



**Welcome Cyclists
Partnership**

Ontario Welcome Cyclists Partnership Advisory Committee Web Conference October 3, 2012

www.transportationoptions.org/owcp

*T*ransportation
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Project funding provided by:



Agenda:

1. Transportation Options & Ontario Welcome Cyclists Partnership updates
2. Cycle tourism regional updates from Advisory Committee participants
3. Ontario Cycle Tourism Forum 2013



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Transportation Options & Ontario Welcome Cyclists Partnership Cycle Tourism Research Update

Research Project – Underway in partnership with Ryerson School of Hospitality and Tourism Management

Investigating economic impact of different types of cyclists:

- Road riding versus off road trail riding versus mountain biking
- Touring preferences & other activities, cycling event attendance, retail spending habits, and preferred marketing channels
- Insight on Ontario cycling tourism market, economic value of different types of cyclists, their spending habits, and cycling preferences
- Sample size – 250+ Toronto cyclists
- To be completed December 2012

Incorporates a number of points from May meeting & discussion



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Transportation Options & Ontario Welcome Cyclists Partnership Cycle Tourism Research Update

Other University contacts & interest:

- Brock, Windsor, Ottawa

Research Summary Sheet

- Media interest

Download at: www.transportationoptions.org/owcp-ac-may-15

ECF EuroVelo Network – European Parliament Study 2012

- Market value and demand for 14 routes
- 2.295 billion cycle tourism trips in Europe
- €44 billion per annum
- Network will generate €7 billion of direct revenue when completed

Download at: www.ecf.com/projects/eurovelo-2



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Transportation Options & Ontario Welcome Cyclists Partnership General Update

Ontario Cycle Tourism Strategy

- Meeting with Ministry of Tourism Investment Development Office
- Ministry of Transportation Cycling Routes Research Project

Ontario Cycle Tourism Information Centre

- Popular booth at numerous events spring, summer, fall
- Incorporated new cycling maps & info from various regions
- 2013



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Transportation Options & Ontario Welcome Cyclists Partnership General Update



Welcome Cyclists Network

- New regions added: Peterborough & Kawartha Lakes (RTO8), Haldimand & Norfolk Counties, Haliburton County, Grey County
- 20,000 summer web hits. Reciprocal links & logos.
- Highest visited pages: Events, Great Places to Cycle, WCN Map

Other Work

- Greenbelt Cycling Route Feasibility Study
- Destination development & promotional work
- Consulting



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OWCP Advisory Committee

Regional Cycle Tourism Updates

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

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

2012



2013

Windsor / Essex Count – John Scott (RTO1)
Norfolk County – Chris Baird (RTO1)
Niagara Region - Phil Bergen (RTO2)
City of Hamilton - Daryl Bender (RTO3)
Huron - Con Melady (RTO4)
Waterloo/Cambridge - Don Pavey (RTO4)
City of Toronto - Christina Bouchard, Michael Bertuzzi (RTO5)
Region of Peel - Wayne Chan (RTO6)
Hills of Headwaters Tourism Association – Michele Harris (RTO6)
Scenic Cycle Tours - Melissa Claxton-Oldfield (RTO6)
Hardwood Ski & Bike - John Sustersic (RTO7)
Northumberland County – Cori Arthur (RTO8)
Brockville Cycles - Alan Medcalf (RTO9)
Ottawa Tourism - Megan Peckford, Nick Iannitti (RTO10)
Yours Outdoors - Barrie Martin (RTO11)
Riding in Mississippi Mills (RIMM) – Jeff Mills (RTO11)
The Bike Shop in Gravenhurst – Kristi MacDonald (RTO12)

Discovery Routes Trails Organization - Jennifer McCourt (RTO13a)
Manitoulin Island Cycling Advocacy (MICA) – Maja Mielonen (RTO13a)
Velorution – Andre Riopel (RTO13b)
Petrie's Cycle & Sports – Nathan Petrie (RTO13c)

Cross Provincial
Bike On Tours – Harold Pulver
IMBA - Igor Hoogendoorn
Share the Road Cycling Coalition – Eleanor McMahon
Waterfront Regeneration Trust – Marlaine Koheler
Ontario Trails - Alan Medcalf (also RTO9)

Periodic / Special Advisor
Ministry of Transportation - Michael Canzi
OTMPC - Steve Bruno



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OWCP Advisory Committee Regional Cycle Tourism Updates





ONTARIO
Cycle Tourism
Forum 2013
BIKES MEAN BUSINESS

THEME

Bikes Mean Business: Celebrating and capitalizing on Ontario's growing cycle tourism industry

TIMING & LOCATION

Early 2013, Toronto
Day long conference

2009 Ontario Cycle Tourism Forum Recap

160 participants, International panel, Ontario panel



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O N T A R I O
Cycle Tourism
Forum 2013
BIKES MEAN BUSINESS

KEY OBJECTIVES

- Showcase Ontario's cycle tourism success stories
- Provide evidence and share examples of how *Bikes Mean Business* to the Ontario tourism industry
- Connect regional stakeholders to provincial wide network
- Provide participants with information, inspiration and new tools to take the next steps forward in pursuing this growing market

100+ participants representing a diverse set of interests



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O N T A R I O
Cycle Tourism
Forum 2013
BIKES MEAN BUSINESS

FORUM DRAFT SCHEDULE

Morning

Ontario Cycle Tourism Showcase

- Call for regional speakers

Afternoon

Destination development: Growing cycle tourism

Marketing cycle tourism: Tools to reach the target market

Your input:

What would you like to see ?



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Thank you for joining us!

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Also see contact sheet for Advisory
Committee participants

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