



**Welcome Cyclists
Partnership**

Ontario Welcome Cyclists Partnership Advisory Committee Web Conference June 24, 2013

www.transportationoptions.org/owcp

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Project funding provided by:



Greetings from web conference coordinators: Louisa Mursell & Joanne Hurley

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Thank you for joining us.



**Ontario Welcome Cyclists Partnership - Advisory Committee
Web Conference – June 24, 2013**



Agenda:

1. Projects Update & Discussion

- Ontario Welcome Cyclists Partnership (OWCP)

Cycle Tourism Strategy

New Cycle Tourism Research

2. Regional and Organization Updates

- Advisory Committee Participants

3. Looking forward 2014 - Ontario Welcome Cyclists Partnership



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Transportation Options & Ontario Welcome Cyclists Partnership General Update



Welcome Cyclists Network

- New regions added, 25 regions participating, 700+ business

www.welcomecyclists.ca

Ontario Cycle Tourism Information Centre

- Keep the paper maps coming

Greenbelt Cycling Route Development

- Funding approved project underway - www.greenbeltcycles.com/

Destination development & promotional work

- Various projects and partners

Ontario Cycle Tourism Forum 2013

- Conference held March 1 – www.welcomecyclists.ca/octf13

Bike Train

- VIA Rail baggage service cuts – www.biketrain.ca



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Transportation Options & Ontario Welcome Cyclists Partnership General Update

Ontario Cycle Tourism Strategy

- Meetings and discussions with Ministry of Tourism Culture & Sport – IDO, ADMs, Minister's Office
- Stand-alone strategy not feasible at this time
- Project based initiatives, independently and working together on cycle tourism development, many great projects already underway
- OWCP and Transportation Options refining its strategy internally
- Potential tie in & synergies with: Ministry of Transportation Ontario Cycling Strategy, and possible provincial route network; revision of Ontario Trails Strategy.



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Ontario Cycle Tourism Strategy

Overview of Industry Feedback from Conference Survey

- 93%, indicated it was highly important in relation to their work, business or organization

Key elements to proposed strategy

- Ontario cycling product and provincial route network
- Funding model
- Research and measurement

Suggested funding sources were listed as

1. Government – with 28 responses
2. Corporate or Business – 13 responses
3. Foundations & Organizations – 8 responses



Most frequently cited funding source was the MTCS - 11 responses, followed by MTO - 5 responses.

Type of support offered from respondents: letters of support, followed by in-kind support predominately offered



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Transportation Options & Ontario Welcome Cyclists Partnership Cycle Tourism Research Update

New Research Page – Access Cycle Tourism Reports

Below all available to view and/or download at:

www.transportationoptions.org/research

Research Partnerships

- Ryerson University
- Ministry of Tourism, Research Unit

Other Research Recently Completed

- RMCG – Toronto Bike Show, Centurion Blue Mountains, Montreal Bike Show
- Ontario Cycle Tourism Forum – Post Conference Publication

Download at: www.welcomecyclists.ca/octf13

Potential Research

- Niagara
- 2014



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Ryerson University – Impacts of Cycle Tourism in Ontario

- Consistent demographics
- 67% spend over \$300
- 72% stay one to 3 nights, 13% 4 to 6 nights - only 6 % do not stay overnight
- 26%-50% of spending on accommodations, followed by food & beverage
- 21% stay at hotels, 20% camping, 15% bed & breakfast ,13% VFR, 13% motel,
- Websites (81%), emails and friends/family were the most preferred means of communication, followed by publications, fairly consistent for over 50 age groups
- 6 weeks median trip planning time
- 42% spend less than \$1000 on cycling equipment annually, 13% more than \$3000
- 89% do not rent bicycles on trip (bring their own)
- Charity fundraising cycling events most popular, closely followed by recreational/promotional rides
- Package tours underperform by comparison to most other types of cycling events
- 81% participate in one or more cycling events annually, higher incomes correlate with more events and higher spending on cycling equipment
- Other most popular add on activities by average trip spending – hiking <\$1000 , shopping \$1-\$3K, winery & culinary tours >\$3000



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Ryerson University

Impacts of Cycle Tourism in Ontario

Recommendations

- Package hiking, culinary and wine touring experience with cycling
- Focus cycling related marketing to target higher income earners as spend more and more easily influenced
- Food and beverage spending is considerable, opportunity for sales
- Charity fundraiser type of cycling events are good way to get cyclists to destination



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Stats Canada 2011

- 1.58M Canadian visitors (including Ontarian visitors) participated in cycling activities in 2011
- Broken data – can't compare to 2010 (2M) or 2009 (1.5M)
- Interesting information – most popular destination RTO7, demographics, spending

- \$317 million was spent by these Canadian (including Ontarian) cycle tourists in Ontario, in 2011
- Broken data – can't compare to 2010 (391M) or 2009 (\$332M)
- 2012 to include cycling on international visitor survey
- Hope for consistent collection – to gain year over year figures

- Raw figures available – c/o MTCS Research Unit



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Toronto Bike Show

- Well educated, prime working years, central Ontario & GTA
- Cyclists riding road (43%), mountain bikes (34%), hybrid (14%)
- Road cyclists interested in self-guided road tours (52%) from community to community followed by day trips from a central hub (41%)
29% of all cyclists had an interest in a guided tour



The Resource Management Consulting Group

Research completed and shared through the generosity of Tourism Simcoe County, Blue Mountain Village Association and Centurion Cycling, and Direction Ontario



Centurion Canada Blue Mountain 2012



- 42% of the riders did at least one training trip
- 50% stayed at least overnight during one of the trips
- 10% stayed at paid accommodation, 80% ate at a restaurant, 68% purchased gas 50% shopped



Image: Centurion
Cycle



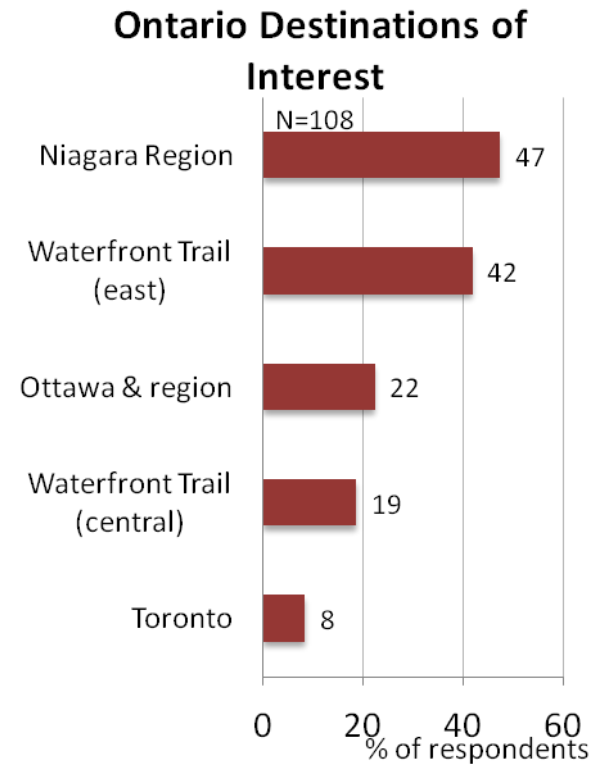
The Resource Management Consulting Group

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Montreal Bike Show

- In the past 2 years, half (51%) been to Ontario on overnight trips
- Most who visited Ontario spent their time at destinations close to Quebec
- In the next two years, 93% would be interested in cycling trip in Ontario



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O N T A R I O
**Cycle Tourism
Forum 2013**
BIKES MEAN BUSINESS

Post Conference Publication:

*Bikes Do Mean Business - Showcasing
Ontario's Growing Cycle Tourism Sector*

Download at: www.welcomecyclists.ca/octf13

***** Thank you Advisory Committee
for conference planning assistance *****



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Potential New Research

- Niagara Parks, Region, Brock University
- Next year commission 2014 summer study

Research Share

- Your contribution ?



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OWCP Advisory Committee

Regional Cycle Tourism Updates

What's new in cycling with your organization and/or business?

What's new in cycling in your region? Bigger picture

2013



2014

Windsor / Essex Count – John Scott (RTO1)
Norfolk County – Michele - Chris Baird (RTO1)
Niagara Region – Sue - Phil Bergen (RTO2)
City of Hamilton - Daryl Bender (RTO3)
Huron - Con Melady (RTO4)
Waterloo/Cambridge - Don Pavey (RTO4)
City of Toronto - Christina Bouchard, Michael Bertuzzi (RTO5)
Region of Peel - Wayne Chan, Erika (RTO6)
Hills of Headwaters Tourism Association – Michele Harris (RTO6)
Durham Region – Kerri King (RTO6) or Melissa Claxton-Oldfield,
Scenic Cycle Tours (RTO6)
Hardwood Ski & Bike - John Sustersic (RTO7)
Northumberland County – Cori Arthur (RTO8)
Brockville Cycles - Alan Medcalf (RTO9)
Ottawa Tourism - Megan Peckford, Nick Iannitti (RTO10)
Yours Outdoors - Barrie Martin (RTO11)
Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)
The Bike Shop in Gravenhurst – Kristi MacDonald (RTO12)

Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)
Velorution – Andre Riopel (RTO13b)
Petrie's Cycle & Sports – Nathan Petrie (RTO13c)

Cross Provincial
Bike On Tours – Harold Pulver
IMBA – Igor Hoogendoorn
Share the Road Cycling Coalition – Eleanor McMahon
Waterfront Regeneration Trust – Marlaine Koheler
Ontario Trails - Patrick Conner

Periodic / Special Advisor
Ministry of Transportation - Michael Canzi
OTMPC - Steve Bruno



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OWCP Advisory Committee Regional Cycle Tourism Updates





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Also see contact sheet for Advisory
Committee participants

www.transportationoptions.org/owcp