

Research Summary Prepared by Transportation Options of

IMPACTS OF CYCLE TOURISM IN ONTARIO

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- Consistent demographics - Male; Middle aged; between the ages of 40 to 54; married with no children at home; employed full-time; household income between \$60,000 to \$99,999 ; typically cycle in a party of two people ; active as cyclists for five or more years
- 67% spend over \$300
- 72% stay one to 3 nights, 13% 4 to 6 nights - only 6 % do not stay overnight
- 26%-50% of spending on accommodations, followed by food & beverage
- 21% stay at hotels, 20% camping, 15% bed & breakfast ,13% VFR, 13% motel, other
- Websites (81%), emails and friends/family were the most preferred means of communication, followed by publications, fairly consistent for over 50 age groups
- 6 weeks median trip planning time
- 42% spend less than \$1000 on cycling equipment annually, 13% more than \$3000
- 89% do not rent bicycles on trip (bring their own)
- Charity fundraising cycling events most popular, closely followed by recreational/promotional rides
- Package tours underperform by comparison to most other types of cycling events
- 81% participate in one or more cycling events annually, higher incomes correlate with more events and higher spending on cycling equipment
- Other most popular add on activities by average trip spending – hiking <\$1000 , shopping \$1-\$3K, winery & culinary tours >\$3000

Recommendations

- Package hiking, culinary and wine touring experience with cycling
- Focus cycling related marketing to target higher income earners as spend more and more easily influenced
- Food and beverage spending is considerable, opportunity for sales
- Charity fundraiser type of cycling events are good way to get cyclists to destination