



Ontario By Bike Industry Partnership Advisory Committee Web Conference February 9, 2015

www.transportationoptions.org/obbip

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Web Conference Agenda:

1. Welcome and Introductions

2. Ontario By Bike and OBBIP Update

- Industry Partnership - Summary of consultations and new Advisory Committee participation guidelines
- New research - Ontario Cycle Tourism Sector Report, Cycling Event Study, Ryerson Survey
- 2015 program and marketing, publication and events

3. Regional and Organization Updates

- Advisory Committee participants' program and projects roundtable

4. Other Business / OBBIP Meeting Summary

- Next web conference



**Ontario By Bike Industry Partnership - Advisory Committee
Web Conference – February 9, 2015**



Welcome and Introductions

OBBIP Advisory Committee

Essex County – John Scott (RTO1)
Norfolk County – Various Contacts (RTO1)
Venture Niagara – Sue Morin (RTO2)
City of Hamilton - Daryl Bender (RTO3)
Huron - Con Melady (RTO4)
Waterloo/Cambridge - Don Pavey (RTO4)
City of Toronto - Christina Bouchard (RTO5)
Region of Peel - Wayne Chan, Erika Duque (RTO6)
Hills of Headwaters Tourism Association – Michele Harris (RTO6)
Durham Region – Kerri King (RTO6)
Cycle Simcoe – Brendan Matheson (RTO7)
Northumberland County – Cori Arthur (RTO8)
Brockville Cycles - Alan Medcalf (RTO9)
Ottawa Tourism - Megan Peckford (RTO10)
Haliburton HKPR Heath Unit – Sue Shikaze , Barry Martin (RTO11)
Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)
Muskoka / Huntsville – Vacant (RTO12)

Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)
Lake Huron North Shore Cycling Route & Velorution – Michael Wozny (RTO13b)
Thunder Bay – Vacant (RTO13c)

Cross Provincial

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

Periodic / Special Advisor

Ministry of Transportation - Michael Canzi
OTMPC - Steve Bruno

Louisa Mursell, Executive Director, Transportation Options

Michael McCreesh, Project Coordinator, Transportation Options / Ontario By Bike
Transportation Options Board of Directors Representative

Contact list made available and shared with Committee only



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Ontario By Bike Industry Partnership

Advisory Committee Governance Structure Updates

- Aiming to more clearly define the OBBIP and associated committee
- Minimal updates to objectives and activities, from those set in 2010
- Updates based on recent stakeholder consultations in which 18 Advisory Committee contacts participated. Additional activities suggested:
 - Advocate for additional investment and play a part in government relations
 - Initiate and commission research and market studies
- Contains info on structure, roles, responsibilities, guidelines
- Useful for new participants
- Additions include info on attendance, sharing role, contribution and dissemination of information at meetings and in lieu of attending meetings

Document available at: www.transportationoptions.org/obbip



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Ontario Cycle Tourism Sector Report

Overview

- Publish date mid February 2015
- Will be made available directly by notification to OBBIP AC and also public on-line.
To be posted at: www.transportationoptions.org/research
- 35+ documented sources of information, plus businesses and partners
- New primary research by Transportation Options, RMCG, Ryerson
- 8 sections highlighting activity related to cycle tourism sector in Ontario
 1. Ontario Cycle Tourists
 2. Marketing & Communications
 3. Cycle Tourism Impact on Businesses
 4. Bike Retail & Accessory Sales
 5. Ontario Cycling Events
 6. Bike Transportation
 7. Bike Share Program
 8. Cycling Infrastructure & Facilities

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Ontario Cycle Tourism Sector Report

Research Highlights

1. Ontario Cycle Tourists

- Demographics – Details plus the most frequent Ontario cycle tourist: aged 45-64, male, high household income
- Ride and travel preferences – Experienced cyclists take multiple annual bike trips in Ontario and are frequent event participants. Self guided tours are most popular.
 - *69% of cyclists have taken overnight or day trips in Ontario within the past two years.*
- Other activities cyclists enjoy & An Outside Opinion: Cyclists from Quebec
 - *97% were either very or somewhat interested in taking an overnight trip to Ontario involving cycling in the next two years.*



Ontario Cycle Tourism Sector Report

Research Highlights

2. Marketing and Communications

- Cyclists in Ontario prefer to use websites, social media, and printed cycling maps to receive marketing information
- Preferred pre-trip planning resources & preferred resources while cycling
 - 47% of both leisure/recreational and experienced cyclists prefer to use printed cycling maps while cycling.
- Info on social media and other marketing preferences



Ontario Cycle Tourism Sector Report

Research Highlights

3. Cycle Tourism Impact on Businesses

- Accommodations – Food Services - Attractions
 - *69% of cyclists spend over \$50 per night on accommodations (38% spend over \$100)*
 - *50% prefer the comforts of a hotel or bed and breakfast while on a cycling vacation; compared to 30% of respondents who stay on a budget*
 - *81% of cyclists spend over \$26 on food and beverage each day (36% spend over \$50)*
- Info and anecdotal from business owners



4. Bike Retail and Accessory Sales

- Reasonable growth overall, mid range bikes outselling high end bikes
- A seasonal business with variables

Ontario Cycle Tourism Sector Report

Research Highlights

On-Line Now At:

www.transportationoptions.org/research

5. Ontario Cycling Events

- The number of cycling events in Ontario is on the rise
- Increase in cycling event participation = increase in cycle tourism
- Experienced riders, attractive demographics, Ontario tourists
 - *76% of cycling event participants were either experienced or competitive racing types. Only 21% considered themselves leisure/recreational riders.*
 - *3.2 Ontario cycling events in 2014 average participation rate*
- Cycling events have an economic impact in hosting regions, depends on a number of factors, ranges from \$6,000 to \$1.42 million
- Charity events – At least 63 events in 2014 in Ontario, approximately 35,000 participants, raising well over \$36.5 million



Ontario Cycling Events & Tourism Impact Project - Cross Event Report -



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Cyclists, Tourism Researchers, Strategists

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Ontario Cycle Tourism Sector Report

Research Highlights

6. Bike Transportation

- GO Transit Niagara Seasonal Service - 2014, 2,400 bikes transported, 50% growth since 2010
- Ferries tracking cyclists show large numbers of bikes transported annually and on the increase
- Top 4 destinations – Toronto Islands, Wolfe Island, Pelee Island, Manitoulin Island



7. Bike Share Programs

- 4 Bike share programs status captured

8. Cycling Infrastructure and Facilities

- The investment in cycling infrastructure and facilities is a positive indicator that cycling and cycle tourism is a growing sport, transportation mode and tourism sector
- Examples of significant recent capital investment from all government levels including privately sponsorship projects



Ontario By Bike - Transportation Options Program & Marketing Updates



Ontario By Bike Network - www.ontariobybike.ca

- 28 regions participating
- 1000+ business and locations certified as bicycle-friendly
- 52 workshops and 1,510 workshop attendees
- Fall 2014 Workshops: Parry Sound District, Ottawa
- Spring Workshops: Ontario Southwest and others



Marketing & Promotions

- Website Traffic - Showing continued growth in 2014, redesign in 2015
- Show and event season – Outdoor Adventure Show, Toronto International Bicycle Show and more
- Ontario By Bike Rides 2015 - Hosting overnight cycling tours for recreational cyclists with an aim to create legacy cycling itineraries in Ontario



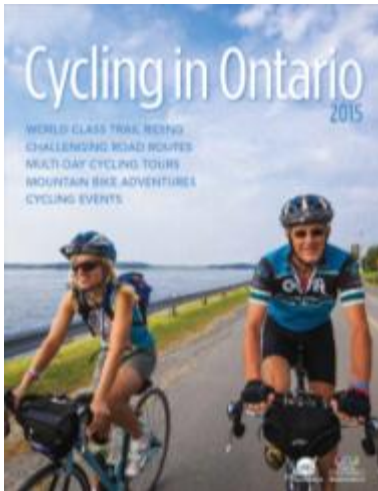
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Ontario By Bike - Transportation Options Program & Marketing Updates



2015 Cycling in Ontario / Le vélo en Ontario Publication



- **On-Line Now At** - E-zine link: www.ontariobybike.ca/2015
- In partnership with Direction Ontario (3rd Year)
 - Grown from 8 pages to 24 pages in 3 years
- 25,000 English & 10,000 French
- 24 page full colour, 8.5x11
- To be printed and available for distribution mid-February
- Distribution in Ontario and Quebec
- 20 partner ads and editorial

2015 partners include: RT01 / Ontario's Southwest; Norfolk County; Oxford County; Halton Region; RT0 3 / Hamilton Halton Brant; Durham Region; Northumberland County; City of Kawartha Lakes; Niagara Parks; Ottawa Tourism; County of Renfrew / Ottawa Valley; Grey County; Tourism Windsor Essex Pelee Island; Brockville Chamber of Commerce; St. Lawrence Parks, RT0 9 / The Great Waterway and Prescott Russell; plus Waterfront Regeneration Trust, The Greenbelt Foundation and Metrolinx.



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Sneak Peak: 2015 Cycling in Ontario / Le vélo en Ontario

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Ride Style Guide
Follow the symbols below throughout the guide to help select suitable ride.

- Recreational Cyclists**
Shorter length rides, preference for trails, with some road riding experience.
- Experienced Cyclist**
Road routes with longer distances, suitable for multi-day touring or 100 km day ride.
- Mountain Biker**
Off-road trails and rugged terrain, some with technical features.

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OUR PATHS CROSS MANY LANDMARKS

With over 600 kilometers of paved recreational pathways already in place, Ontario is becoming a world-class cycling destination. From scenic rural roads to urban trails, there are countless opportunities to enjoy the province's diverse landscapes and heritage sites on two wheels.

OTTAWA

St. Lawrence Parks

The parks portfolio has been growing and re-developing world-class cycling along the St. Lawrence River. St. Lawrence Parks features a mix of scenic settings, outdoor recreational areas and over 400 kilometers through the spectacular St. Lawrence River between Kingston and the Queen's borders.

Long Road
To be released just west of Cornwall on using a combination of paved trails and existing roads and other infrastructure for recreation and cycling. The Long Road will be a scenic route through the St. Lawrence Valley, connecting the St. Lawrence River to the St. Lawrence Valley. It will be a scenic route through the St. Lawrence Valley, connecting the St. Lawrence River to the St. Lawrence Valley.

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Ride Oxford.ca
Our rural roads are showing.

There are several great options that include walking or a combination of trails and paved routes. From the scenic St. Lawrence River to the St. Lawrence Valley, there are many options for cycling. The St. Lawrence Valley is a scenic route through the St. Lawrence Valley, connecting the St. Lawrence River to the St. Lawrence Valley.

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Island Escapes!

REHABILITATED WATERFRONT CAMPGROUNDS

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OBBIP Advisory Committee

Regional & Organization Cycle Tourism Updates

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

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

2014



2015



2016

Essex County – John Scott (RTO1)
Norfolk County – Various Contacts (RTO1)
Venture Niagara – Sue Morin (RTO2)
City of Hamilton - Daryl Bender (RTO3)
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*Thank you for
joining us!*

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Contact Info:

- Louisa Mursell, Executive Director, Transportation Options
lmursell@transportationoptions.org
- Michael McCreesh, Project Coordinator, Ontario By Bike
mmccreesh@transportationoptions.org
416-827-2774 / 1-866-701-2774

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Project funding provided by:



**Also see contact sheet for
Advisory Committee participants**

www.transportationoptions.org/obbip