

Ontario Cycling Events & Tourism Impact Project

- Cross Event Report -



*T*ransportation
*O*ptions



Cyclists, Tourism Researchers, Strategists

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Cycling Events in Ontario

Background

Over the past few years, Ontario has seen a dramatic increase in the number of cycling events hosted in the province.

Different types of cycling events and tours may cater to a single type of cyclist or offer a wider range of activities and attract a more diverse crowd. Some examples of the different types of cycling events include:

- Competitive racing events
- Mountain bike, BMX or specialty events
- Recreational rides
- Charity/fundraising/non-profit/community events, tours or rides
- Touring events

In 2014, Ontario By Bike had 98 cycling events listed on a dedicated cycling event page. With a range of events listed, not all cycling races or community bike events were included.

www.ontariobybike.ca/events

In 2014, Ontario Cycling Association had 357 cycling events listed, including weekly race series, Ontario Cup qualifiers and sanctioned race events. www.ontariocycling.org/race-schedule



Participating Events



Name: Centurion Canada (Blue)
Location: Blue Mountain Village, Grey County
Date: Friday, Saturday and Sunday, September 12-14, 2014
Race Type: Competitive Racing Event

Race Distance/Events:

- Friday afternoon – eGames, Prospect Challenge, Expo
- Saturday rides – C25 (40 km), eGames, Move Canada Kids ride and Expo
- Sunday rides – C100 (160 km), C50 (80 km) and Expo

Registered Riders: > 2000

Survey Response Rate: 49%

Event URL: www.centurioncycling.com



Name: 100K for United Way for Greater Simcoe County
Location: Oro-Medonte Township, Simcoe County
Date: Sunday, October 5, 2014
Race Type: Charity Cycling Event

Race Distance/Events: 100, 60 and 25 km

Registered Riders: > 50

Survey Response Rate: 68%

Event URL: www.100kforunitedway.ca



Participating Events

Tour de Hans

Name: Tour de Hans
Location: Kitchener-Waterloo
Date: Sunday, September 28, 2014
Race Type: Competitive Racing Event
Race Distance/Events: 100 and 50 km
Registered Riders: > 400
Survey Response Rate: 31%
Event URL: www.tourdehans.oktoberfest.ca



Name: Le Tour de Norfolk
Location: Delhi, Norfolk County
Date: Saturday and Sunday, July 19 & 20, 2014
Race Type: Recreational Riding Event
Race Distance/Events:
➤ Saturday rides – 160, 100, 75 and 40 km
➤ Sunday rides – 100, 75 and 40 km
Registered Riders: > 800
Survey Response Rate: 62%
Event URL: www.letourdenorfolk.com



Research Purpose & Objectives

Goal

- To move towards a more comprehensive evaluation of the tourism and economic impacts that cycling events play on the tourism sector in communities around Ontario, as well as on overall provincial tourism receipts.
- Provide event organizers with summary of post-event evaluation and help identify opportunities for future years.

Research Team

- The research and analysis of the data found in this report was conducted by **The Resource Management Consulting Group** and **Transportation Options**.

Transportation Options is a not for profit organization that has a number of innovative initiatives and programs including projects that support the development and promotion of cycle tourism in Ontario.

www.ontariobybike.ca & www.transportationoptions.org

The Resource Management Consulting Group (RMCG) is a consumer insight and strategic planning group that specializes in the tourism sector, especially, cycle tourism, and festival and events. RMCG is an active member of the Marketing Research and Intelligence Association (MRIA)

www.rmccg.ca



Research Methodology

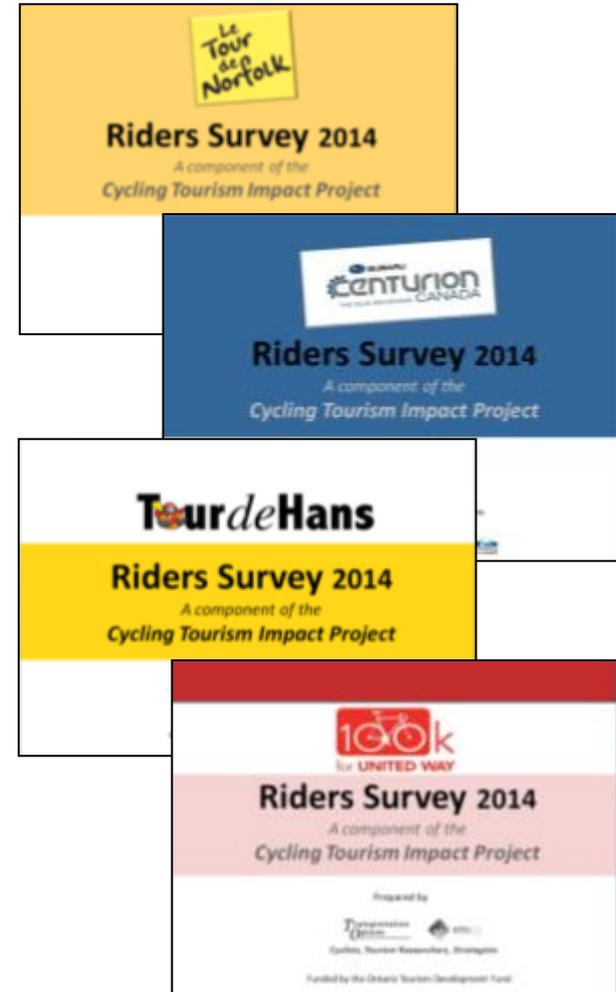
Methodology

➤ Event organizers emailed a post-event invitation to all registered riders asking for their feedback via an online riders survey. Two additional reminders were emailed to registered riders over a 10 day period. All data and information collected was kept confidential and stored in accordance with the Marketing Research and Intelligence Association (MRIA) best practice standards.

➤ Individual event reports were prepared and delivered to each event organizer, containing proprietary information. This cross event report is a summary and consolidation of relevant information agreed to be shared by participating event organizers.

Questionnaire

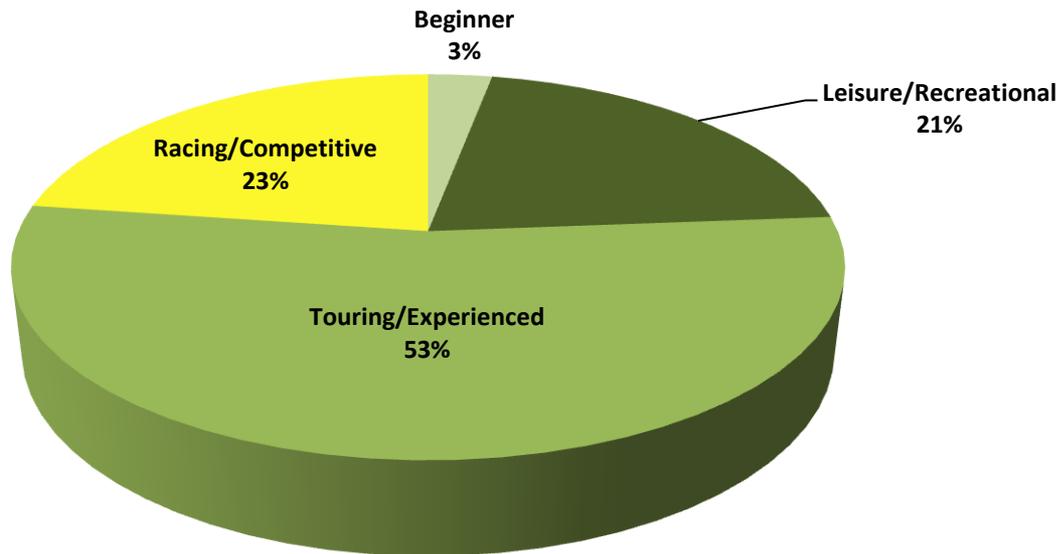
- Riders were asked to take 10 minutes to respond to a 30 question online survey.
- The survey was organized in four sections:
 - Themselves As a Cyclist
 - Their Event Experience
 - Their Visit to the Region
 - A Little Bit About Themselves (Demographics)



Rider Experience and Ability

- Based on all events surveyed, the majority (53%) of cycling event participants classified themselves as touring/experienced cyclists and 23% were racing/competitive cyclists
- Only 21% considered themselves leisure/recreational riders

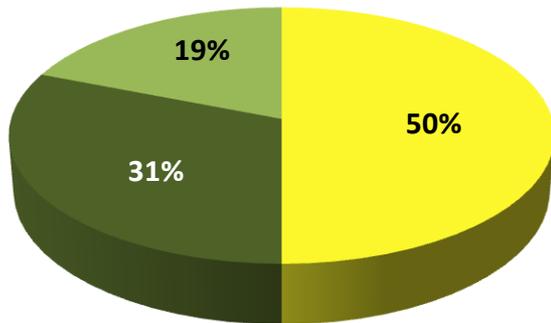
Riding Abilities (n=1354)



Rider Demographics

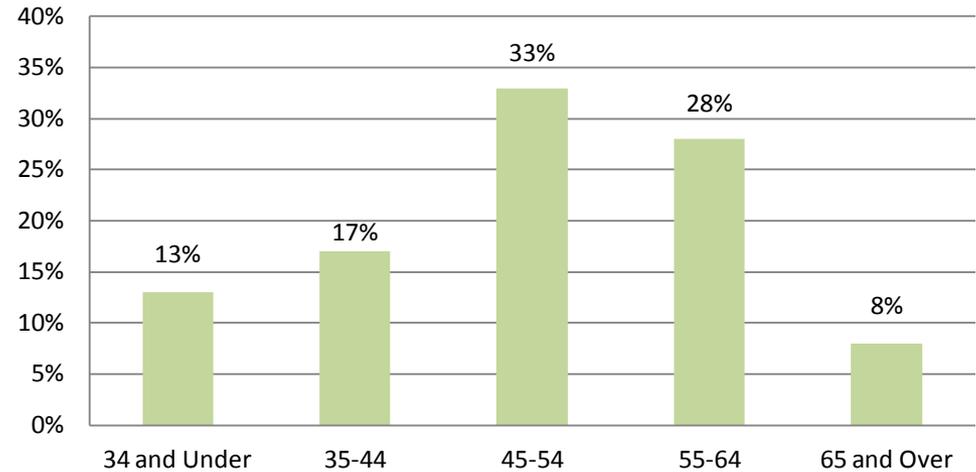
- Based on all events surveyed, respondents' were highly educated (69% post secondary education)
- Majority of riders in mature age range between 45-64 (61%) and predominately males

Education Level (n=1275)



- University / college graduate
- Post graduate degree / diploma
- Other

Age of Riders (n=1277)

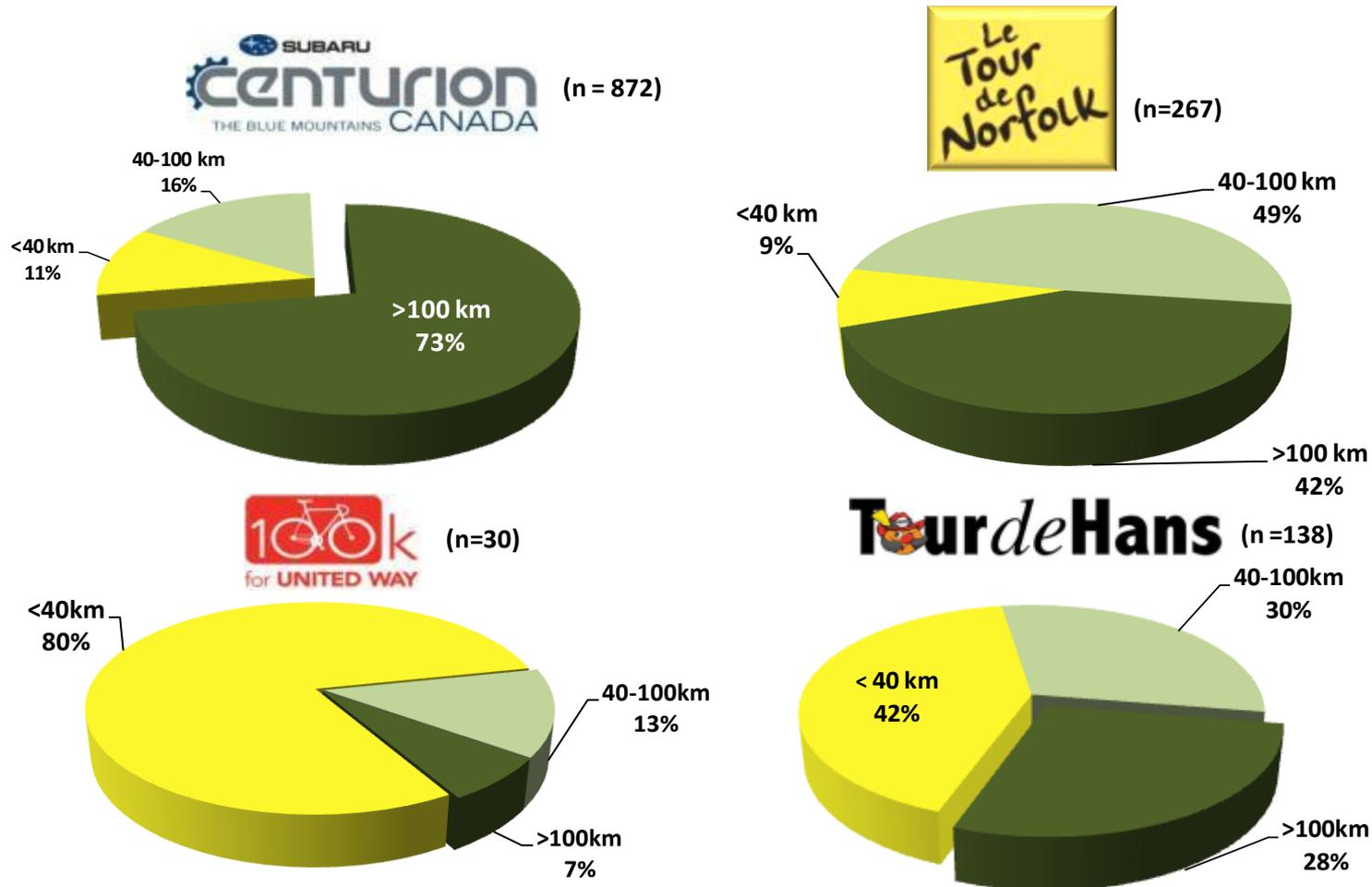


Respondents' Gender (n=1266)

Respondents' Gender (n=1266)	
Male	Female
69%	31%

Distance from Permanent Residence

- Based on all events surveyed, 65% of all respondents are considered 'tourists', travelling more than 40 km from their residence
- Fewer than 1% of all respondents were from outside of Ontario (e.g. BC, Alberta, Quebec and USA)

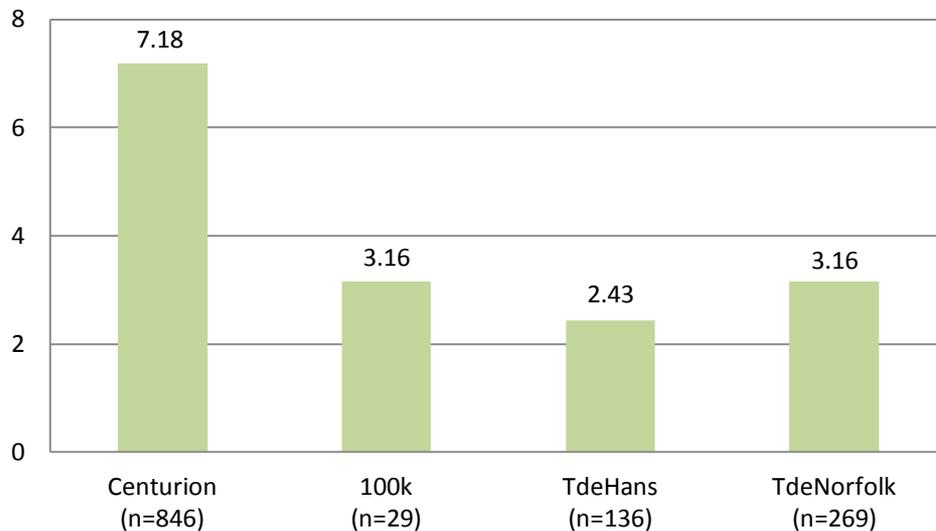


Event Participation and Party Size

- Based on all events surveyed, over half of riders rode with another adult. Generally, limited supporters joined riders in all events except Centurion at Blue
- 46% of survey respondents were first time riders at their specific cycling event



Average Party Size



Event Participation and Trip Patterns

➤ Based on all events, 64% of event participants took an overnight cycling trip in Ontario in the past two years

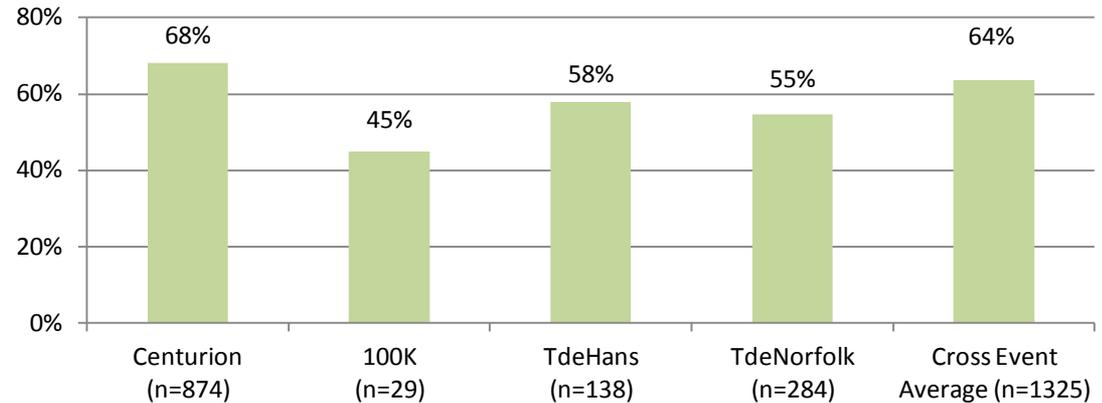
Based on all events surveyed, respondents indicated they :

➤ Will participate in an average of 3.2 Ontario cycling events in 2014 (n=1321)

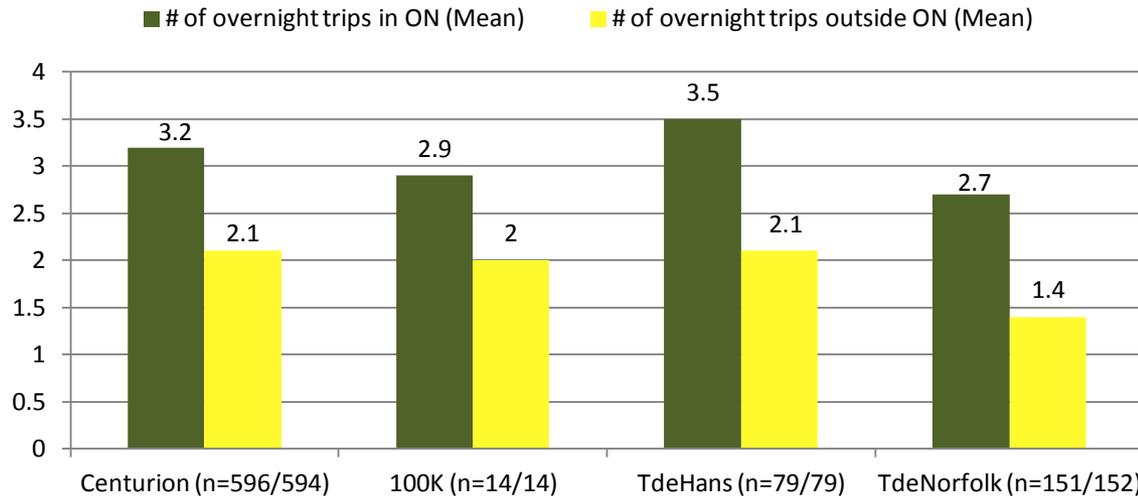
➤ Take an average of 3.1 cycling trips in Ontario in 2014 (n= 840)

➤ Take an average of 1.9 cycling trips outside Ontario in 2014 (n= 839)

Taken Overnight Trip in Ontario in Past Two Years



Cycling Trip Patterns



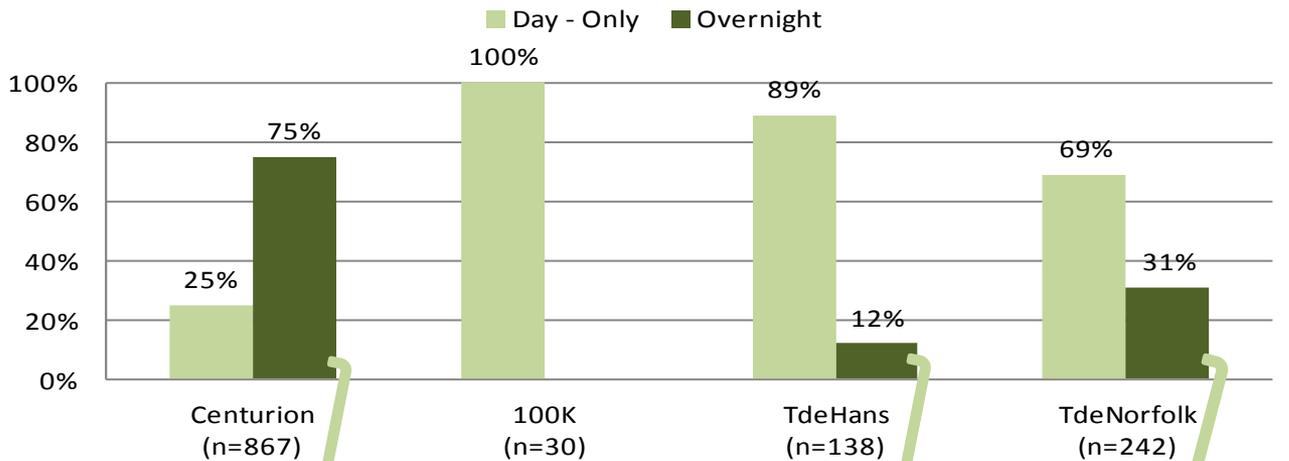
2014 Ontario Cycling Events (Mean)

Centurion (n= 872)	100k (n=30)	TdeHans (n=138)	TdeNorfolk (n=281)
3.1	1.7	4.3	3.2

Tourism Indicators

- Different cycling event formats create different demands for overnight stays from participants
- As indicated by respondents, overnight stays generated through event attendance was limited for single day events, but increased for multiple day events, which included Centurion and Tour de Norfolk
- Based on the survey sample from all events, an estimated 3,000+ overnight stays were generated by 3,500+ riders

Length of Stay



➤ Of those who stayed overnight, 58% used paid accommodation & 25% stayed with friends or relatives

➤ Of those who stayed overnight, 6 used paid accommodation & 9 riders stayed with friends or relatives

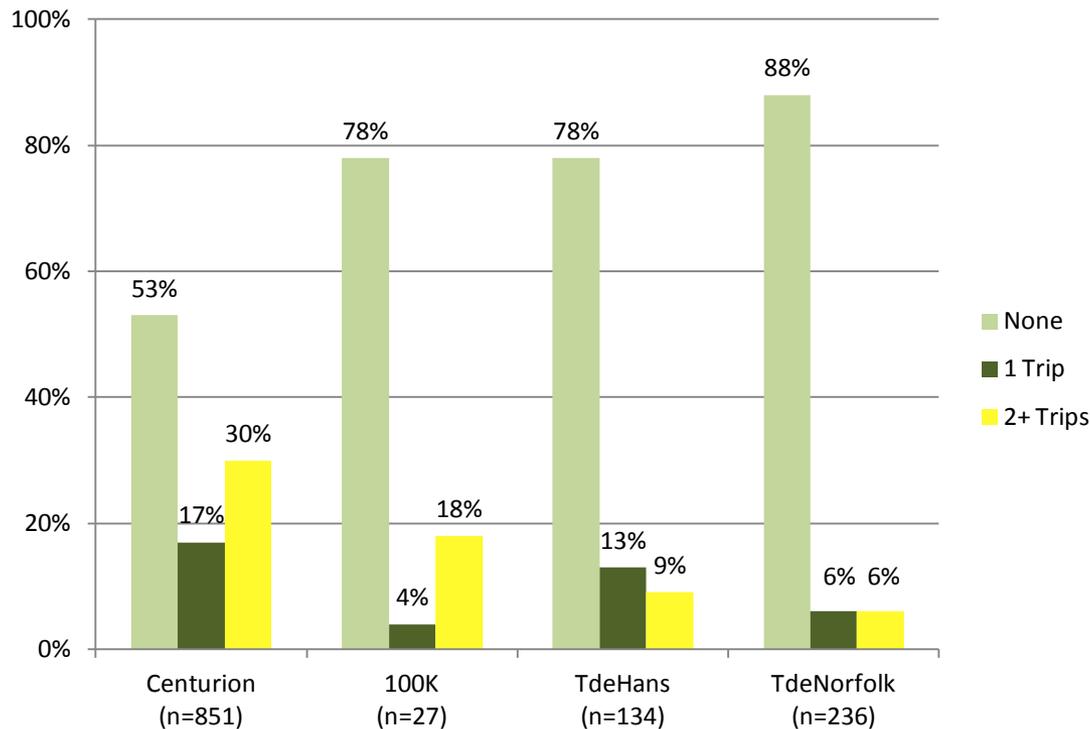
➤ Of those who stayed overnight, 72% used paid accommodation & 27% stayed with friends and relatives



Event-Related Visitation

➤ Some more competitive multi-day events can generate significant overnight pre-event visitations. For example, of the Centurion riders who came to area prior to the event, ¼ stayed overnight

Pre-event Orientation Visits

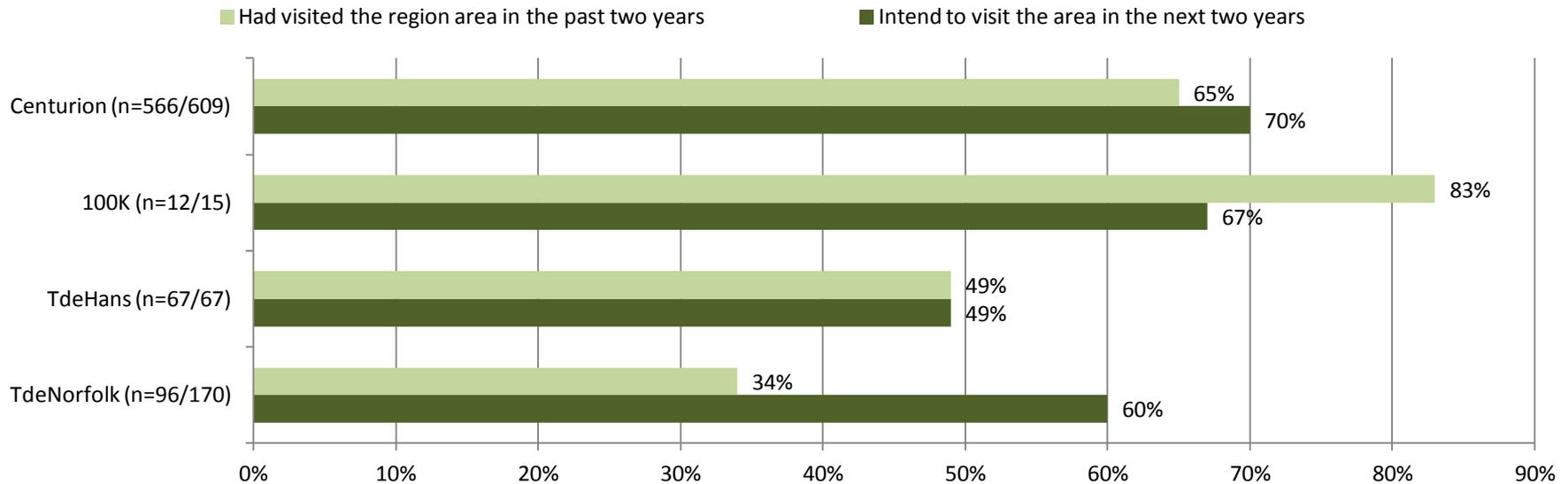


Event-Related Visitation & Satisfaction Rating

- Based on all events surveyed, an average of 58% of respondents indicated they had visited the region their event was hosted in within the past two years
- As a result of participating in the event in 2014, 62% of respondents indicated a desire to return to the event region in future years



Past Visit and Intention to Return

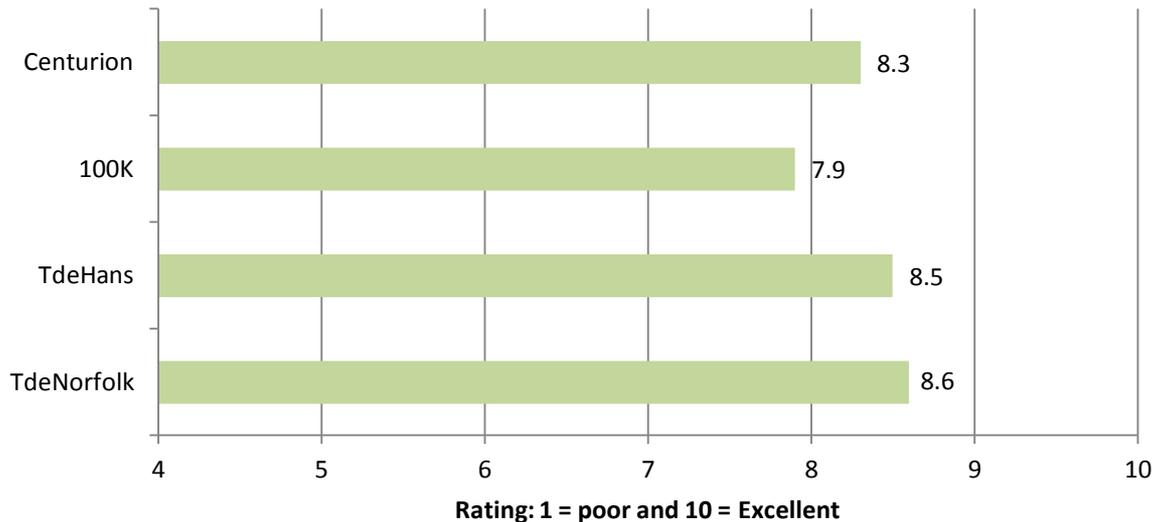


Event Satisfaction Rating

- Respondents gave strong satisfaction ratings for overall event experiences, leading to high likelihood of repeat participation and recommendation of event
- Riders at all four events very much appreciated the volunteer staff, pre-event features and the general organization of the rides (route layouts, traffic control, start/finish locations, etc)



Overall Event Experience (n= 1303)



Economic Impacts of Cycling Events

- Calculating the economic impact of any tourism related activity can be challenging due to the number of variables
- A recognized method of calculating the economic impact associated with events is to use Ontario Ministry of Tourism, Culture and Sport – Tourism & Recreation Economic Impacts Model (TREIM)

Inputs to Model

- Based on total number of riders and the proportion of which were tourists (>40 km from place of residence)
- Based on provincially set multipliers
- Expenditures based on average tourist spending for 6 categories: transportation; food & beverage (restaurants); food & beverage (stores); accommodation; recreation & entertainment; and retail



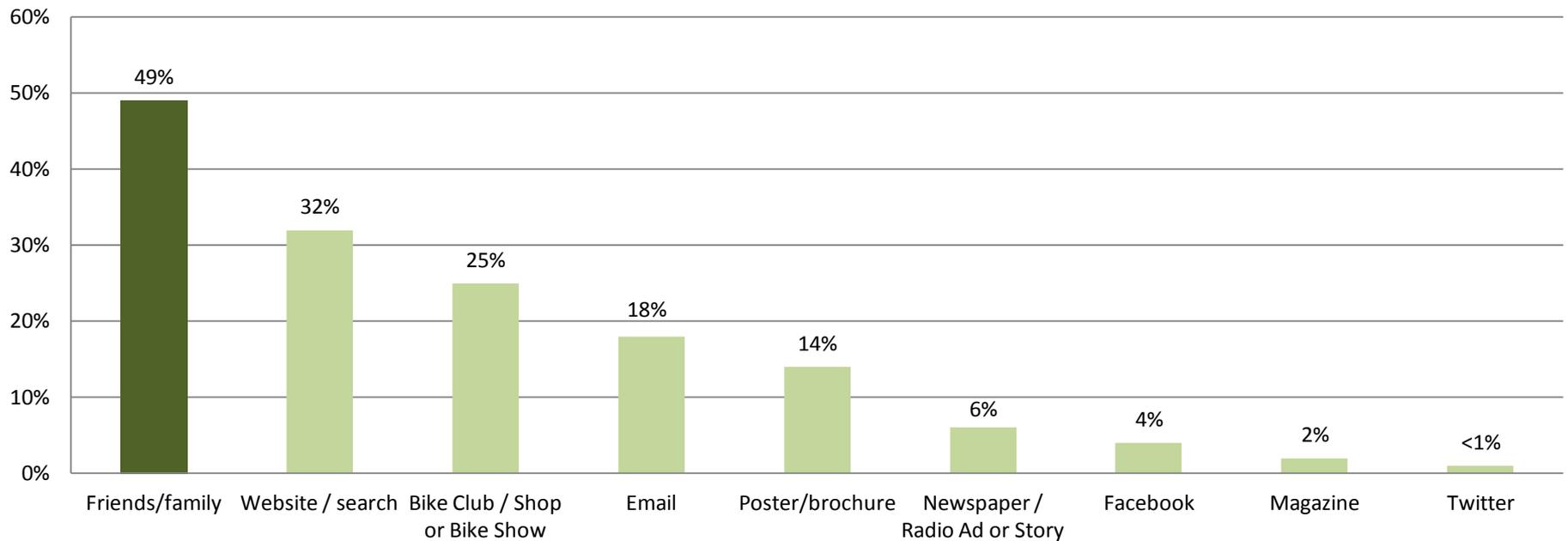
Cycling Events	Regional Economic Impact Totals*
Centurion Canada	\$ 1,421,887
100K for United Way	\$5,980
Le Tour de Norfolk	\$173,747
Tour de Hans	\$49,807

*Based on average spending behavior reported by respondents for each event

Learning About Cycling Events

- Based on all events surveyed, nearly half of all respondents indicated family or friends, also considered as word of mouth, as a key sources of information to learn about events
- Online resources (websites, web search and email) prove to be effective communication and marketing channels for event/event organizers
- Cycling community is closely knit, with one in four respondents indicating they learned about the event through bike clubs, shows, or bike shops

Communication Channels (n=1261)



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Rider Profile and Preferences

- Ontario cycling events draw primarily from Ontario residents. Our participating events drew very few riders from outside Ontario
- Majority of event participants are experienced cyclists, between the ages of 45-64, well educated and predominately male
- High event satisfaction ratings transfer to high numbers of repeat riders and assist with key communication and marketing channels, which are recommendations from friends and family / word of mouth
- Cycling community is closely knit with cycling event information often shared through bike clubs and bike stores
- Cyclists are web-savvy, demonstrating the importance of online communication strategies and the need for a strong online presence to assist in the promotion of cycling events in Ontario



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Tourism Impacts

- Ontario cycling events are effective at attracting large numbers of tourists, participants travelling more than 40km from home
- Ontario cycling events generate sizeable pre and post event visits to the region
- Different cycling event formats (e.g. competitive multi day rides) create different demands for overnight stays from participants
- Event participants take frequent overnight cycling trips within and outside of Ontario
- Riders participate in multiple cycling events annually
- While there is a significant tourism impact from cycling events, there are opportunities to increase this impact



Ontario Cycling Events & Tourism Impact Project

Cross Event Report



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