



Ontario By Bike Industry Partnership Advisory Committee

...
Updates from Ontario By Bike

June/July 2022

www.transportationoptions.org/obbip
www.ontariobybike.ca

Meeting Format Change:

For this time period only, we changed the format from web conference to a forum where advisory committee participants and partners shared written updates, facilitated by Ontario By Bike, effectively allowing for:

- 1. Information sharing of updates provided by participants**
 - See additional document
- 2. Networking opportunities via shared contact sheet**
 - Contact details provided to all participants
- 3. Updates via presentation slides from Ontario By Bike**
 - See below
- 4. Report on actions to support strategic activities**
 - See below
- 5. Next Meeting – TBA – November 2022**



**Ontario By Bike Industry Partnership - Advisory Committee
Updates: June/July 2022**



Greetings From



Louisa Mursell
Executive Director

Peter McMurtry
Project Coordinator

Ontario By Bike / Transportation Options

Background Info:

Ontario By Bike Industry Partnership Advisory Committee

www.transportationoptions.org/obbip



Goal

- To make Ontario a top cycle tourism destination in North America

Objectives

- Strategically advance cycle tourism sector in Ontario
- Providing a core information hub for cycle tourism in Ontario
- Cycle tourism destination and product development in Ontario

About

- Informal committee, governance structure guidelines available online
- Meets biannually on web conference, started in 2012
- Last meeting in November 2021

OBBIP Advisory Committee Participants

- A range of representatives from across the Province



**Ontario By Bike Industry Partnership - Advisory Committee
Updates: June/July 2022**



OBBIP Advisory Committee

Regional & Organization & Special Advisory Participants

June/July 2022

Tourism Windsor Essex Pelee Island - (RTO1)
Norfolk-Oxford - (RTO1)
Venture Niagara - (RTO2)
Hamilton Halton Brant/Brantford – (RTO3)
Region of Waterloo / Explore Waterloo - (RTO4)
Huron County (RTO4)
City of Toronto - (RTO5)
York Region - (RTO6)
Durham Region - (RTO6)
Tourism Simcoe County - (RTO7)
Northumberland Tourism - (RTO8)
Lennox & Addington County - (RTO9)
Cornwall Tourism (RTO9)
Ottawa Tourism
County of Haliburton - (RTO11)

Ottawa Valley & Lanark County - (RTO11)
Explorers' Edge - (RTO12)
Discovery Routes Trails Organization - (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) - (RTO13a)
Sault Ste Marie Tourism & Lake Huron N.S. Cycling Route – (RTO13b)
Tourism Thunder Bay - (RTO13c)

Cross Provincial

Share the Road Cycling Coalition
Waterfront Regeneration Trust
Ontario Trails

Periodic / Special Advisor

Ministry of Transportation
Ministry of Heritage, Sport, Tourism & Culture Industries
Destination Ontario

Louisa Mursell, Executive Director, Transportation Options
Peter McMurtry, Project Coordinator, Transportation Options / Ontario By Bike
Michael Bertuzzi, Transportation Options Board of Directors Representative



Ontario By Bike Industry Partnership - Advisory Committee
Updates: June/July 2022



1. Information sharing of updates provided by participants

- See www.transportationoptions.org/obbip-ac-june-july-2022

2. Networking opportunities via shared contact sheet

- Contact details provided to all Advisory Committee participants only
- Overview of participants available on previous page and at www.transportationoptions.org/obbip-ac-june-july-2022



**Ontario By Bike Industry Partnership - Advisory Committee
Updates: June/July 2022**



3. Ontario By Bike Updates

Reaching & Engaging Cyclists

Cycling in Ontario/Le vélo en Ontario

- 10th annual print edition
- Printed 40,000 copies (27.5k in English, 12.5k in French)
- Strong & early distribution to visitor info centres (+OTICs) and partners, plus VeloMag (7.5k) and *new* Canadian Cyclist subscribers (9.5k)
- Unprecedented demand again, with limited quantities left by April
- New digital read tracking set up
- 2023 print and digital partnerships available with media kit available in October 2022

www.ontariobybike.ca/2022



Digital Partnerships 2022

- Large number of destination partners and businesses for digital ads and sponsored blog content



3. Ontario By Bike Updates

Reaching & Engaging Cyclists



Ontario By Bike Website – www.ontariobybike.ca

- New website launched in late 2021, with continued update
- New events listing page and format working well – submit cycling events & view at: www.ontariobybike.ca/events
- Traffic increasing through summer cycling months

Digital Community

- Actively engaging cyclists through social media and popular monthly newsletter

Shows & Events

- Spoke at Ontario Bike Summit, April 7
- Booth at Outdoor Adventure Show Toronto – April 29, 30, May 1 – Plus presentation at Canada Stage
- Booth at Paris to Ancaster Race Expo, April 24
- Booth at Ride for Brain Health, June 5
- Booth at Bloor West Street Fest, July 16

Media Relations

- Actively engaging media with press releases and interviews

3. Ontario By Bike Updates

Reaching & Engaging Cyclists

Ontario By Bike Rides 2022

- Early sell-out of most rides
- Ride destinations include: Essex Windsor Loop; Uxbridge Kawarthas Rail Trail; Lanark Trail Tour; Sarnia Lambton; Hamilton Brantford Port Dover Trail Ride
- Feedback from cyclists at shows – they are using online legacy itineraries
- Presented in partnership with CAA



3. Ontario By Bike Updates

For Industry Partners & Ontario By Bike Certified Businesses

- Ontario By Bike 2022 Destination Partner Renewals – Completed 11 spring webinars with 257 registered attendees - Sarnia Lambton; London; Brant/Brantford; Windsor/Essex; N.Hastings/Frontentac/L&A; Kemptville/North Leeds & Grenville; Saugeen Shores & Bruce County South West; Waterloo Region; Norfolk County; Prescott Russell; Ottawa.
- Announced 2022 Best Bicycle Friendly Business Award Winners from each region and including promotion in monthly enewsletter www.ontariobybike.ca/2022awardwinners
- New research report published - [Ontario Cycle Tourism & Cycling Activity Report 2021/2022](#) - Building on past sector reports and from survey issued in Nov/Dec 2021, to which over 1,200 cyclists responded, find info on Ontario cyclists profile, preferences, habits, past travel, impact of spending on businesses and anticipated travel plans for 2022.
- 118 new businesses certified as bicycle friendly by Ontario By Bike to date in 2022, making total across Ontario – 1,618
- Continued administration of certification program and representation of all regions cycling product online



3. 2022/2023: Looking Ahead

- 2023 print and digital partnerships available with media kit available in October 2022
- Expanding Ontario By Bike Network to Guelph & Wellington County in September with in person workshops Sept 12, and webinar
- Currently working on a number of consulting contracts for: Perth County; Wellington County; and as subconsultants for Huron County and Oak Ridges Trail
- Still working on plans to host the Cycle Tourism Conference Canada, hope to have funding and programming to make it happen in 2023
- 2022 marks Transportation Options, our not for profit organizations' 30th year anniversary
- and so much more

4. Report on Actions to Support Strategic Activities

On November 2021 web conference the following items were brought forward as possible strategic activities OBB & OBBIP to do to advance cycling & cycle tourism in Ontario, with actions listed below:

Getting more buy-in from Destination Ontario to promote cycling at various related consumer shows in and outside of the province.

Continue to promote cycling events.

Continued emphasis on data collection - return on investment in cycling infrastructure to promote cycling tourism. If there are ROI data from Bicycle Friendly Communities, Share the Road can include in Feedback Reports, websites, e-newsletters, etc.

Metrics - have had requests for more specific metrics on economic return, specifically stats/metrics that capture ROI for each dollar spent on cycling infrastructure. The more regional the data the better (i.e. RTO, municipality).

Data capture is critical in product development - perhaps looking at obtaining the advanced platform for Strava (heat maps) will assist.

Additional Promotions

- Ontario By Bike at a number of events/shows. Outdoor Adventure Show participation in partnership with Destination Ontario and other show partners
- Destination Ontario featuring cycling on various channels and website

Metrics & Research

- Ontario By Bike published new research report in March 2022 - [Ontario Cycle Tourism & Cycling Activity Report 2021/2022](#) - Building on past sector reports and from survey issued in Nov/Dec 2021
- Latest Stats Canada data from Travel Survey available, 2019 – inquire for more info or contact MHSTC directly

Product Development

- Additional comments on funding and activities to support further cycling product development
- FedDev Tourism Relief Funding – made available through RTO's - \$68.5 million

Ontario By Bike Industry Partnership (OBBIP) Advisory Committee

5. Next Meeting – TBA – November 2022



**Ontario By Bike Industry Partnership - Advisory Committee
Updates: June/July 2022**



OBBIP Advisory Committee

Regional & Organization & Special Advisory Participants

June/July 2022

Tourism Windsor Essex Pelee Island - (RTO1)
Norfolk-Oxford - (RTO1)
Venture Niagara - (RTO2)
Hamilton Halton Brant/Brantford – (RTO3)
Region of Waterloo / Explore Waterloo - (RTO4)
Huron County (RTO4)
City of Toronto - (RTO5)
York Region - (RTO6)
Durham Region - (RTO6)
Tourism Simcoe County - (RTO7)
Northumberland Tourism - (RTO8)
Lennox & Addington County - (RTO9)
Cornwall Tourism (RTO9)
Ottawa Tourism
County of Haliburton - (RTO11)

Ottawa Valley & Lanark County - (RTO11)
Explorers' Edge - (RTO12)
Discovery Routes Trails Organization - (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) - (RTO13a)
Sault Ste Marie Tourism & Lake Huron N.S. Cycling Route – (RTO13b)
Tourism Thunder Bay - (RTO13c)

Cross Provincial

Share the Road Cycling Coalition
Waterfront Regeneration Trust
Ontario Trails

Periodic / Special Advisor

Ministry of Transportation
Ministry of Heritage, Sport, Tourism & Culture Industries
Destination Ontario

Louisa Mursell, Executive Director, Transportation Options
Peter McMurtry, Project Coordinator, Transportation Options / Ontario By Bike
Michael Bertuzzi, Transportation Options Board of Directors Representative



Ontario By Bike Industry Partnership - Advisory Committee
Updates: June/July 2022





Thank you!

**Ontario By Bike
Industry Partnership
Advisory Committee**

June/July, 2022

www.transportationoptions.org/obbip
www.ontariobybike.ca

Contact Info:

Louisa Mursell, Executive Director, Transportation Options
lmursell@transportationoptions.org

Peter McMurtry, Project Coordinator, Ontario By Bike
peter@transportationoptions.org

Telephone - 416-827-2774 / 1-866-701-2774

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

Transportation
Options 30
YEARS