

## Ontario Cycle Tourism Research – 2012 Update\*

### 1. Current Volume and Participation in Cycling by Visitors, in Ontario

Ontario is well situated to increase volume and expenditures associated with cycle tourism activities. Ontario has approximately 200 individual off-road cycling trails, including 13,000 km of cycling trails, of which 5,000 km are off-road cycling trails.

Many visitors to and within Ontario already participate in some form of cycling during their stay. In this report, a “cycle tourist” either could have travelled in order to cycle as their main trip purpose, or could have cycled as an activity while on their trip. All types of cycling are included, including mountain biking, overnight touring, day excursions or any other form.

In 2009, 1.5 million Canadian visitors went cycling while travelling in Ontario, including Ontarian visitors, and spent around \$332 million. Of Canadian visitors who went cycling anywhere in Canada in 2009, Ontario attracted 34% of them.<sup>1,2</sup>

In 2010, the number of Canadian visitors who cycled while traveling in Ontario, including Ontarian visitors, increased to 2.0 million, an increase of 25%. These visitors spent \$391 million (an increase of 18%) in Ontario. Ontario also saw a larger proportion of Canadian visitors who went cycling anywhere in Canada. This proportion reached 38%.<sup>1</sup>

In both 2009 and 2010, around 3% of all Canadian visitor expenditures in Ontario can be attributed to those who went cycling.<sup>1</sup>

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\* This document is an update of information in “Appendix A: Cycle Tourism Research” in Rachel Dodds and Mark Singh, *Potential to Move Towards an Ontario-wide cycle tourism partnership: Three year strategic plan*, an internal report prepared by Sustaining Tourism for Transportation Options, November 18, 2010. This update has been prepared with the assistance of the Ontario Ministry of Tourism, Culture and Sport. The ministry’s analysis is based on Statistics Canada microdata which contain anonymised data collected in the Travel Survey of Residents of Canada and the International Travel Survey. All computations on these microdata were prepared by the Ontario Ministry of Tourism, Culture and Sport and the responsibility for the use and interpretation of these data is entirely that of the authors. Charts 1–3 were produced by the ministry for Transportation Options; Chart 4 was produced by Transportation Options.

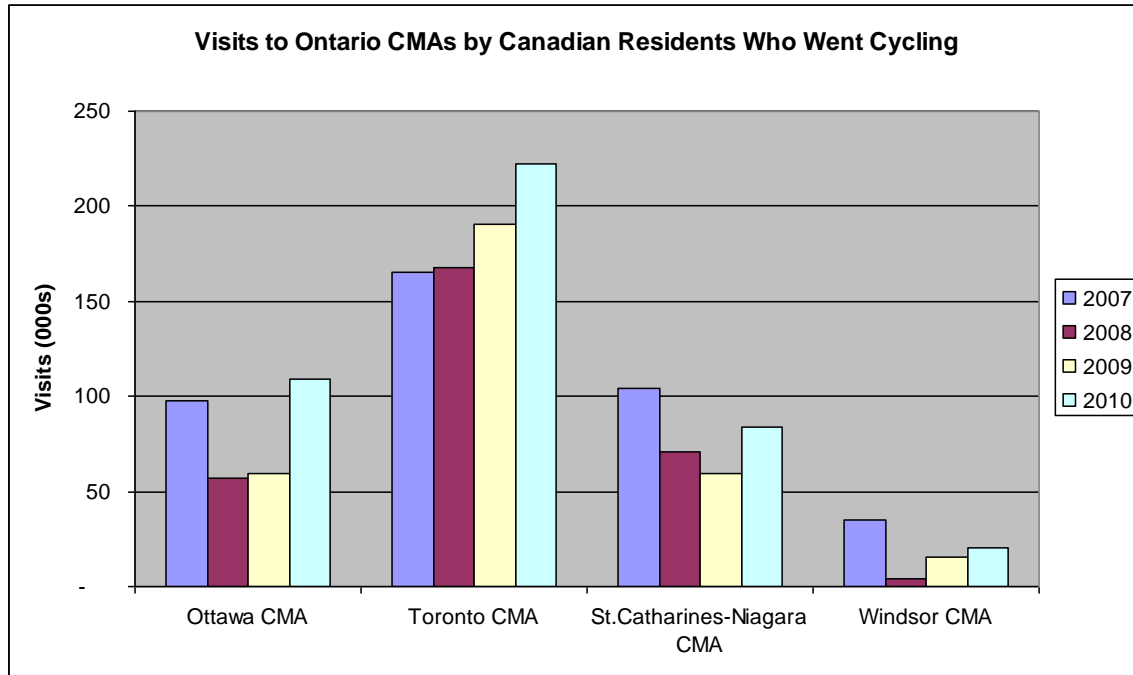
<sup>1</sup> Ontario Ministry of Tourism, Culture and Sport 2010. This analysis is based on Statistics Canada microdata which contain anonymised data collected in the Travel Survey of Residents of Canada and the International Travel Survey. All computations on these microdata were prepared by the Ontario Ministry of Tourism, Culture and Sport and the responsibility for the use and interpretation of these data is entirely that of the authors.

<sup>2</sup> The travel survey conducted by Statistics Canada on travel by Canadians in Canada asks about cycling as an activity. Unfortunately, the International Travel Survey does not; therefore, we can only consider the level of cycling by Canadian visitors to Ontario.

## 2. Cycle Tourism Trends in Specific Ontario Destinations

Chart 1 shows the number of cycle tourists to Toronto, Ottawa, Niagara/St. Catharines and Windsor, from 2007 to 2010.

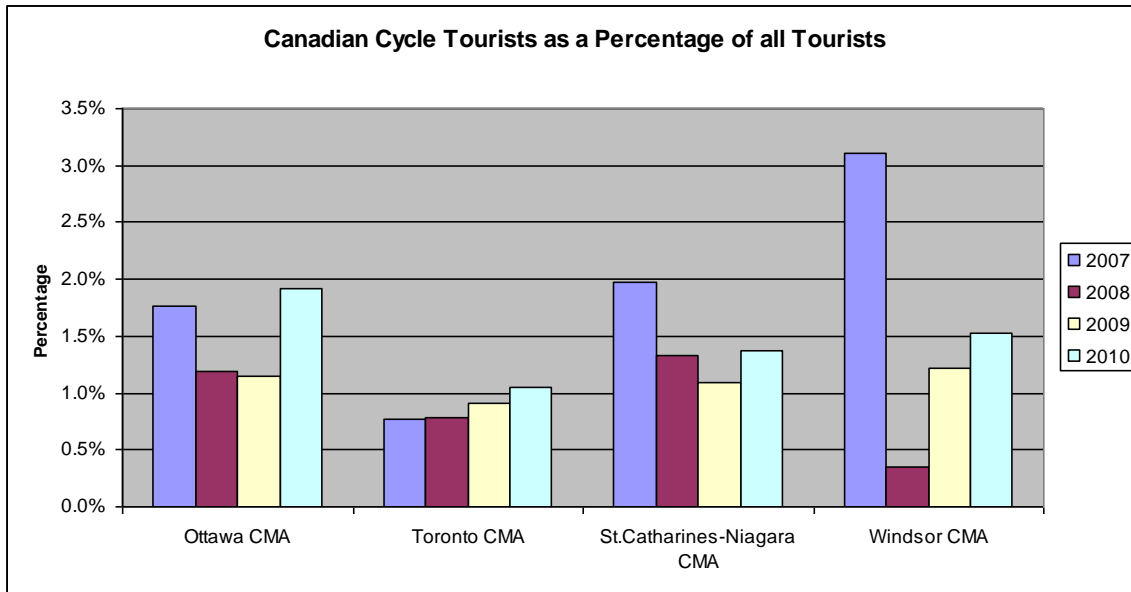
Chart 1



Source: Travel Survey of Residents of Canada (2007–2010)

Toronto receives the highest number of cycle tourists with 223,000 in 2010, and appears to be the destination that has experienced most growth in volume, but as a proportion of all Canadians who visit Toronto, about 1% of visitors go cycling (Chart 2 below).

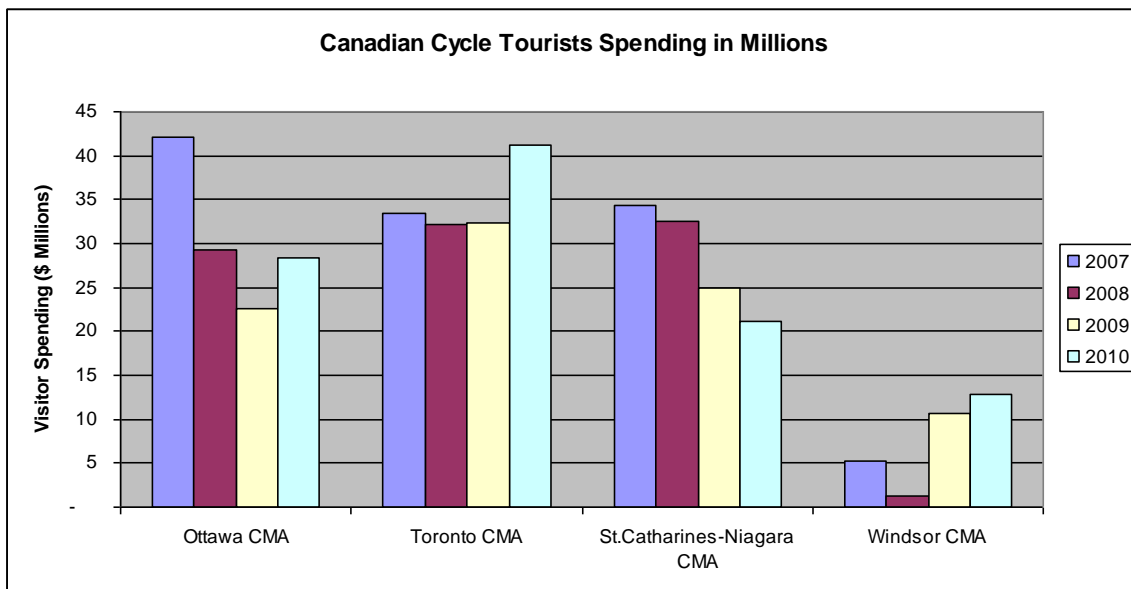
Chart 2



Source: Travel Survey of Residents of Canada (2007–2010)

The spending of Canadian cycle tourists in Ottawa and Niagara contributes between \$20m and \$45m annually (Chart 3). Even though the overall number of cycle tourists to Toronto is far greater than the numbers to the other destinations, the spending in Toronto is about the same as in Niagara or Ottawa, indicating that cycle tourists to Toronto are lower spenders than those who visit the other destinations.

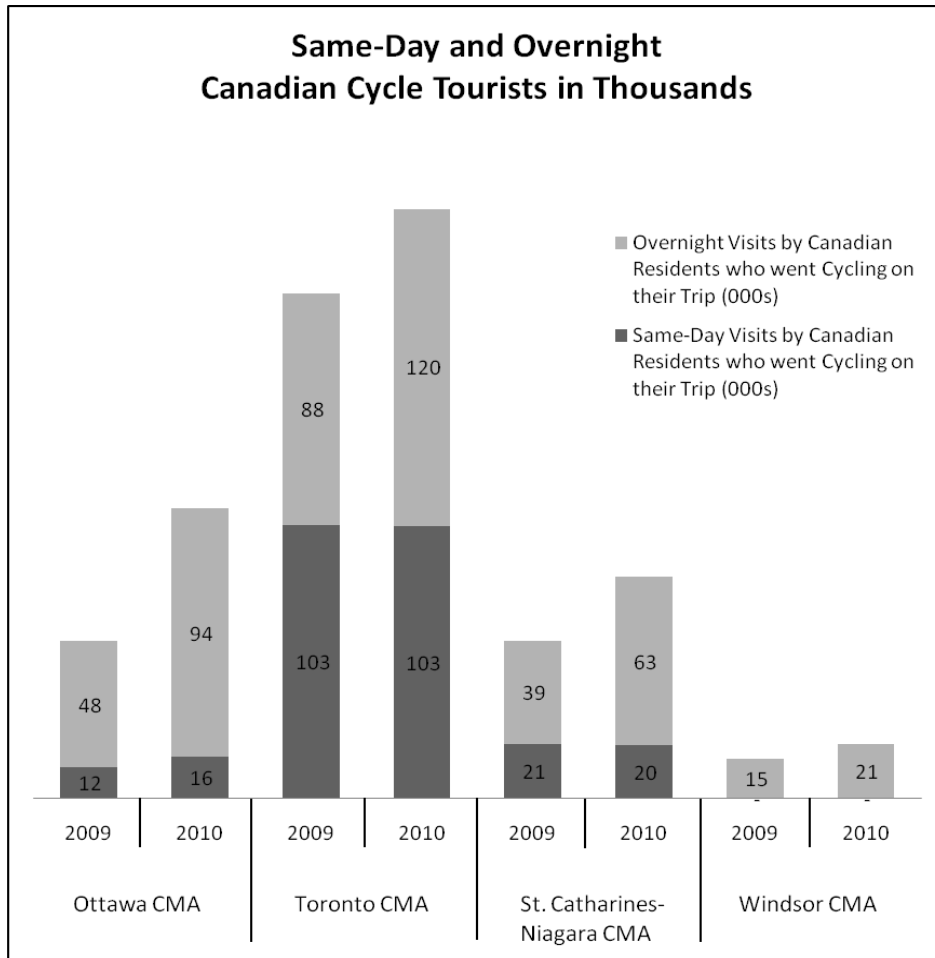
Chart 3



Source: Travel Survey of Residents of Canada (2007–2010)

Chart 4 below compares Same-Day cycle tourists with Overnight cycle tourists in 2009 and 2010.

Chart 4



Source: Travel Survey of Residents of Canada (2009–2010)



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