 125 km, 140 km, 165 km
- **Registered Riders:** 3,650
- **Survey Response Rate:** 642 (18%)
- **URL:** www.epictour.ca



- **Name:** Greg's Ride
- **Location:** Campbellville (Mohawk Inn and Conference Centre)
- **Date:** September 25th, 2016
- **Type:** Charity (Recreational / Experienced)
- **Distance/Events:** 15 km, 60 km, 98 km
- **Registered Riders:** 199
- **Survey Response Rate:** 49 (25%)
- **URL:** www.sharetheroad.ca/gregsrideride



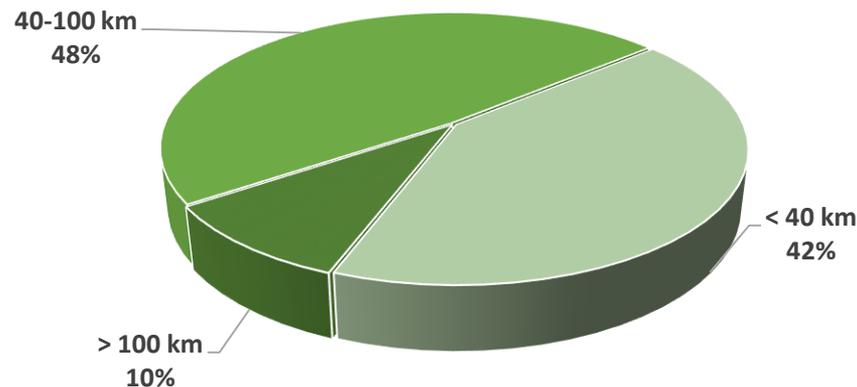
Additional Events Included at the Milton BMX Track: Milton / Stouffville Provincial Race Weekend and Maple Leaf Nationals Weekend

Kelso MTB Fondo – Event Analysis (Registered Riders: 250)

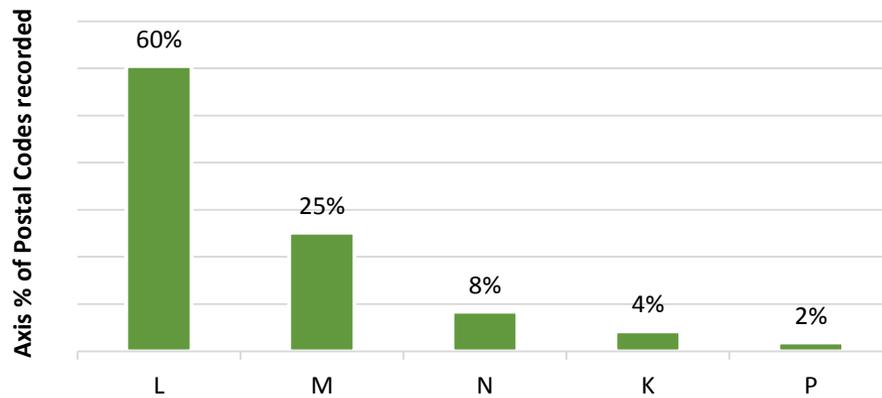


- 58% considered tourists (> 40 km), 10% travelled > 100 km
- 85% came from central Ontario and Toronto*
- Male (90%) : Female (10%) split (N = 66)
- 72% were aged 35-54 (N = 66)

Distance from Permanent Residence* (N = 215)



Postal Codes* (N = 215)



* Registration Data

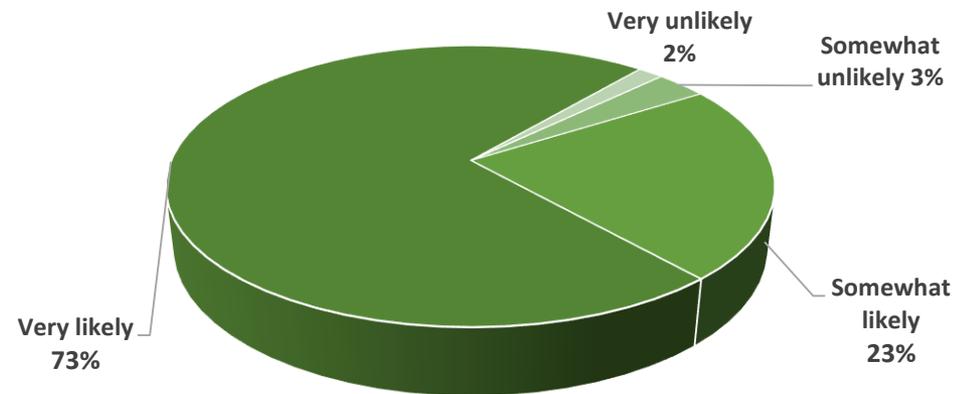


Kelso MTB Fondo – Event Analysis (Registered Riders: 250)

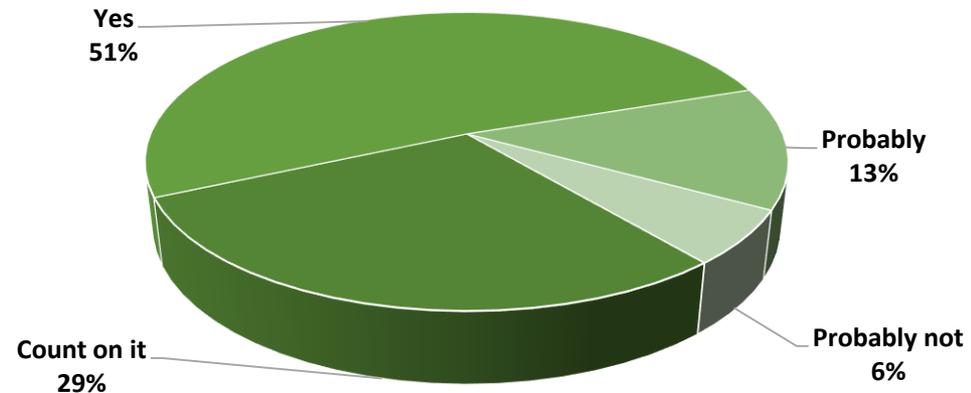


- 96% 'Very likely' or 'Somewhat likely' to recommend Halton Region to family and friends
- 94% intend to return to Kelso MTB Fondo in 2017
- 58% visited Halton Region in the past 2 years (N = 66)
- Participants averaged 2.3 mountain bike events in 2016 (N = 65)

Likelihood to Recommend (N = 62)



Likelihood to Return to Kelso MTB Fondo in 2017 (N = 68)



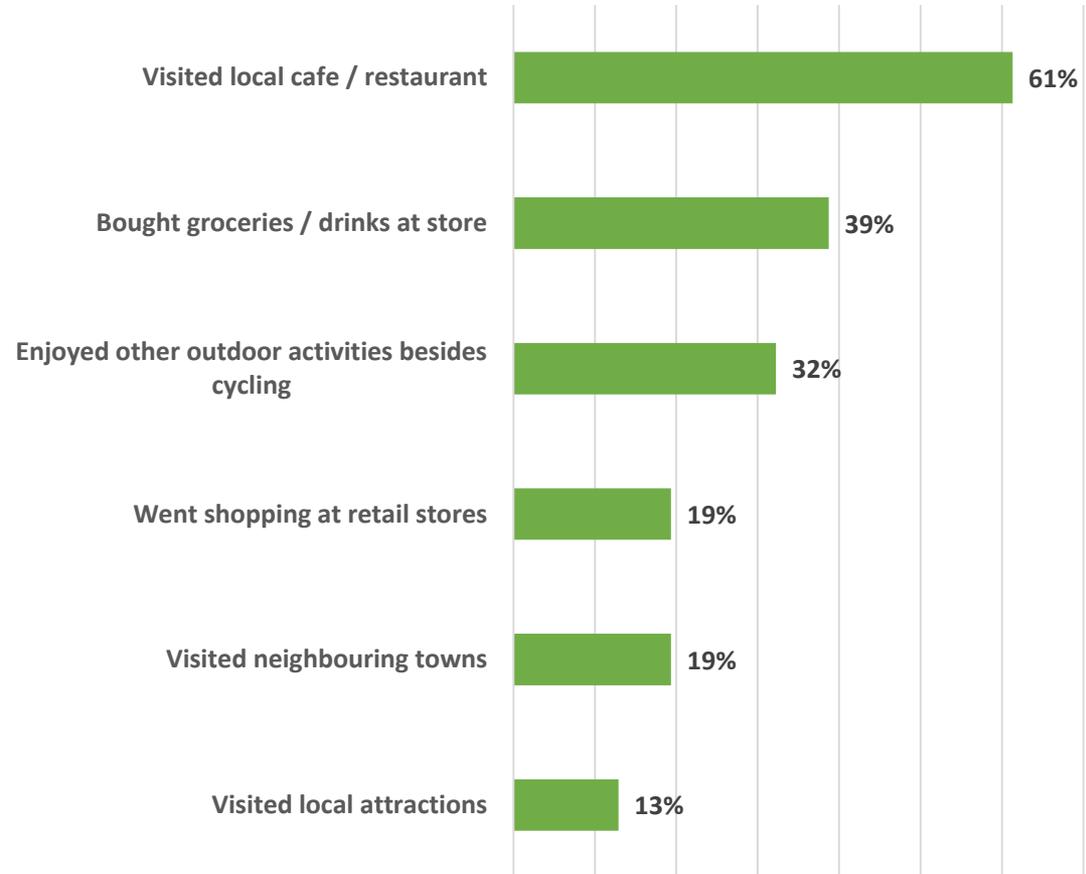
Kelso MTB Fondo – Event Analysis (Registered Riders: 250)



- Top three activities as indicated by participants:
 - Visiting local café / restaurant
 - Purchasing groceries
 - Outdoor activities



Participant Activities (N = 31)

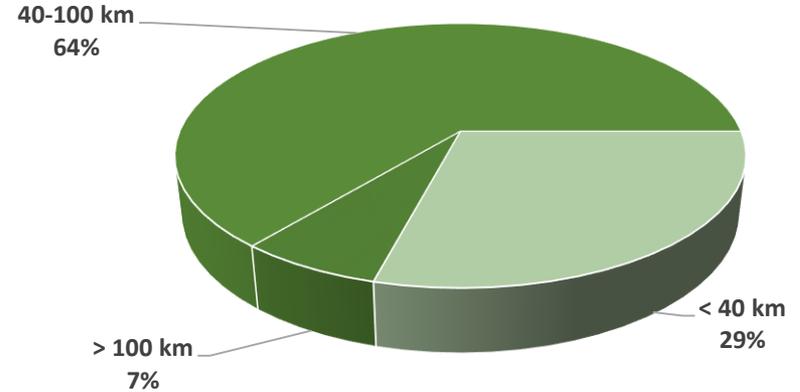


PwC Epic Tour Halton – Event Analysis (Registered Riders: 3,650)

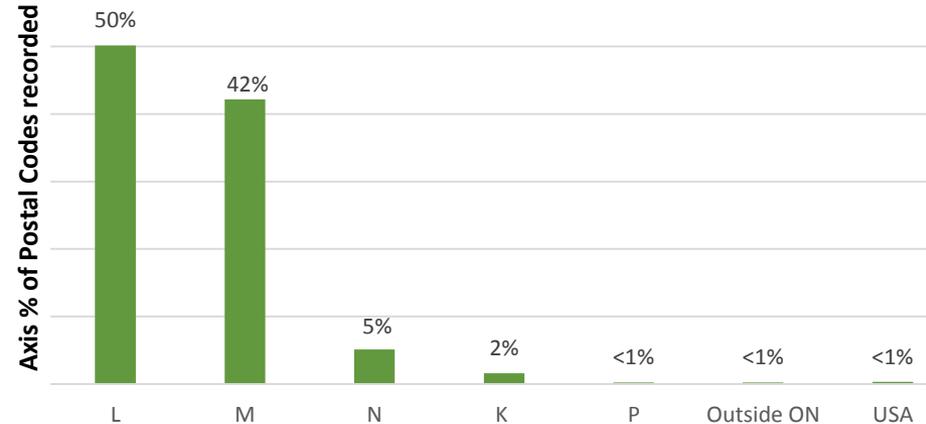


- 71% considered tourists (> 40 km), 7% travelled > 100 km
- 92% came from central Ontario and Toronto*
- 16 participants were from outside Ontario, including 10 cyclists from the US*
- Male (77%) : Female (23%) split (N = 641)
- 53% were aged 35-54 and 22% were aged 55-64 (N = 641)
- 71% consider themselves “Experienced” cyclists (N = 641)

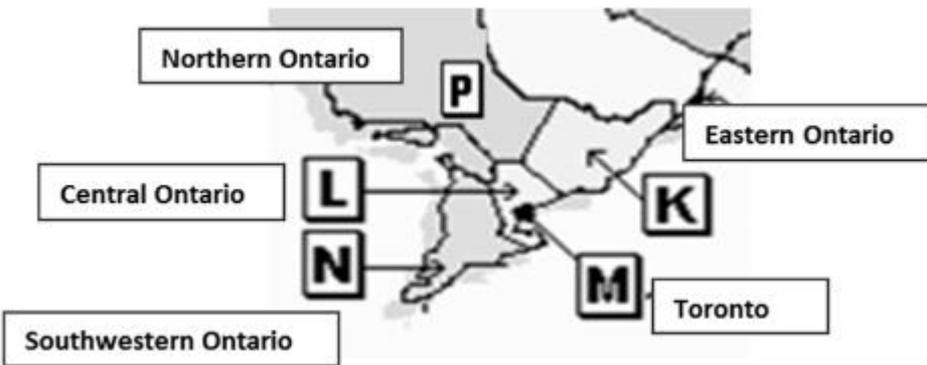
Distance from Permanent Residence* (N = 2297)



Postal Codes* (N = 2297)



* Registration Data

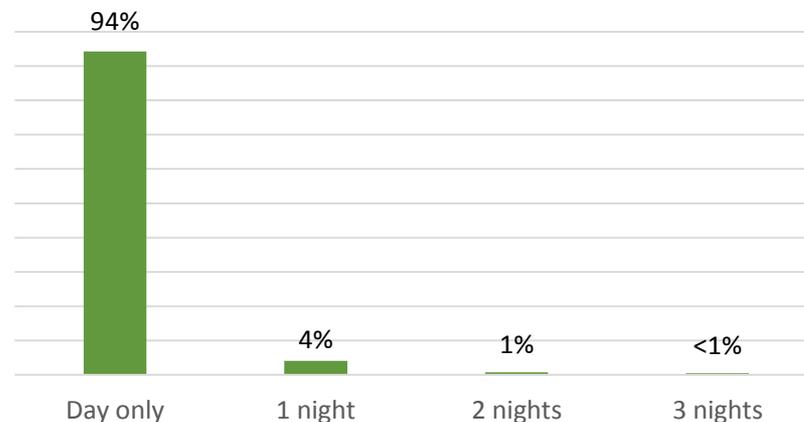


PwC Epic Tour Halton – Event Analysis (Registered Riders: 3,650)

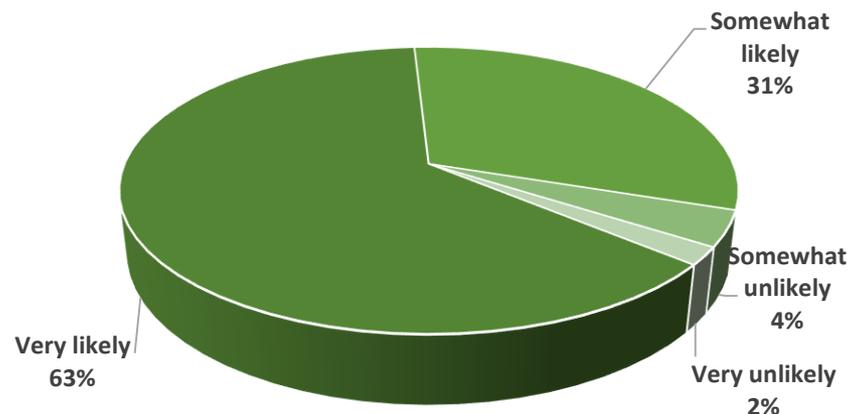


- 94% came only for the day, 6% stayed overnight, of which 44% were in paid accommodation
- 94% 'Very likely' or 'Somewhat likely' to recommend Halton Region to family and friends
- Of those considered tourists (66%), 38% made pre-event visits to Halton Region to prepare for the event. Limited overnight stays were generated during pre-event visits (N = 642)
- 96% intend to participate in PwC Epic Tour Halton in 2017 (N = 642)
- Riders averaged 2.42 cycling events in Ontario in 2016 (N= 639)

Length of Stay (N = 628)



Likelihood to Recommend (N = 629)



- Top three activities as indicated by participants:
 - Visiting local café / restaurant
 - Purchasing groceries
 - Shopping at retail stores



Participant Activities (N = 219)

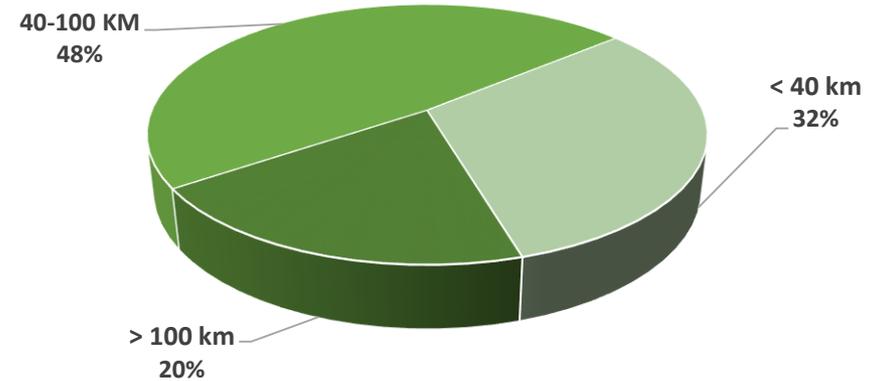


Greg's Ride – Event Analysis (Registered Riders: 199)

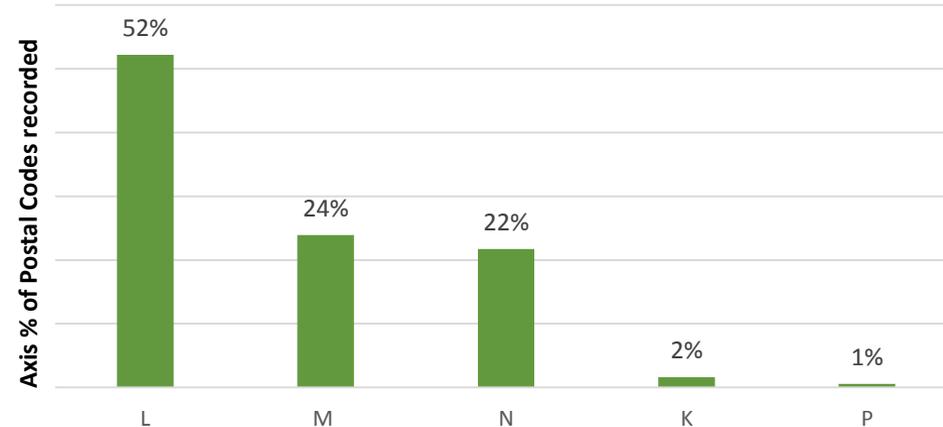


- 68% considered tourists (> 40 km), 20% travelled > 100 km
- 76% came from central Ontario or Toronto*
- Male (54%) : Female (46%) split (N = 48)
- 60% were aged 45-64 (N = 48)
- 78% consider themselves 'Experienced' cyclists (N = 49)

Distance from Permanent Residence* (N = 184)



Postal Codes* (N = 184)



* Registration Data

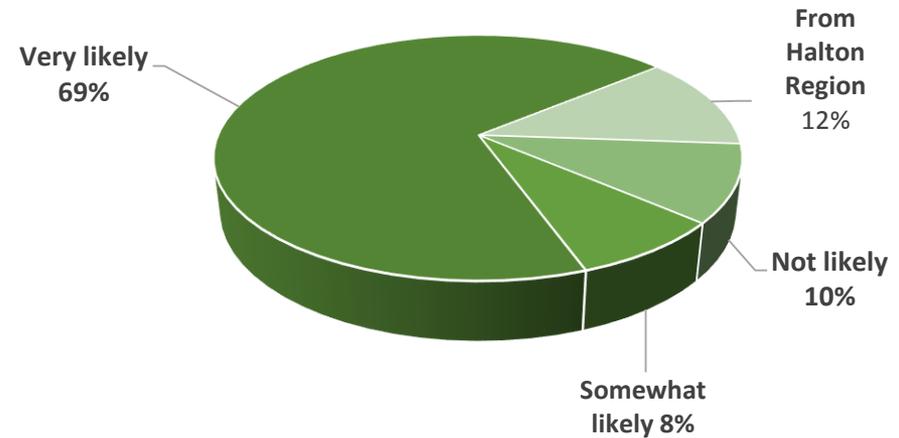


Greg's Ride – Event Analysis (Registered Riders: 199)

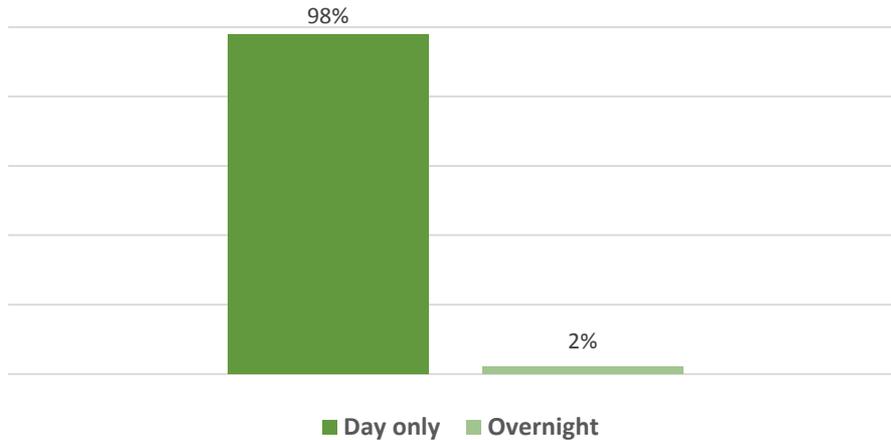


- 77% 'Very likely' or 'Somewhat likely' to return to Halton Region in the next 2 years
- 96% 'Very likely' or 'Somewhat likely' to recommend Halton Region to friends and family
- 98% came for the day, with only 2% staying overnight
- Limited pre-event trips were indicated
- Participants averaged 3.6 cycling events in 2016 (N = 46)

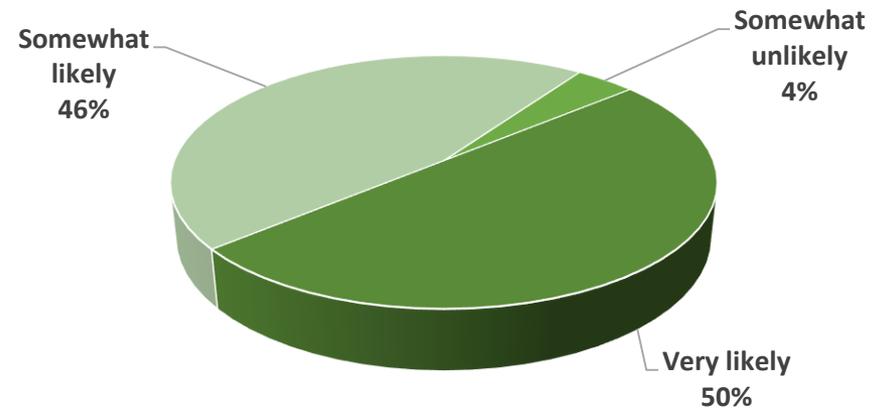
Likelihood to Return (N = 49)



Length of Stay (N = 49)



Likelihood to Recommend (N = 48)



Greg's Ride – Event Analysis (Registered Riders: 199)

- Top three activities as indicated by participants:
 - Visiting local café / restaurant
 - Shopping at retail stores
 - Purchasing groceries



Participant Activities (N = 49)





Report Section:

Marketing & Promotions

Methodology: Marketing & Promotions

- In October, Ontario By Bike asked DMO's, RTO's and relevant partners and organizations to share data on cycling marketing and promotional activities
- Information from a range of marketing and promotional channels was shared and included data on both digital and print assets
- The variety of data supplied included: total visits and page views on webpages with cycling content; website downloads of cycling itineraries and maps; distribution of printed cycling maps; paid media and advertising reach; physical visits to information centre; and other engagement metrics both online and in person
- Data supplied also varied by dates to include full year until November and in some instances just summer months, June through September



Websites with Cycling Content

Hamilton Halton Brant (RTO3) www.theheartofontario.ca

- 480 total pageviews to all (16) webpages with cycling content (Nov 2015 – Oct 2016)

Hamilton Halton Brant (RTO3) www.ourtruenature.ca

- 3,094 total pageviews to all (16) webpages with cycling content (Nov 2015 – Oct 2016)

Halton Region www.halton.ca/cycling

- 3,473 total pageviews to all webpages with cycling content (Jan – Nov 2016)

Tourism Burlington www.tourismburlington.com

- 2,143 total pageviews to all (10) webpages with cycling content (Jan – Oct 2016)

Town of Oakville www.oakville.ca

- 15,432 total pageviews to all (4) webpages with cycling content (Jan – Nov 2016)

Ontario By Bike Great Places to Cycle www.ontariobybike.ca/halton

- 2,598 total visits (Jan – Nov 2016)
- Time on Page - 3:10 minutes
- 65,068 total visits to Halton Region business listings (since Feb 2011)
- 41 certified bicycle friendly business listings (Nov 2016)



Note: There are additional websites with cycling and cycle tourism content for region that are not included above.

Cycling Maps

Print Editions

Halton Region Cycling Map

- 6,000 approximately distributed (Jan – Nov 2016)

City of Burlington – Cycling in Burlington

- 4,000 approximately distributed (Jan – Nov 2016)

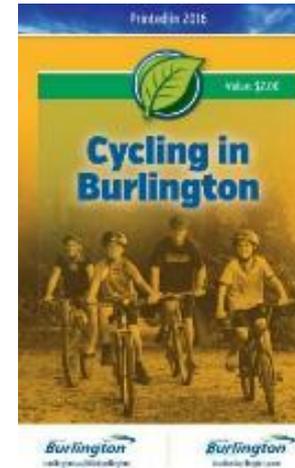
Town of Oakville – Cycle Walk Oakville Map

- 6,000 approximately distributed (Jan – Nov 2016)

Online

Halton Region Cycling Map

- 448 total digital PDF map downloads for all 8 routes (Jan – Nov 2016)
- Routes with most PDF map downloads: Escarpment View and Limehouse Loop



Other Marketing Channels & Promotions

Email Marketing

Hamilton Halton Brant (RTO3)

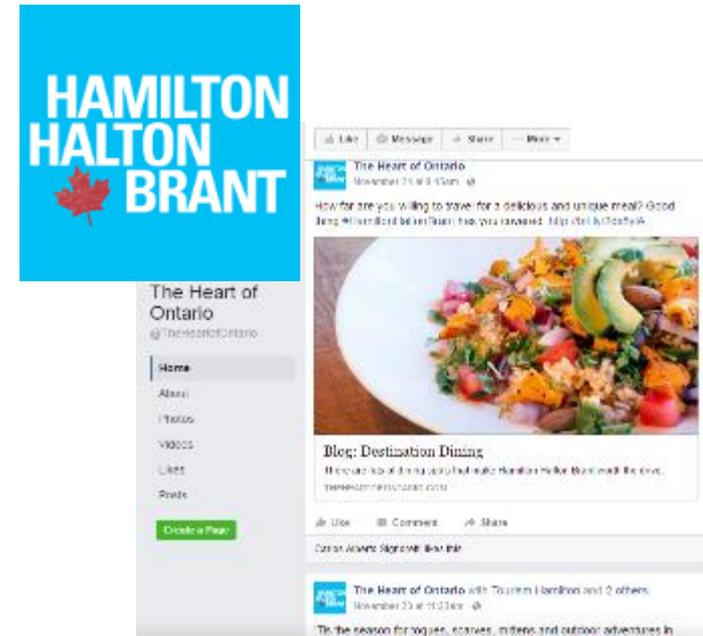
- 93,907 total sent (4 broadcasts) with content featuring cycling and also other activities
- 1,009 total clicks on cycling related content (21% of total)



Social Media

Hamilton Halton Brant (RTO3)

- Facebook – Organic Posts
- 3 total posts
- 2,104 total reach
- 57 clicks



Other Marketing Channels & Promotions

Visitor Inquiries

Tourism Burlington

- 653 total cycling related visitor inquiries
 - 107 at Burlington Visitor Information Centre (April – Sept 2016)
 - 546 at Burlington Waterfront Infomobile (June – Aug 2016)



Paid Media & Advertising

Cycling in Ontario / Le velo en Ontario Guide - Ontario By Bike - www.ontariobybike.ca/2016

Both Halton Region and Heart of Ontario (RTO 3) featured in bilingual Cycling in Ontario Guide 2016

- 37,000 print copies (25,000 EN & 12,000 FR)
- 11,000 digital reads
- Featured in social media, email marketing and website (blogs)





Report Section:
Other Cycle Tourism Indicators

Other Cycle Tourism Indicators

The Mattamy National Cycling Centre (Velodrome)

The Mattamy National Cycling Centre is the only velodrome of its kind in Canada, and only the second in North America that meets top international standards.

It serves as both a community recreation facility and a venue for provincial, national and international events and is owned and operated by the Corporation of the Town of Milton.

- 29,677 drop-in cycling visits (since opening to public in Jan 2015)
- 825 total number of memberships (Jan – Sept 2016)
- \$182,234 total revenue generated from annual or semi-annual memberships (Jan – Sept 2016)



Kelso Conservation Area (Conservation Halton)

Kelso is a popular mountain biking destination in southern Ontario and hosts Ontario Cup cross-country and downhill events as well as weekly Mountain Bike (MTB) and Cyclo Race Series and a MTB Camp.

- 740 participants at 2016 MTB Race Series (10% increase from 2015)
- 198 participants at 2016 Cyclo Race Series (30% increase from 2015)
- 305 participants at 2016 MTB Camp (10% increase from 2015)
- 47% of 'Race Series' participants in 2016 considered 'tourists' (>40 km)





Report Section:
Cross Regional Overview

Cross Regional Overview

The following observations were made incorporating the research from the 3 participating regions. To view all 2016 Regional Cycle Tourism Research Reports visit: www.transportationoptions.org/research

Counters & Intercepts

- A number of designated routes and trails where counters were installed showed a large number of cyclists were making use of facilities, especially in urban areas
- In all count locations Sunday's proved to be day with highest number of cyclists
- Installation of counters to monitor cycling activity provided valuable data for partners. Longitudinal tracking and further analysis would be beneficial
- Intercepts interviews showed that at all count locations there was a small, but varying percentage of cyclists that were tourists (>40 km from permanent residence) to region
- Intercept interviews in conjunction with counters provided the most useful insights for tourism impact assessments. Study resources limited intercepts, but consideration for the collection of a and more representative sample should be included in future studies.

Business Surveys

- The cycle tourism business survey sent to Ontario By Bike Network businesses yielded good to very good response rates (39%-65%) and provided valuable insights. Annual tracking is recommended
- In all regions, majority of businesses reported an increase in cyclists or same as last year, very few experienced a decrease
- Local and regional cyclists were generally the primary cycling customer base, with some reporting a good number of long-haul cyclists. Several regions had a significant number of businesses that served international cyclists
- Recreational and leisure cyclists were the most frequent customer type in all regions

Cross Regional Overview (Continued)

Cycling Events & Tourism Impact Surveys

- Many cycling events drew significant numbers of tourists, participants from >40km to host regions
- Cycling events varied and not all should be considered tourism-oriented. The ability of event to attract cycle tourists appeared to be dependent on a number of factors including event size and format
- Some events attracted riders to train or be oriented to area prior to the event and therefore generated additional tourism impacts
- Cycling events can create strong likelihood for participants to recommend the destination to others and to return to ride and visit the area in the future
- Cycling event participants participated in other activities, most frequently visiting local food service providers such as cafes and restaurants followed by a varied range of other activities
- Cycling event surveys provided valuable insight into type of participant and tourism potential, and consistent annual tracking can further build cycling events as tourism opportunities for regions

Marketing & Promotions

- All regions and destinations have dedicated cycling pages on their websites, with varying levels and types of cycling content
- Dedicated cycling pages, with product/experience-specific content (sub-pages or blogs posts), supported by integrated marketing campaigns created strong engagement with consumers and were effective at building on/off-line audiences. Regions without this approach were not seeing as much digital and hence trackable activity
- Some regions were distributing significant quantities of print cycling maps, collateral proved to be popular with cyclist, further supporting cycle tourism promotion
- Ontario By Bike certified bicycle friendly business listings offered valuable online exposure for local businesses
- Marketing and promotions data can be further standardized and easily collected annually for analysis and comparison

Other Cycling Indicators

- While data available ranges across regions, there were a number of valuable metrics that can be accessed to provide tourism indicators
- Some data already recorded annually, like Ontario Ferries tracking, provided a good annual benchmark of cycling activity



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- Halton Region -
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Research Report**

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