



Ontario By Bike Industry Partnership Advisory Committee Web Conference

June 28, 2016

www.transportationoptions.org/obbip

*T*ransportation
*O*ptions

Web Conference Agenda:

1. Welcome and Introductions

2. Ontario By Bike Update

- Status Update for Ontario By Bike Network
- Marketing and Promotions
- Cycle Tourism Conference – Recap
- Program Updates

3. Regional and Organization Updates

- Advisory Committee participants' program and projects roundtable

4. Looking Ahead

- 2016 / 2017 Priorities for Committee and Partnership

5. Other Business / OBBIP Meeting Summary

- Next web conference



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Ontario By Bike - Transportation Options: Status Update

Ontario By Bike Network - www.ontariobybike.ca



- 34 regions participating
- 1,250 + business and locations certified as bicycle-friendly
- New category for 'Breweries'
- 62 workshops and 1,830 workshop attendees
- Spring 2016 workshops & new regions: Durham Region, Chatham Kent
- Fall workshops: Possible workshops and network expansion in discussions
- Summer 2016 site visits: Parry Sound District & York Region



Marketing & Promotions

- **Website:** Continued YOY growth in major key indicators (e.g Users, Pageviews, TOS)
- **E-newsletter:** Database now 7,200+ with averages of 45% open-rates / 25%+ CTR
- **Consumer Events 2016:** Montreal/Toronto Bicycle Shows, Outdoor Adventure Show, Ultimate Travel Show, Ride for Heart, Bike to Work Day, Epic Tour Halton (Sept.)
- **Digital Advertising Offering:** Inquire directly for info
- **Ontario By Bike Rides 2016:** Hosting x2 weekend cycling tours with 60+ recreational cyclists creating legacy cycling itineraries in Ontario.
 - June 18-19: Niagara Circle Route South
 - September 24-25: Simcoe County Rail Trails

Ontario By Bike Digital Advertising

Cyclists from Ontario, Quebec and the US are increasingly turning to [Ontario By Bike](http://www.ontariobybike.ca) to help plan their cycling vacations in Ontario.

Monthly Website Advertising Options

- Leaderboard Banner Advertising**
 - Leaderboard Ad Dimensions – 728px X 90px
 - Placement – Below "About Us/Contact Us" link area
 - All other websites – better placement/price
 - Single month purchases are allowed
- Skyscraper Banner Advertising**
 - Skyscraper Ad Dimensions – 150px X 450px
 - Located on website side/mobile across all pages, except homepage
 - Single month purchases are allowed
- "Inboard" Text Advertising**
 - Leaderboard Ad Dimensions – 728px X 90px
 - Placed top of monthly event listings
 - Single month purchases are allowed

E-newsletter Advertising Option

Leaderboard Banner Advertisement

- Leaderboard Ad Dimensions – 728px X 90px
- Placement – Below first article section break
- Advertisement on monthly newsletter with above average open and click thru rates
- Exclusive to one advertiser/newsletter

For information on rates and advertising terms and conditions.
CONTACT: Louisa Mursell, Executive Director
1-866-703-2747 / news@ontariobybike.com



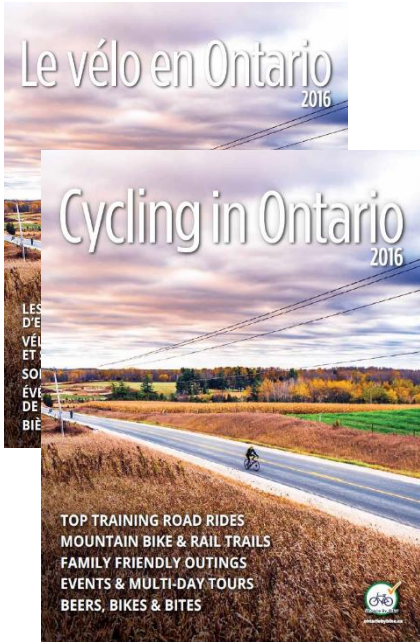
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Ontario By Bike - Transportation Options Marketing Updates

2016 Cycling in Ontario / Le vélo en Ontario Publication



Online At - www.ontariobybike.ca/2016

- 37,000 copies distributed (25,000 in English & 12,000 in French)
- 9,500 French copies were poly-bagged in VeloMag.com
- **More than 80% now distributed**
- Distributed at major consumer shows and cycling events; all Ontario Travel Information Centres & regional/local visitor information centres; tourism businesses - accommodations, markets, wineries, attractions; Cycling clubs, bike retailers & outdoor apparel stores
- Email Marketing / Social Media – 15,000 impressions and 3,000 + digital ‘reads’ (as of June)
- Direct Mail Fulfillment (500+ as of June) through Ontario By Bike
- 2017 edition production starts October 2016

2016 partners include: RT01 / Ontario’s Southwest; Norfolk County; Oxford County; RTO 2 / Niagara Tourism; RT0 3 / Hamilton Halton Brant; Halton Region; Durham Region; York Region; Northumberland County; Kawartha Lakes Tourism; Peterborough & the Kawarthas Tourism; Ottawa Tourism; County of Renfrew / Ottawa Valley; Grey County; Simcoe County; Waterloo Region Tourism Marketing Corporation; Tourism Windsor Essex Pelee Island; Huron County; Brockville Chamber of Commerce; RT0 12 / Explorers’ Edge; plus Waterfront Regeneration Trust, The Greenbelt Foundation; Owen Sound Transportation Company and Metrolinx.



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Ontario By Bike - Transportation Options Cycle Tourism Conference - Recap



Overview:

- March 4, 2016 – Radisson Admiral Hotel in Toronto
- 160+ conference attendees
- 25 guest speakers + moderators (US, Canada, Ontario)
- Interactive session to help understand long- and short-term priorities
- Opening remarks from Minister & City Councillor
- Very positive feedback from attendees
- Valuable presentation summaries and highlights compiled into 33-page Post-Conference Report available online
- Presentation slide decks from guest speakers available online

Growing the Sector:
Making Investments Count



Cycle Tourism Conference 2016
March 4, 2016
Post Conference Report

© Transportation Options 2016

Download Report or Slide Decks at

www.OntarioByBike.ca/CTC16

All Research at

www.transportationoptions.org/research



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Ontario By Bike - Transportation Options Program Updates for 2016



Cycle Tourism Regional Research Project (Underway)

- Sub-region selection criteria reviewed and 3 sub regions selected:
 - RTO1 (Windsor / Essex County), RTO3 (Halton Region), RTO9 (Prince Edward County)
- An assessment framework to measure regional cycle tourism activity
- Mixed methodology (qualitative and quantitative research tactics)
 - Automated cyclists counting systems, cyclists and business surveys, inventory assessments, etc



New Destination Development Offering & Consultation Work

- **Community Destination Development Roundtable Meetings** - Alternative community engagement format for cycle tourism development in Ontario. Readiness assessment for business areas. Inquire directly for more info.
- **Consultation Work (Ongoing)** – Destination development, multi-day itinerary and route development, etc. Inquire directly for more info.



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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

2016



2017

Essex County – Adriano Ciotoli, Lori Newton (RTO1)
Norfolk County – Clark Hoskin (RTO1)
Venture Niagara – Sue Morin (RTO2)
Hamilton Halton Brant – Dana Murray (RTO3)
Huron - Con Melady (RTO4)
Waterloo/ Cambridge - Don Pavey / Matthew Sweet (RTO4)
City of Toronto - Christina Bouchard (RTO5)
Region of Peel - Erika Duque (RTO6)
Hills of Headwaters Tourism Association – Michele Harris (RTO6)
Durham Region – Lori Talling (RTO6)
Cycle Simcoe – Brendan Matheson (RTO7)
Northumberland County – Cori Arthur (RTO8)
Brockville Cycles - Alan Medcalf (RTO9)
Ottawa Tourism - Megan Peckford / Catherine Frechette (RTO10)
Yours Outdoors – Barrie Martin (RTO11)
Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)
Pedaling for Parkinson's / Parry Sound ATC – Peter Istvan (RTO12)

Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)
Lake Huron North Shore Cycling Route – Michael Wozny (RTO13b)
Thunder Bay Tourism – John Cameron (RTO13c)
Cross Provincial
Bike On Tours – Harold Pulver
IMBA Canada – Vacant
Share the Road Cycling Coalition – Jamie Stuckless
Waterfront Regeneration Trust – Marlane Koheler
Ontario Trails - Patrick Conner
Periodic / Special Advisor
Ministry of Transportation – Julia Barnes
Ministry of Tourism Culture & Sport – Erica D'Souza
OTMPC - Steve Bruno

Louisa Mursell, Executive Director, Transportation Options

Michael McCreesh, Project Manager, Transportation Options / Ontario By Bike

Transportation Options Board of Directors Representative



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Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

Looking Ahead - 2016 / 2017

- High regional engagement
- Priorities for Ontario By Bike, Committee and Partnership
- Bigger picture priorities for cycle tourism in Ontario

Discussion and input from participants

- All points will be included in meeting notes to be distributed

Other Business / OBBIP Meeting Summary

- Next web conference



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*Thank you for
joining us!*

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Also see contact sheet for
Advisory Committee participants