

# Ontario By Bike Network



## Network Participants Tool Kit & Registration Information

**Southwest Ontario  
Elgin, Middlesex and Oxford Counties  
2014**

**For More Information**

**Phone: 416-827-2774 or 1-866-701-2774**

**Email: [info@ontariobybike.ca](mailto:info@ontariobybike.ca)**

**[www.OntarioByBike.ca](http://www.OntarioByBike.ca)**

**© 2014 Transportation Options**



# Ontario By Bike Network Partners

## Program Funding Partners

Ontario  
Trillium  
Foundation



Fondation  
Trillium  
de l'Ontario



## 2014 Southwest Ontario Workshops Brought To You By



## Lead Organization

Transportation  
Options

## Ontario By Bike Promotional & Supporting Partners



Possibility grows here.



A Division of / Une Division de  
PETROLIA.



*With thanks to our municipal and regional partners,  
destination marketing and regional tourism organizations*

Additional regional partners listed at

[www.OntarioByBike.ca](http://www.OntarioByBike.ca)



# Contents

<b>Introduction .....</b>	<b>4</b>
<b>Ontario By Bike Network Overview .....</b>	<b>5</b>
<b>Who Can Participate? .....</b>	<b>5</b>
<b>Project Coordinators .....</b>	<b>5</b>
<b>Project Partners .....</b>	<b>6</b>
<b>Project Background .....</b>	<b>7</b>
<b>Project Scope .....</b>	<b>8</b>
<b>Network Participation – Registration Information.....</b>	<b>9</b>
<b>Joining the Network.....</b>	<b>9</b>
<b>Benefits to Participants.....</b>	<b>9</b>
<b>Contact Information.....</b>	<b>10</b>
<b>Why Welcome Cyclists?.....</b>	<b>11</b>
<b>Cycle Tourism: International .....</b>	<b>11</b>
<b>Cycle Tourism: Canada .....</b>	<b>12</b>
<b>Cycle Tourism: Ontario.....</b>	<b>12</b>
<b>Industry and Trends.....</b>	<b>14</b>
<b>Why Welcome Cycle Tourists to Southwest Ontario?.....</b>	<b>15</b>
<b>Regional &amp; Local Cycling Information &amp; Infrastructure .....</b>	<b>15</b>
<b>Bike Shops in Elgin, Middlesex and Oxford Counties .....</b>	<b>22</b>
<b>Cycling Events in Elgin, Middlesex and Oxford Counties .....</b>	<b>23</b>
<b>Community &amp; Partner Support.....</b>	<b>24</b>
<b>Sustainable Travel Modes .....</b>	<b>25</b>
<b>Who Are Cycle Tourists? .....</b>	<b>27</b>
<b>Cycle Tourists Spend More and Stay Longer!.....</b>	<b>27</b>
<b>Demographics of Ontario Cycle Tourists .....</b>	<b>27</b>
<b>Types of Cyclists.....</b>	<b>28</b>
<b>Types of Bikes .....</b>	<b>29</b>
<b>ONTARIO BY BIKE Industry Standards &amp; Criteria Checklist.....</b>	<b>30</b>
<b>Certification Criteria for Accommodations.....</b>	<b>31</b>
<b>Certification Criteria for Campgrounds .....</b>	<b>33</b>
<b>Certification Criteria for Food Services .....</b>	<b>35</b>
<b>Certification Criteria for Tourist Attractions .....</b>	<b>37</b>
<b>Certification Criteria for Business Areas .....</b>	<b>39</b>
<b>Certification Criteria for Other Listings.....</b>	<b>41</b>
<b>Quality Assurance .....</b>	<b>42</b>
<b>Staff Training .....</b>	<b>42</b>
<b>Promotional &amp; Marketing Opportunities .....</b>	<b>43</b>
<b>Logo Usage.....</b>	<b>43</b>
<b>Communications &amp; Marketing Collateral .....</b>	<b>43</b>
<b>Group Marketing .....</b>	<b>45</b>
<b>Showcase – Cycle &amp; Stay Niagara .....</b>	<b>45</b>
<b>Showcase – Cycle B&amp;B South Georgian Bay .....</b>	<b>46</b>
<b>Cycling Getaway Packages.....</b>	<b>46</b>
<b>Province-wide Opportunities .....</b>	<b>46</b>
<b>Evaluation .....</b>	<b>47</b>
<b>APPENDIX A: Basic Bicycle Repair Toolset .....</b>	<b>48</b>

# Introduction

The Ontario By Bike Network Participants Took Kit is intended as a reference guide to accompany the Ontario By Bike workshops and as a guide for Network participants unable to attend a workshop. The information contained within can be used as a resource to assist bicycle friendly tourism businesses in accessing the growing cycle tourism market in Ontario, and ultimately in increasing business revenues.

The Ontario By Bike Network provides a coordinated region-wide approach that will help to drive more cyclists to the region. By combining forces and providing a benchmark for cycling services, working together can benefit all participants. Similar networks in Canada, the USA, and Europe have proven to be popular, with participating members experiencing many positive benefits.

In addition to being a reference guide, the Tool Kit is also intended to assist you with your Network registration. An important part of Network participation is fulfilling minimum certification criteria. As we move towards a set of industry standards, this will ultimately assist the end user, the cycle tourist, in knowing what to expect at participating locations.

Knowledge training is an important part of the Ontario By Bike Network, hence the reason for the workshops. For those unable to attend a workshop, and frontline staff that deal directly with cycle tourists, this Tool Kit provides invaluable material in welcoming cyclists.

# Ontario By Bike Network Overview

The goal of the Ontario By Bike project and workshops is to create a network of businesses that together enhance a region's cycle tourism product and collectively develop Ontario's cycle tourism sector.

This comprehensive program provides workshops, operator training, tourism industry standards, developmental assistance and promotional opportunities, driving community based economic development in the cycle tourism sector.

As tourism businesses join the Network, both the individual business profile and the collective destination profile increase providing a larger presence and access to the targeted end users – both visiting cycle tourists and local cyclists.

## Who Can Participate?

The Network is open to the following types of businesses:

- **Accommodation providers**, including hotels, inns, motels, bed & breakfasts, vacation rentals, hostels and other private accommodation locations that may be used by cycle tourists
- **Campgrounds**
- **Food service providers**, including restaurants, cafes, food shops and stops that may be used by cycle tourists
- **Tourist attractions**, including museums, natural and heritage sites, destination attractions, visitor information centres, wineries and other destination attractions
- **Business areas**
- **Other cycling-related businesses and organizations interested in cycle tourism**, including bike shops, rentals and bicycle tour operators

## Project Coordinators

The Ontario By Bike Network and workshops are coordinated and administered by Transportation Options Association of Ontario. Established in 1992, Transportation Options is a not-for-profit organization dedicated to fostering sustainable transportation and tourism solutions across Ontario.

*Transportation  
Options*

Recent successful Transportation Options projects include the Bike Train Initiative, Parkbus, 2013 and 2009 Ontario Cycle Tourism Forum and the Ontario By Bike Industry Partnership.

Visit the following websites for more information:

- **Transportation Options** [www.transportationoptions.org](http://www.transportationoptions.org)
- **Bike Train Initiative** [www.biketrain.ca](http://www.biketrain.ca)
- **Parkbus** [www.parkbus.ca](http://www.parkbus.ca)
- **Ontario Cycle Tourism Forum 2013** [www.OntarioByBike.ca/octf13](http://www.OntarioByBike.ca/octf13)
- **Ontario By Bike Industry Partnership** [www.transportationoptions.org/obbip](http://www.transportationoptions.org/obbip)

## **Project Partners**

The Ontario By Bike Network and workshops would not be possible without the assistance of the following partners. We would like to sincerely thank all our partners for sharing the vision and for their valued support, without which the Network and workshops would not be possible.

### **Program Funding Partners:**

- Ontario Trillium Foundation
- Ontario Ministry of Tourism, Culture and Sport

### **Ontario By Bike Workshops:**

- Ontario South West Tourism Corporation (Regional Tourism Organization 1)

### **Municipal and Regional Partners:**

- Elgin County
- Elgin-St. Thomas Public Health Unit
- Railway City Tourism
- Tourism Middlesex
- Tourism Oxford

### **Ontario By Bike 2014 Promotional and Supporting Partners**

- The Greenbelt Foundation
- Pedal Magazine
- Advermap
- Norco Bicycles / Live To Play Sports
- Waterfront Regeneration Trust
- City of Toronto
- GO Transit
- VIA Rail

*\*Refer to website for complete list*



## **Project Background**

The Ontario By Bike Network (formerly the Welcome Cyclists Network) project was developed in response to Bike Train passenger feedback from the 2007 Bike Train pilot year evaluation survey. Some passengers who completed the survey indicated their accommodation did not have adequate bicycle storage facilities and/or other related services. This prompted the development of a set of standards and criteria to certify bicycle friendly businesses and to provide cycle tourism product knowledge training to the managers of accommodations, food service providers, attractions and other businesses of interest to cyclists.

In 2008, the Welcome Cyclists project was test piloted in the Niagara area in partnership with Niagara-on-the-Lake Chamber of Commerce. In preparing for the 2008 test pilot, a lengthy research report was completed. It compiled examples of a number of other large networks worldwide that have successfully implemented a similar program. A well-attended initial workshop was offered, and there was much interest in expanding the project and network creation.

In 2014, the Welcome Cyclists Network was rebranded as "Ontario By Bike" to better position our services to cyclists who use the Network and our tourism partners including the business locations that are certified as bicycle-friendly locations. The new name more clearly and concisely defines our program and services with the addition of a place name, and further enhances the level of recognition of Ontario in the growing tourism industry sector of cycle tourism.

## **Project Scope**

In 2010 and 2011, an expansion of the original pilot project was offered in a number of regions across Ontario. The expansion continues in 2014, and as of winter 2014, over 800 participating locations are part of the Ontario By Bike Network. New workshops and participation in the Network are being offered for free to qualifying registrants through the generous support of our funding partners. Workshops and all accompanying publications are tailored for each additional region, to include local information. Program participation is guaranteed through 2015, with administrative support and continued provincial expansion of the project dependent on continued funding.

Ontario By Bike Network regions now include:

- **Region of Niagara**
- **Southern Ontario Greenbelt areas and regions, including:**  
Hamilton; Halton; Peel; York; Durham; Northumberland.
- **The Great Waterway (Region 9, Regional Tourism Organization – RT09) – South Eastern Ontario, including parts of the following regions:**  
County of Frontenac; Lennox & Addington; Hastings County; Leeds & Grenville; Stormont, Dundas & Glengarry.
- **Manitoulin Island and LaCloche Foothills**
- **Lanark County**
- **Kawarthas Northumberland (Region 8, Regional Tourism Organization – RT08)** including: City of Peterborough; City of Kawartha Lakes; Northumberland County.
- **Haliburton Highlands**
- **Grey County**
- **Toronto**
- **Simcoe County**
- **Renfrew County & Ottawa Valley**
- **City of Ottawa**
- **Ontario South West (Region 1, Regional Tourism Organization – RT01) including the following Counties:** Haldimand and Norfolk (2012), Essex (2013), Elgin, Middlesex and Oxford (April 2014)

Expansion to additional regions continues to be scheduled for 2014/2015.

# Network Participation – Registration Information

## **Joining the Network**

The Ontario By Bike workshops are intended to provide information about the Network and training on how to become a bicycle friendly business. Workshop attendance is recommended. However, there are two options for joining the Network, as listed below. There is currently no charge to participate in the Network or the workshops.

### **(1) Network Participant – Including Workshop Attendance**

To be eligible to join, your business must:

- Be located in region where the Network is offered
- Send a delegate to attend an Ontario By Bike workshop
- Meet minimum requirements of the Ontario By Bike Network industry standards and criteria checklist
- Submit registration on-line at [www.OntarioByBike.ca](http://www.OntarioByBike.ca) - click on the "Join the Network" link at the top right corner of the website to create an account. Alternatively, registration may be submitted at workshop; for assistance, contact us directly by phone or email.
- Once registration is approved and a welcome package is sent to your business, display Network decal and include logo and information on website or other promotional materials, whenever possible

### **(2) Network Participant – Without Workshop Attendance**

To be eligible to join if you are unable to attend a workshop, your business must:

- Be located in region where the Network is offered
- Meet minimum requirements of the Ontario By Bike Network industry standards and criteria checklist
- Submit registration on-line at [www.OntarioByBike.ca](http://www.OntarioByBike.ca) - click on the "Join the Network" link at the top right corner of the website to create an account. For assistance, contact us directly by phone or email.
- Review the Network Participants Tool Kit
- Once registration is approved and a welcome package is sent to your business, display Network decal and include logo and information on website or other promotional materials, whenever possible

## **Benefits to Participants**

The Network will provide participants the following benefits:

- Two-hour, interactive operator-training workshop
- Ontario By Bike Network Participants Tool Kit, summarizing workshop series and tailored to region
- Improved product knowledge and regional cycling information
- Access to growing cycle tourism market in your region
- Potential to uncover new business opportunities and stimulate economic growth

## Marketing Benefits

- Listings on the Ontario By Bike website, which helps cyclists when they are researching their trips to find bike friendly destinations
- Location and category pinpoint on the Ontario By Bike on-line map
- Regional profiles on the Ontario By Bike website, with information and links to trail and route planning maps and resources
- Ontario By Bike window decals highlighting participation as a part of the Network
- Inclusion in group promotions at events hosting our Ontario Cycle Tourism Information booth
- Access to promotional opportunities developed by the Ontario By Bike Network and/or partners, designed exclusively for Network participants
- Information on additional marketing opportunities targeting the cycle tourism market
- Promotion by being a part of a larger network in the region, and across Ontario

## Additional Registration Information

By registering with the Ontario By Bike Network, business operators are declaring a bona fide interest in welcoming cycle tourists. Network participation may be terminated for noncompliance with criteria at the discretion of Network administrators. Network participation is offered at no charge to participating businesses through 2015, at which time the program will be reviewed by partners for continuation, and adoption of a fee-based schedule may be evaluated.

## Contact Information

To receive additional copies of the Network Participants Tool Kit or other materials in the welcome package, or to submit a registration, use the following contact information.

**Mail:** Ontario By Bike Network  
c/o Transportation Options  
850 Coxwell Avenue, Toronto, ON M4C 5R1

**Email:** [info@ontariobybike.ca](mailto:info@ontariobybike.ca)

**Website:** [www.OntarioByBike.ca](http://www.OntarioByBike.ca)

**Phone:** 1-866-701-2774 or 416-827-2774

**Fax:** 416-392-0071



### **Contact:**

Michael McCreesh, Project Coordinator, Ontario By Bike Network (Transportation Options)  
[info@ontariobybike.ca](mailto:info@ontariobybike.ca)

Louisa Mursell, Projects Director, Transportation Options  
[lmursell@transportationoptions.org](mailto:lmursell@transportationoptions.org)

# Why Welcome Cyclists?

## Cycle Tourism: International

Tourism is the biggest industry worldwide. Although tourism receipts may fluctuate in response to economic conditions, the growth in cycle tourism increases yearly. The economic impact of growing a successful cycle tourism industry has been documented worldwide.

- It is estimated there are 2.295 billion cycle tourism trips taken in Europe annually. The economic value of these trips taken by both domestic and international travellers is €44 billion per annum (approx. CDN\$59 M). The number of cycle overnight tourists is 20.4 million, with spending at approximately account for €9 billion (approx. CDN \$12 M).<sup>1</sup>
- Switzerland mobility estimates that cycling and human powered use of the Swiss trail systems generated 145 million Swiss Francs (approx. CDN\$158 M) in 2011.<sup>2</sup>
- Netherlands reports 2.5 million overnight stays yearly are made by cycle tourists who spend €90 million annually (approx. CDN\$120 M).<sup>3</sup>
- New Zealand has allocated NZ\$50 million (approx. CDN\$43 M) to trail development in 2009, in order to stimulate economic development and create jobs in cycle tourism sector – estimated to be worth NZ\$72 million a year (approx. CDN\$62 M).<sup>4</sup>
- USA cycling tourists account for USD\$46.9 billion annually on meals, transportation, lodging, gifts and entertainment during bike trips and tours.<sup>5</sup>
- In Maine, cycling infrastructure investment began in 1991. Ten years later, it was estimated that cycle tourism related activities added USD\$66 million annually to the economy.<sup>6</sup>

## Case Studies

There are a number of successful networks of businesses and organizations that provide services to cycle tourists worldwide. The majority of these established networks provide a fee-based service for members who meet a minimum set of criteria, highlighting their cycle friendly services and amenities.

- **Bett+Bike, Germany:** Developed in the mid 1990s, it now has over 5,000 members. Many members are centred near the Danube River, the most popular cycling route in the world, attracting 1.5 million cyclists a year. [www.bettundbike.de](http://www.bettundbike.de)
- **Cyclists Welcome, Czech Republic:** The Czech Republic offers a network modelled after its German counterpart. This network has an advanced website with many useful features for trip planning. [www.cyklistevitani.cz](http://www.cyklistevitani.cz) or [www.cyclistswelcome.eu](http://www.cyclistswelcome.eu)
- **IN CANADA: Bienvenue cyclistes!, Quebec:** With over 450 accommodation members in 2010, this network is administered by Vélo Québec, which also coordinates La Route Verte. [www.routeverte.com](http://www.routeverte.com)

## **Cycle Tourism: Canada**

Participation in cycling is on the increase across Canada, as more people recognize the potential of this activity as a healthy, fun and green transportation option. As consumers make this shift, cycling becomes more mainstream and is incorporated into everyday living. Making use of the bicycle as a sustainable form of transportation – to commute to work and to access holiday destinations – is becoming increasingly prevalent in Canada.

Many provinces are already experiencing positive growth in the cycle tourism sector. Examples include:

- 10.1% of Canadian adults went cycling while on a trip.<sup>7</sup>
- In Quebec, spending by cycle tourists on La Route Verte – 5,000 km of interconnected trails province-wide – is estimated at over \$134 million annually, not including spending within the bicycle trade.<sup>8</sup>
- Mountain biking activities in British Columbia's Whistler/Squamish/North Shore were valued at \$10.3 M in spending by bikers from outside the areas, in 2006.<sup>9</sup>
- Figures show Canadian bicycle sales grew 14% between 2008 and 2009, according to the Bicycle Trade Association of Canada.<sup>10</sup>

## **Cycle Tourism: Ontario**

The cycle tourism sector in Ontario is growing and is well positioned to experience continued growth in the coming years. Both the Ontario Ministry of Tourism and regional tourism agencies are recognizing the potential in cycle tourism, prioritizing it as a key market segment. Already, many businesses and services are experiencing growth due to an increase in sales to cycle tourists.

- Ontario has approximately 200 off-road cycling trails – included are 13,000 km of cycling trails, 5,000 km of which are off-road cycling trails.<sup>11</sup>
- Ontario residents have a relatively high propensity to cycle while on vacations, at 8.8%.<sup>12</sup>
- Ontario has 330 independent bike retailers, increasing by 80 new stores in the past 5 years.<sup>13</sup>
- Toronto residents represent a large potential market, with 54% indicating that they cycle.
- Key motivations of Toronto cyclists when touring are to experience new and natural destinations and pursue physical activity. Bike lanes and paved off-road trails are preferred.<sup>14</sup>
- Websites, emails, and friends and family were determined at the top three marketing channels to distribute cycle tourism information.<sup>15</sup>
- In summer 2013, the Lake Erie Waterfront Trail between Windsor and Niagara will be launched, creating a new 620 km route connecting to the already existing 720 km+ Lake Ontario Waterfront Trail.
- 82% of the 2011 eastern Ontario Vélo Quebec Grand Tour participants discovered Ontario as a cycling destination, 81% plan to return.<sup>16</sup>

- Charity fundraising are most popular type of cycling event in Ontario.<sup>17</sup> It is estimated there were 32 charity rides in 2012, attracting over 40,000 cyclists, raising \$30 million.<sup>18</sup>

## **Economic Impact**

- In 2011, 12% (1.6 million) Canadian visitors (including Ontario visitors) participated in cycling activities while travelling in Ontario. These visitors spent an average of \$198 per person for a total of \$317 million. Between 2009 and 2010, the number of cycling visitors increased by 25%, spending increased by 18%.<sup>19</sup>
- 436,000 Canadian (including Ontarian) cycle tourists cycled in the following four areas in 2010: Toronto CMA (223K); Ottawa CMA (110K); St. Catharines–Niagara CMA (84K); and Windsor CMA (21K). The spending of these cycle tourists contributed \$104 million to the economy in 2010.<sup>14</sup>
- Participants on the annual eight-day Great Waterfront Trail Adventure – 720 km+ along Lake Ontario’s shoreline – spend approximately \$73,000 on accommodations & food, above nightly camping and 3 meals included in registration.<sup>20</sup>
- One-day cyclo-cross event held in Perth, Ontario, in 2010, generated approximately \$11,000 of direct spending within the community.<sup>21</sup>
- 42% of the 2,800 riders that participated in the Blue Mountain Centurion Cycling event in 2012 had visited the area at least once prior to the event to train. The average spend per rider on event weekend was \$331.<sup>22</sup>
- 2012’s Crank the Shield mountain biking race brought 250 people over three days to Sir Sam’s Ski and Bikes in the Haliburton Highlands, spending an estimated \$100,000 in the area.<sup>23</sup>
- Cycle tourists staying one or more nights in Niagara spend on average \$148, excluding accommodation. Calculated within this figure is food and beverage accounting for 61% of spending, retail purchases including wineries 27%, and attractions 12%. In this study, 68% of cycle tourists stayed one night; 18% two nights, and 14% three or more nights.<sup>24</sup>
- The Bike Train Initiative has transported a growing number of cycle tourists to destinations across Ontario. These cyclists spent an estimated \$84,000 in the Niagara Region in 2009.<sup>25</sup>
- GO Transit estimates 1,000 of its 42,000 passengers transported in 2009 (its first year of weekend service between Toronto and Niagara Falls) were cyclists.
- Domestique Café Cyclo Sportif in Dundas serves up to 500 cyclists per summer weekend.<sup>26</sup>
- Windsor Eats Wine Trail Rides generate approximately \$10,000 in local spending on each 5-6 hour sold out tour.<sup>27</sup>

## **Industry and Trends**

### **Industry in Transition**

- With fluctuating tourism receipts and recent challenges Ontario's tourism industry, individual businesses are looking for new opportunities and a competitive edge, reaching out to new market segments. Cycle tourism fits the bill.

### **Tourists' Needs and Wants Changing**

- The growing "green-shift" in consumers' mindsets is driving the demand for more sustainable products and choices in Ontario and beyond.
- Many more consumers are looking for active, outdoor-focused adventure vacations.
- Bike sales show a 21% increase of hybrid bike purchases, a small 4% increase in road bikes, and a 9% increase in mountain bike sales.<sup>28</sup>
- Ontario's strong domestic market continues to be the anchor for the province's tourism industry.
- Ontario is its own largest tourist market, accounting for 73% of overnight visitors.<sup>29</sup>
- Quebec is Ontario's second largest market, and the USA is its third.<sup>30</sup>
- Travelling within the province and "staycations" are increasingly popular.
- Cycle tourism in Ontario is poised for growth.



# Why Welcome Cycle Tourists to Southwest Ontario?

## **Regional & Local Cycling Information & Infrastructure**

With relatively flat agricultural land, picturesque lakefronts and meandering rivers, as well as quaint country towns, Southwest Ontario offers cyclists experiences of all kinds. The opening of the Lake Erie Waterfront Trail and Erie Coastal Stewardship Eco Trail in 2013 has linked the region to the existing Lake Ontario Waterfront Trail and offers cyclists a signed route with stops at the communities along the northern shore of Lake Erie.

Road riding in Southwest Ontario is second to none, with rural roads criss-crossing through farmlands with opportunities to stop at agri-tourism businesses, interesting heritage sites, artists' studios, and communities while cycling these quiet country roads and enjoying a spectacularly scenic landscape. Cyclists looking for an urban cycling experience can explore the bike lanes in the city of London or wind their way along the nearly 40km of off-road trails that hug the Thames Rivers.

With a growing collection of rail trails and Trans Canada Trails, as well as boasting multiple mountain biking facilities including Boler Mountain, The Pines and Wildwood Conservation Area, Southwest Ontario will continue to be an attractive destination for downhill and cross-country trail riding.

Supported by a number of signature cycling experiences, as well as popular community events, thousands of riders are drawn out each year to these exciting community, charity and cross regional events.

With unique mix of urban and rural cycling experiences, as well as on-road and off-road trail riding, the region offers something for all types of cyclists. There is a growing collection of printed and downloadable cycling resources available with themed experiences such as autumn colour tours, local heritage self-guided tours, culinary trails and more.



In order to fully welcome cyclists to your location, it is important that cycling information is either on display or made easily accessible in published or on-line form. In addition, frontline staff, managers and/or proprietors need to have a minimum level of product knowledge and be able to share the following information with the visiting cycle tourists:

- Bike routes and trails in the region
- Any route maps and information sources
- Bike stores and tours
- Cycling events and tours in the region

# Cycle Routes & Trails Information for Southwest Ontario

## Cross Regional Routes and Trails

- **The Waterfront Trail** – Following Lake Ontario’s shoreline from Niagara-on-the-Lake to Quebec, this well-mapped and well-signed route offers a mixture of paved on- and off-road trails covering 780km+. It is a popular route with cyclists. In 2013, the Lake Erie Waterfront Trail opened, with an additional 620km route from Fort Erie, through Elgin County to Windsor and Essex County, adding a second Great Lake and 27 waterfront communities. Long distance cyclists can connect to trails via the Niagara River Recreation Trail to enjoy a continuous 1,400km signed route from one end of the province to another. [www.waterfronttrail.org](http://www.waterfronttrail.org)



- **Erie Coastal Stewardship Eco Trail** – Spearheaded by Carolinian Canada Coalition, the Erie Coastal Stewardship Eco Trail explores and stewards the unique features of Canada’s Carolinian Coast from Essex to Niagara (including Elgin County) through a network of partnerships and themed trail experiences. The Waterfront Trail along Lake Erie is the first section to be launched. Other sections in development include hiking, paddling and birding.



- Find out about the early planning that went into the Erie Coastal Stewardship Eco Trail. Visit: [www.caroliniancanada.ca/coastal-trail](http://www.caroliniancanada.ca/coastal-trail)

- **Trans Canada Trail (TCT)** – A portion of this cross-Canada trail runs through Elgin and Oxford counties. Multi-use trails with various surface types.
  - **Bayham Trail** – Making its way westward out of Norfolk County and into Elgin County, this trail is over 43km in entirety.
  - **Elgin Trail** – This 19.1km trail system is a multi-use trail that starts at Richmond Road and travels north to the town of Alymer.
  - **Tillsonburg Trail** – This 10km gravel trail travels through the town of Tillsonburg, south from the Hawkins Bridge at Lake Lisgar to Borden Crescent and alongside the Bridges at Tillsonburg Golf Course.
  - **Carroll Trail** – This 5.1km trail winds through natural areas in, around and through the Otter Creek floodplain crossing the creek in a number of locations. The trail has mixed surface and is 2.8 metre width to accommodate two-way traffic.
  - Use the Trans Canada Trail website’s “Explore The Trail” feature to find access points. [www.tctrail.ca](http://www.tctrail.ca)



## Elgin County Cycle Routes & Trails Information

- **Aylmer Kinsmen Trail** – This 11.3km trail passes through the town of Aylmer and heads south towards the Springwater Conservation Area. It is now part of the Trans Canada Trail (TCT) and connects the Elgin TCT and the Brouers Line TCT.
- **Autumn Colour Circle Tours in Bayham** – Self-guided circle routes that take in attractions and the natural surroundings of southern Elgin County. Routes travel along county roads and cyclists should be aware of traffic and some slightly busier roads.
- **Dutton Cycling Route** - This short recreational loop offers cyclists a safe route to view some of the historical and heritage buildings and attractions through the Dutton /Dunwich area.
- **Port Burwell – Vienna Cycling Route** - This 18km loop starts at, and loops back to the Port Burwell Provincial Park. Visitor attractions are identified on the map, including historical lighthouses, museums, and more.
- **Historic Port Stanley Route** – Cyclist can explore this 2.5km historic ride through the heart of Port Stanley, taking in historic sites, heritage properties and the shoreline of Lake Erie.
- **West Elgin Cycling Route** – Cyclists explore the western portions of Elgin County, as well as portions of Lake Erie's shoreline. This route includes historical villages and other points of interest.

## Elgin County Published Maps and Tools

- **Elgin-St. Thomas Cycling & Hiking Trail Map.** Map. This map is available at Elgin St. Thomas Public Health or at Elgin County Tourism Services. For a downloadable version visit [www.elgintourist.com/Tourism/Page/Files/132\\_132\\_TrailMap2011Finalweb.pdf](http://www.elgintourist.com/Tourism/Page/Files/132_132_TrailMap2011Finalweb.pdf)
- **Elgin County Cycling Maps.** Online PDF Maps. Four routes listed above have been mapped by Elgin County Tourism and area available for download at [www.elgintourist.com/Tourism/Adventure](http://www.elgintourist.com/Tourism/Adventure)
- **St Thomas Cultural Map.** Online Interactive Map. Points of interests and cultural attractions located in the City of St. Thomas. Layering allows for community trails to be identified. [www.stthomasculture.ca](http://www.stthomasculture.ca)
- **Bayham Cycling and Tour Maps.** Online PDF Maps. Cycling routes and self-guided tours in and around Bayham, Elgin County available online at [www.bayham.on.ca](http://www.bayham.on.ca)

## Middlesex County Cycle Routes, Trails and Facility Information

- **Fanshawe Lake Trail** – This trail is a 20km loop trail that hugs the shores of Fanshawe Reservoir. The trail is open to cyclists from dawn to dusk, seven days a week. Helmets are mandatory and a round trip takes approximately 1 ½ to 2 hours. The trail is managed by the Upper Thames River Conservation Authority. PDF map and details online
- **Thames River Parkway** – Over 40km of paved, off-road multi-use trails lies alongside the Thames River throughout the City of London and links to approximately 150km of additional bike paths and bike lanes within the city.
- **Ilderton Rail Trail** - The Ilderton Rail Trail was once a part of an active rail line that ran from London to Goderich. This 3.1km trail offers both granular and natural dirt trail surfaces. Start at Junction Park in Ilderton.
- **St. Clair Conservation Authority Trails** – Both the Strathroy Conservation Area and the Clark Right Conservation Area offer mixed use trail systems and are located within or close to the town of Strathroy.
- **AW Campbell Conservation Area** - This site, also managed by the St. Clair Conservation Authority, is approximately 125ha (300 acres) in size with over 8 km of nature trails available to cyclists. The site also has 140 campsites, 2 modern washrooms (seasonal), laundry facilities, an 8 hectare (20 acres) reservoir which is open for fishing and canoeing. PDF Trail map –
- **Forest City Velodrome** – One of only a few indoor velodromes in North America, the Forest City Velodrome is located in the south end of London and offers 138-metre indoor cycling track facilities. [www.forestcityvelodrome.ca](http://www.forestcityvelodrome.ca)

## Middlesex County Published Maps and Tools

- **London Bike and Walk Map** (2013). Online PDF Map. Detailed cycling infrastructure in the City of London. Email [cycling@london.ca](mailto:cycling@london.ca) or Visit [www.london.ca/residents/Roads-Transportation/Transportation-Choices/Pages/default.aspx](http://www.london.ca/residents/Roads-Transportation/Transportation-Choices/Pages/default.aspx)
- **Middlesex County Trails Guide**. Online Guide. This trails guide information on off-road trails, including details on parks and rail trails open to hikers, cyclists, and other recreational users. [http://issuu.com/tourismmiddlesex/docs/trailsguide\\_web/25](http://issuu.com/tourismmiddlesex/docs/trailsguide_web/25)
- **Strathroy Visitor and Adventure Guides**. Online PDF Maps. Developed in partnership with the Strathroy Business Improvement Area, the Rotary Club, and St. Clair Conservation Authority, these visitor guides offers details on parks and trails within the downtown. [www.strathroy-caradoc.ca](http://www.strathroy-caradoc.ca) (see 'Maps' under 'Visiting ')

## Oxford County Cycle Routes, Trails and Facility Information

- **Hickson Trail** – This 5.5km rail line from Woodstock to Hickson is now used by cyclists, walkers, and birdwatchers. This trail brings cyclists from Pittock Park Rd., north to Braemar Side Rd. Parking available on Fredrick Street.
- **Husky Trail** – Located in the Pittock Conservation Area this is a 5km trail system that also has picnic and overnight camping facilities on the north side of Pittock Lake. The park is open from late April to Thanksgiving weekend in

October. There is an admission fee. The path consists of both paved surfaces with secondary trails comprising of hard packed dirt.

- **Ingersoll Trails** – The Thomas Ingersoll Scenic Trail and John Lawson Park and Trail range in lengths of 2 to 3km and offer cyclists great off-road options in Ingersoll.
- **The Millennium Trail** – This trail system includes both road and pathway riding and offers 6km of trails that follow the banks of the Thames River, through mixed hardwood and softwood forests. Though all of the trails are not connected at this time, they are in close proximity to each other.
- **Roth Park Trail** - The trail is located on the south side of Pittock Lake and is approximately 7km long. The main trail is wide with hard packed dirt and granular surface. Side trails link back to the main trail.

## **Oxford County Published Maps and Tools**

- **Tourism Oxford.** Online PDF Maps. Details of trails available to cyclists and hikers located throughout Oxford County. GPS coordinates included. Visit [www.tourismoxford.ca/Birding-Trails/Trails-GPS](http://www.tourismoxford.ca/Birding-Trails/Trails-GPS)
- **Tourism Oxford.** Online Interactive Map. Interactive mapping tool for visitors looking to find cycling routes and relevant signage in the county. Routes range from several km to 100 km county route. <http://www.oxfordcounty.ca/Services-for-You/Mapping/Online-interactive-maps>
- **Town of Ingersoll.** Online PDF Map. Municipal map includes information on dedicated bicycle lanes, Share the Road signage and proposed future bicycle lanes. [www.ingersoll.ca](http://www.ingersoll.ca) (see under Parks and Recreation).

## **Regional Mountain Biking Trail Systems**

- **Boler Mountain (Middlesex)** – Located southwest out of the city of London, Boler Mountain has 120 acres of property, which offers great cross country terrain. With both Beginner loop and advanced loops, there is terrain for all types of riders. [www.bolermountain.com](http://www.bolermountain.com)
- **Komoka Provincial Park (Middlesex)** - Owned and managed by Ontario Parks, there are a total of 11.4km trails for recreational users, but only 7 km have been specifically designated as terrain for mixed use, including mountain biking and equestrian riders. [www.ontarioparks.com/english/planning\\_pdf/komo/komo\\_authorized\\_trails.pdf](http://www.ontarioparks.com/english/planning_pdf/komo/komo_authorized_trails.pdf)
- **The Pines (Oxford)**- These biking trails are open to Woodstock Cycling Club members only (membership is open to all for a fee), who construct and maintain the trails. With a total 3 sets of trails; Green (Family), Red (Intermediate), Black (Technical). Helmets are mandatory. [www.woodstockcyclingclub.ca/pdf/trail\\_map.pdf](http://www.woodstockcyclingclub.ca/pdf/trail_map.pdf)
- **Wildwood Conservation Area Trails (Oxford)**- Wildwood's four hiking and biking trails range in length from 1.2km to the 24km lake trail. All trails are multi-purpose and can be used by both hikers and cyclists, by permit only. [http://www.thamesriver.on.ca/Parks/images/Wildwood\\_BikeTrail\\_MAP2011.pdf](http://www.thamesriver.on.ca/Parks/images/Wildwood_BikeTrail_MAP2011.pdf)

## Other Cycle Routes & Trails Options

- **Country Roads** – Many cyclists may choose to plan their own itineraries and rides on a variety of roadways. For experienced cyclists with specialized road bikes, cycling on paved roads allows for increased speeds and provides for a more challenging ride. Quiet roads with paved shoulders are preferred for safety reasons. Areas with hilly climbs and dips can be attractive to some road cyclists, presenting a more demanding training opportunity.
- **Mountain Biking Trails** – An increasing number of cyclists are looking for mountain biking tracks and trails. Many conservation areas and parks are adding trails to complement their hiking and other non-motorized trail options. While mountain bikers have a range of skill levels, a number of areas are adding special technical features to attract the more advanced rider. Many unmarked and unofficial trails exist in every region and are often published by on-line special interest groups. The number of mountain biking events in Ontario grows yearly, and so too do the crowds they attract.

*\*Please note there are many additional map guides for the county's that may be of interest and useful to cyclists. New maps and guides are available yearly, and information above may change.*

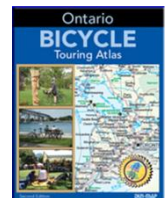
## Neighbouring Regions – Cycling Routes & Information

- **Essex County and Windsor** – Essex County has a growing number of cycling routes, trails, and off-road areas suitable for mountain biking. Significant cycling infrastructure exists and is underdevelopment in the city of Windsor. With a large array of attractions, wineries and bridges to USA, there are lots of things to see and do for all types of visitors, including cyclists. Participating in the Ontario By Bike Network since 2013, information on cycling routes and certified bicycle-friendly businesses can be found at: [www.ontariobybike.ca/windsor-essex-pelee](http://www.ontariobybike.ca/windsor-essex-pelee)
- **Haldimand and Norfolk** – Located just west from Niagara, these counties have a number of trails, mapped road riding routes, cycling resources and popular cycling events. Participating in the Ontario By Bike Network since 2012, information on cycling routes and certified bicycle-friendly businesses can be found at: [www.ontariobybike.ca/haldimand-norfolk](http://www.ontariobybike.ca/haldimand-norfolk)
- **Chatham-Kent and Lambton Counties** – Visitors information can be found at the following sites: [www.chatham-kent.ca/tourism](http://www.chatham-kent.ca/tourism) and [www.tourismsarnialambton.com](http://www.tourismsarnialambton.com)

## Additional Ontario Route & Trail Information Resources

- *Waterfront Trail & Greenway Mapbook*. Mapmobility Corp. 2011. Compact edition. Order print version from: [www.mapmobility.com](http://www.mapmobility.com). Detailed route information is available at: [www.waterfronttrail.org](http://www.waterfronttrail.org)
- *Ontario Bicycle Touring Atlas*. Mapbook. Bike On Tours. Mapmobility Corp. 2013. Print versions only. Order from [www.bikeontours.on.ca](http://www.bikeontours.on.ca)
- *Southwestern Ontario Recreational Trails Map*. Map. Advermap. 6th edition, 2010/2011 and the *Sunshine Country Recreational Trails Map*. Map. Advermap. 5th edition, 2010/2011. Both available at various retailers and on-line: [www.ontariotrailmaps.ca](http://www.ontariotrailmaps.ca) & [www.advermap.com](http://www.advermap.com)
- *Cycling in Ontario*. Guidebook with maps. By John Lynes and Tracey Arial. Ulysses Travel Guides. Ulysses Green Escapes Series. 2011. Print or PDF versions available, including single-chapter PDFs: [www.ulyssesguides.com](http://www.ulyssesguides.com)
- *MTBR – Trails Around the World – Canada – Ontario*. Website. On-line consumer reviews of mountain biking trails; reviews can be sorted by nearest town, or alphabetically. Available on-line: [trails.mtbr.com](http://trails.mtbr.com)
- *Ontario Trails Council*. Website. Search for trails across the region and/or Ontario-wide: [www.ontariotrails.on.ca](http://www.ontariotrails.on.ca)
- *Rider Mel's Mountain Bike Guide to Ontario, 2nd edition*. Mapped guide book to 48 trails, including cross-country rides, freeride routes and road rides. Print versions only. Available from [ridermel.com](http://ridermel.com) or [www.mec.ca](http://www.mec.ca)
- *MapMyRide.com*. Website. Numerous rides are mapped in this on-line resource, search by region. [www.mapmyride.com](http://www.mapmyride.com)
- *RideWithGPS.com*. Website. Many cycling routes around Ontario – and the world – are mapped in this on-line resource. [www.ridewithgps.com](http://www.ridewithgps.com)

*\*Please note: There are many additional map guides for the region that cyclists may find interesting or useful. New maps and guides are produced yearly, and the information listed here may change.*





## **Bike Shops in Elgin, Middlesex and Oxford Counties**

<b>Name</b>	<b>Street Address</b>	<b>City</b>	<b>Telephone/Website/Email</b>
Tommy Whites' Source for Sports	581 Talbot St.	St. Thomas (Elgin County)	(519) 631-5460
Paul's Bicycle Repair & Sports Exchange	115 Ross St.	St. Thomas (Elgin County)	(519) 631-3307
BK CycleWorks	57 Talbot St. W.	Alymer (Elgin)	(519)765-2888
To Wheels	134 Dundas Str.	London (Middlesex)	<a href="http://www.towheels.com">www.towheels.com</a> or (519) 663-9447
MultiSport Zone	820 Wharncliffe Rd. S.	London (Middlesex)	<a href="http://www.multisport-zone.com">www.multisport-zone.com</a> or (519)685-6600
Outspokin Cycles	994 Huron St.	London (Middlesex)	<a href="http://www.outspokincycles.ca">www.outspokincycles.ca</a> or (519) 933-2953
Cyclepath	737 Richmond St.	London (Middlesex)	(519)432-2208
Reynold Cycle	20 Meg Drive	London (Middlesex)	<a href="http://www.reynoldcycle.com">www.reynoldcycle.com</a> or (519) 680-5100
Mountain Equipment Co-Op	1230 Wellington Rd. #111	London (Middlesex)	<a href="http://www.mec.ca">www.mec.ca</a> or (519)668-6657
Doug and Marion's Bike Sales and Rentals	25 Front St. W.	Strathroy (Middlesex)	<a href="http://www.dougandmarionbikes.com">www.dougandmarionbikes.com</a> or (519) 245-9923
Pedal Power Bikes and Boards	590 Dundas St	Woodstock (Oxford)	<a href="http://www.pedalpower.ca">www.pedalpower.ca</a> or (519) 539-3681
Canadian Tire	Various Locations.	Elgin, Oxford, Middlesex	<a href="http://www.canadiantire.ca">www.canadiantire.ca</a> - Bike parts, no service
Walmart	Various Locations	Elgin, Oxford and Middlesex	<a href="http://www.walmart.ca">www.walmart.ca</a> - Bike parts, no service

*\*As businesses do change, please use these listings or a local directory to obtain updates or additional information. Also note that some bike shops and businesses may be seasonal.*



## **Cycling Events in Elgin, Middlesex and Oxford Counties**

There are many different types of cycling events and tours, and a growing number of them are being held across Ontario each year. It is important to know both the local area and cross regional cycling events and tours. Individual businesses can benefit but so too can the region by:

- Attracting cyclists and their support crew (family and friends) to the area
- Generating return visits
- Marketing your destination to cycle tourists
- Increasing visitor spending

Each type of cycling event comes with a different set of logistics and level of event planning; some organized by event planners from out of the area while others may be based within the community. While larger scale events may require an extraordinary amount of organizational effort, large marketing budgets and use of many community resources, both small and large events should be supported where possible, to maximize the benefits to the hosting community.

The different types of events and tours may cater to a single type of cyclist or offer a wider range of activities and attract a more diverse crowd. Types of events include:

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

For a list of current cycling events and tours in Ontario, some of which may take place solely in your area or pass through the region as part of a larger itinerary visit the Ontario By Bike Network website: [www.OntarioByBike.ca/events](http://www.OntarioByBike.ca/events)

*Please note: Changes to the listings may occur as there may be additional events, rides and tours for the region that are announced throughout the year. If we have missed an event in your region please contact us by email so we can make sure it is included.*

## **Community & Partner Support**

### **Community**

The bicycle friendly businesses already in the community will assist with the development of both the Ontario By Bike Network and the cycle tourism product and experience in the area. Many accommodations, food service providers, and attractions already cater to cycle tourists, but have not yet been recognized or promoted as doing so. The Ontario By Bike Network, along with tourism partners, can assist by providing a number of marketing opportunities.

The bike businesses within the community will also assist with Network and product development.

### **Cycling Groups & Organizations in Elgin, Middlesex and Oxford Counties**

There are many active cycling groups, clubs and organizations across Ontario. A number of these groups and their volunteers are helping to make cycling an accessible and safe sport for all types of cyclists. Local cycling clubs may offer members a variety of activity choices, which can include weekly ride schedules, race teams, social events, and regional or cross-regional tours.

Below is a list of active groups and organizations:\*

- |                                     |  |
|-------------------------------------|--|
| • Active Elgin                      | <a href="http://www.activeelgin.ca">www.activeelgin.ca</a>                                     |
| • Ilderton Cycling Club             | <a href="http://www.facebook.com/IldertonCyclingClub">www.facebook.com/IldertonCyclingClub</a> |
| • London Centennial Wheelers        | <a href="http://www.lcw.ca">www.lcw.ca</a>   |
| • London Cycling Link               | <a href="http://www.londoncyclelink.ca">www.londoncyclelink.ca</a>                             |
| • London Cycling Club               | <a href="http://www.londoncyclingclub.ca">www.londoncyclingclub.ca</a>                         |
| • Oxford Cycling Advisory Committee | <a href="http://www.oxfordcounty.ca">www.oxfordcounty.ca</a>                                   |
| • Oxford County Trails Council      | <a href="http://www.oxfordcountytrailscouncil.ca">www.oxfordcountytrailscouncil.ca</a>         |
| • Woodstock Cycling Club            | <a href="http://www.woodstockcyclingclub.ca">www.woodstockcyclingclub.ca</a>                   |

*\*Please note there may be additional listings that were unavailable at time of printing.*

### **Partners**

Ontario By Bike Network partners are invaluable to the success of the Network. This project would not be possible without the support of regional, provincial and federal partners in the form of promotional and funding assistance.

We refer you to our list of partners presented at the beginning of the Ontario By Bike Network Participants Tool Kit and on all published materials.

## **Sustainable Travel Modes**

In order to offer a more sustainable cycle tourism product, the promotion of alternative means of transport to your bicycle friendly location is highly recommended. Cycle tourists may find alternatives to arriving by private vehicle alluring for the following reasons:

- **Novelty** – Many visitors may have already visited the region numerous times using the same mode of transportation and are ready to try something new. For first time visitors arriving by an alternative way may create a more favourable and lasting impression of their visit.
- **Green** – More and more consumers are making the “greenshift” and looking for ways to reduce their impact.
- **Lack of Car** – Many people have no access to a car. Reasons may include the high expense of operating a private vehicle and the lack of need which may or may not coincide with urban living.
- **Convenience** – With more travel modes available it becomes more convenient for visitors to reach a destination. Convenience and ease of travel equals increased visitors.
- **Popular** – Many countries in Europe offer cyclists multiple multi-modal public transportation routes. Trains that can transport passengers and cyclists are well used in numerous European countries.

### **How to Include Sustainable Travel Info:**

- **Research** – Make sure you know all the travel options in your region.
- **Directions** – List directions for cyclists to access your location on website or in print. Whether it is from the closest bike trail, or train station, an alternate to driving directions clearly signals that cyclists are welcome.

## **Sustainable Travel Modes for Elgin, Middlesex, and Oxford Counties**

### **Regional Buses**

- **Rack & Roll service** – Bike transportation on some regional and municipal bus services is possible. Cyclists can use the rack and roll system many have now installed as a convenient solution for multi-modal transportation, allowing a combination of cycling and transit use. Service levels do vary between bus operators. The racks provide space for only two bicycles.
  - *Elgin County* - Bicycles are not permitted on St. Thomas Transit Service.
  - *Middlesex County* – London Transit has rack and roll service on its entire fleet of 190+ buses. This service is on a first-come, first-served basis and is available all-year for cyclists. [www.ltconline.ca](http://www.ltconline.ca)
  - *Oxford County* - Bicycles are not permitted on the City of Woodstock Bus Transit.
- **GO Transit** – The entire GO Bus fleet offers the rack and roll system, providing transport for a maximum of two bikes (there is no charge, and availability is on a



A Division of METROLINX

first-come, first-served basis). Folding bicycles in proper carrying cases can be stored in the underfloor luggage compartment (not all buses have one).

[www.gotransit.com](http://www.gotransit.com)

- GO Bus service does not operate in Elgin, Middlesex or Oxford Counties, but it does operate in nearby areas making it possible for cyclists to connect from Cambridge, Kitchener, Niagara and Hamilton.

## Rail Services

- **Bike Train** – Convenient roll on–roll off, box-less bike transportation service is available on board certain trains that have baggage cars, on specific routes. Extra charges may apply.
  - Bike Train routes include seasonal services with VIA Rail and GO Transit. However, there may be some opportunity for cyclists to connect from one rail service to another.
  - Check with rail company or at [www.biketrain.ca](http://www.biketrain.ca) for seasonal updates.



- **VIA Rail** – Bicycles can be transported on all regular train services with baggage cars. Bicycles can be loaded or unloaded at only those stations offering checked baggage service and a staffed station facility.
  - Baggage service is available on train #81 from Toronto to London (Fri-Sat) and on train #80 from Windsor to London (Sat-Sun).
  - Extra charges apply for bike transport, are \$25 per direction.
  - Check with VIA Rail for seasonal schedules. [www.viarail.ca](http://www.viarail.ca)



## Long Distance Bus Service

- **Greyhound Canada** – Bikes are accepted with certain restrictions. They are considered baggage and are subject to an oversized baggage charge, which includes a bike box supplied by Greyhound. It is up to the station whether there is room on the bus – if there is no room, it may go as a “courier” delivery on another bus. Visit website for route times and destinations - [www.greyhound.ca](http://www.greyhound.ca)
- **Coach Canada** – Bikes may be transported on Coach Canada’s scheduled services, space permitting. Bikes must be bagged. Charter services are also offered. For charter options, contact the sales office at 1-800-461-7661.
  - No extra charge for bike transport. [www.coachcanada.com](http://www.coachcanada.com)

## Other Sustainable Travel Modes for Cycle Tourists

- **Bicycle rentals** – Be familiar with bike rental locations in the region. This option allows for visitors to participate in cycling without bringing their own bicycle, increasing their sustainable travel options.
- **Cycle** – Some cyclists ride in and ride out, or make a stop while on a long-distance tour. With numerous route options, this is an attractive alternative for some cyclists.

# Who Are Cycle Tourists?

## **Cycle Tourists Spend More and Stay Longer!**

Research from Ontario and beyond consistently shows similar demographic profiles of cycle tourists.

### **Cycle tourists spend more**

- Cycle tourists are largely made up of middle-ranking to senior white collar workers, with higher-than-average incomes.
- Cycle tourists are of all ages, the majority falling between the ages of 30 and 50, almost evenly split between male and female.
- In Australia, cycle tourists spent 1.6 times more on trip than typical tourist.<sup>31</sup>
- In Quebec, spending was 1.3 times more.<sup>32</sup>

### **Cycle tourists stay longer**

- In Australia, cycle tourists stayed an average 16 days compared to 8 days for the average visitor.<sup>33</sup>
- 71% of Bike Train passengers in Ontario chose to stay overnight, when service schedule allowed for day trips.
- Depending on the region, the length of time a cycle tourist stays varies. The length of stay also depends on the type of cyclist.

## **Demographics of Ontario Cycle Tourists**

Data collected by the Bike Train from 2007 to 2009 show the following correlations to information collected elsewhere.

- 50% are aged 30 to 50 years
- 51% were female
- 46% have a household yearly income over \$75,000

### **Additional information specifically related to the Bike Train service:**

- The majority of Bike Train passengers come from the Greater Toronto Area (GTA), due to origin of service. In 2009, a growing number of users are coming from Quebec (9%) and the USA (19%).
- The types of accommodations Bike Train passengers chose to stay at were as follows: 35% chain hotels; 34% B&B's; 12% motels; 9% campground or hostel; 6% other hotels; and 4% friends or relatives.

# Types of Cyclists

Cycle tourists have a wide range of abilities and ages. They include young families, couples, groups of friends and cycling clubs, single riders, retired persons, long-distance road racers and first-time tour riders. There is fun to be had for everyone.

Generally, cycle tourists can be broken down into the following profiles:

- **Leisure/Family Cycling Market** – For individuals in this market segment, cycling is not the main purpose of their trip. Cycling is a secondary activity that they participate in while on a vacation or on a trip to visit friends and relatives. These cyclists prefer off-road cycling paths or routes, favour loops and generally travel 20 km or less in one outing.
- **Recreational Cycling Market** – Cycling is either a main reason for the trip or an important activity while on a trip. This market travels to their destination by other means (car, train, etc.), either taking their own cycling equipment or renting at the destination. This market cycles on roads (preferring paved shoulders/bicycle lanes), as well as on off-road cycling paths. Their daily cycle is generally in the range of 30–80 km, with stops to experience what the destination has to offer, enjoy lunch, etc. They tend to stay in roofed accommodation or with friends/relatives.
- **Touring Cycling Market** – This segment comprises primarily experienced cyclists whose preferred cycling experience is long-distance touring, either as a day trip or on multi-day cycling trips. Daily distances of 100 km or more are the norm. They prefer good quality paved roads with lower traffic volumes, and a variety of terrain. Stops are generally less frequent.
- **Race & Competitive Market** – These types of cyclists are experienced cyclists who may be coming to the area specifically to participate in a competitive event or race, or to train for one with a team or club. With higher than average fitness levels, these types of cyclists usually ride very expensive bicycles and enjoy long and challenging distances, preferring road routes over 100 km.
- **Mountain Biking Market** – While there are many different types of mountain biking enthusiasts, this segment tends to be made up of a younger market segment (also including those young at heart), and many of whom are seeking a thrill-riding experience over a variety of terrain and distances. Riders range from the casual to the highly technically skilled. Mountain biking – whether on single- or multi-track trails in designated, outdoor mountain bike areas with established trails or at “unofficial” biking areas known only to local enthusiasts – is becoming increasingly popular.

## **Types of Bikes**

In addition to recognizing the types of cyclists it is also useful to know the different types of bicycles. There are many different types and as many different price tags. Here is a list of a few of the more prevalent bike types.

- **Road Bike** – This is a bicycle that is designed for riding on paved roads and is built for speed. It has drop handlebars and narrow tires and is lightweight.
- **Mountain Bike** – A bicycle that is used for off-road riding. A mountain bike will generally have a heavy-duty frame and knobby tires.
- **Hybrid Bike** – A hybrid bicycle is a mix between road and mountain bike and is designed for general purposes, cycling on either paved or unpaved roads or trails.
- **Recumbent Bike** – This type of bicycle places the rider in a reclining position. There are many different styles of recumbent.
- **Tandem Bike** – A bicycle built for two people, one sitting behind the other.

# ONTARIO BY BIKE

## Industry Standards & Criteria Checklist

The Ontario By Bike Network industry standards and certification criteria provide your business with a list of services and amenities that are necessary to adequately cater to cycle tourists. The certification criteria have been prepared after extensive customer and market research.

As part of your Ontario By Bike Network registration, we require your business to complete the following criteria checklist that applies to your business type. All obligatory/minimum requirements must be fulfilled in order to qualify as a Network participant.

Some businesses may also provide additional services included in the checklist of suggested additional services. This section can also be used as a reference point and to provide ideas for future service additions.

Keep the copies included below for your reference. Complete the checklist for your category. Please check off only the services that apply to your location, to keep info as accurate as possible.

### Certification Categories:

- **Accommodations** – Hotels, B&B's, motels, cottage rentals and other private accommodation locations
- **Campgrounds**
- **Food Services** – Restaurants, cafes, food shops and stops that may be used by cycle tourists
- **Tourist Attractions** – Museums, natural and heritage sites, visitor information centres, wineries and other destination attractions that may be of interest to cycle tourists
- **Business Areas**
- **Other Listings** – Other cycling-related businesses or organizations interested in cycle tourism, including bike shops and rentals and bicycle tour operators, are exempt from certification



# ONTARIO BY BIKE

## Industry Standards & Criteria Checklist

Complete the certification criteria checklist that applies to your business category. In order to qualify as an Ontario By Bike Network participant, you must verify that your location meets the obligatory/minimum requirements when you submit your registration either on-line or at a workshop.

### Certification Criteria for Accommodations

**(Hotels, B&B's, motels, cottage rentals and other private accommodation locations)**

#### **Obligatory/Minimum Requirements**

- ☐ Covered and secure bike **storage area**
- ☐ **Cycling information**, including any published cycling route maps (if there are no cycling maps for the area, access to Internet-connected computer)
- ☐ **Staff able to direct cyclists to information** on cycling routes in immediate area, local bike shops and hours, bicycle rental and tour operators, weather reports
- ☐ Basic bicycle **repair toolset** (see in Participants Tool Kit, Appendix A; or on-line in Network Participant-Only Resources)
- ☐ Healthy, local **food and beverage** options, if served on-site
- ☐ Assistance with Ontario By Bike **Network evaluation** whenever possible, including informing the Network of the number of room nights sold to cycle tourists, and inviting cyclists to review the accommodation
- ☐ All **frontline staff informed** of participation in the Ontario By Bike Network, and above services and amenities
- ☐ And any **additional requirements** as may be established through consultation



**For suggested additional services, see following page ...**

Please check any additional services your location currently offers and/or use the list to inspire you to add these services at a later date.

## Suggested Additional Services

- ☐ **Luggage transfer** option and assistance, for a reasonable charge
- ☐ Secure **daytime bike lock-up** area, such as bicycle stands or posts for bike parking in most visible location possible
- ☐ **Single-night stays** permitted
- ☐ **Laundry** facilities
- ☐ Access to a Wi-Fi network or an **Internet-connected computer** (or directions to an Internet café or public access computers) to enable cyclists to obtain updated/current information on weather forecasts, local bike routes and other services
- ☐ **Booking service** for the next night's stay with an Ontario By Bike Network participant
- ☐ **Guest transportation**, if necessary
- ☐ Long-term **motor vehicle parking** option for cyclists on a multi-day bike trip
- ☐ If more than 3 km from closest **food and beverage** service, informing cyclists and/or providing alternative food option
- ☐ **Take-away/bagged lunch** option or directions to nearby location to purchase
- ☐ Basic **spare parts** for bicycles, if location is more than 3 km from bike shop
- ☐ Outdoor space and hose for **bike cleaning**
- ☐ Use of **environmentally responsible** practices and products
- ☐ Display of Ontario By Bike **Network decal**
- ☐ **Discounts**, special packages or promo codes for cyclists
- ☐ **Bilingual** staff or information materials
- ☐ **First aid kit** at check-in area
- ☐ **Early checkout** option and/or breakfast option (if served on-site)
- ☐ Accessibility to and knowledge of nearest **public transportation node**
- ☐ Posted **weather conditions**, or phone number made available
- ☐ **Bicycle rental** packages or complimentary bicycle service for guests
- ☐ **Service Excellence** staff training (OTEC)

# ONTARIO BY BIKE

## Industry Standards & Criteria Checklist

Complete the certification criteria checklist that applies to your business category. In order to qualify as an Ontario By Bike Network participant, you must verify that your location meets the obligatory/minimum requirements when you submit your registration either on-line or at a workshop.

### Certification Criteria for Campgrounds

#### Obligatory/Minimum Requirements

- ☐ **Separate zone** for guests with tents, preferably a grassed area that is flat and smooth
- ☐ Covered and secure bike **storage area**
- ☐ **Cycling information**, including any published cycling route maps (if there are no cycling maps for the area, access to Internet-connected computer)
- ☐ **Staff able to direct cyclists to information** on cycling routes in immediate area, local bike shops and hours, bicycle rental and tour operators, weather reports
- ☐ Basic bicycle **repair toolset** (see in Participants Tool Kit, Appendix A; or on-line in Network Participant-Only Resources)
- ☐ Healthy, local **food and beverage** options, if served on-site
- ☐ Assistance with Ontario By Bike **Network evaluation** whenever possible, including informing the Network of the number of nights stayed by cycle tourists, and inviting cyclists to review the campground accommodation
- ☐ All **frontline staff** informed of participation in the Ontario By Bike Network, and above services and amenities
- ☐ And any **additional requirements** as may be established through consultation



**For suggested additional services, see following page ...**

Please check any additional services your location currently offers and/or use the list to inspire you to add these services at a later date.

## Suggested Additional Services

- ☐ **Covered picnic area** near tents
- ☐ Adoption of an **"always room" policy** for self-supported cycle tourists only (i.e., such a policy would not include tourists who are travelling by motor vehicle and are carrying bikes)
- ☐ **Waiving of restrictions** on the maximum number of tents or maximum number of unrelated people per campsite
- ☐ **Cooking** facilities
- ☐ **Shower** facilities
- ☐ On-site **shopping** for basic provisions
- ☐ **Renting** of tents, trailers, or cabins
- ☐ **Luggage transfer** option and assistance, for a reasonable charge
- ☐ Secure **daytime bike lock-up** area, such as bicycle stands or posts for bike parking in most visible location possible
- ☐ **Laundry** facilities
- ☐ Access to a Wi-Fi network or an **Internet-connected computer** (or directions to an Internet café or public access computers) to enable cyclists to obtain updated/current information on weather forecasts, local bike routes and other services
- ☐ **Booking service** for the next night's stay with an Ontario By Bike Network participant
- ☐ **Take-away/bagged lunch** option or directions to nearby location to purchase
- ☐ Basic **spare parts** for bicycles, if location is more than 3 km from bike shop
- ☐ Outdoor space and hose for **bike cleaning**
- ☐ Use of **environmentally responsible** practices and products
- ☐ Display of Ontario By Bike **Network decal**
- ☐ **Discounts**, special packages or promo codes for cyclists
- ☐ **Bilingual** staff or information materials
- ☐ **First aid kit** at check-in area
- ☐ **Early checkout** option and/or breakfast option (if served on-site)
- ☐ Accessibility to and knowledge of nearest **public transportation node**
- ☐ Posted **weather conditions**, or phone number available

# ONTARIO BY BIKE

## Industry Standards & Criteria Checklist

Complete the certification criteria checklist that applies to your business category. In order to qualify as an Ontario By Bike Network participant, you must verify that your location meets the obligatory/minimum requirements when you submit your registration either on-line or at a workshop.

### Certification Criteria for Food Services

**(Restaurants, cafes, food shops and stops that may be used by cycle tourists)**

#### **Obligatory/Minimum Requirements**

- ☐ **Healthy food** options on menu
- ☐ Inclusion of **local foods and specialties**, whenever possible
- ☐ Secure **daytime bike lock-up** area in most visible location possible – preferably bicycle stands or posts for bike parking – or provisions for cyclists to bring bikes onto property (e.g., patio)
- ☐ **Cycling information** for region, if available, including any published cycling route maps
- ☐ Assistance with Ontario By Bike **Network evaluation** whenever possible, including informing the Network of the number of cycle tourists visiting the location, and inviting cyclists to review the location
- ☐ All **frontline staff informed** of participation in the Ontario By Bike Network, and above services and amenities
- ☐ And any **additional requirements** as may be established through consultation



**For suggested additional services, see following page ...**

Please check any additional services your location currently offers and/or use the list to inspire you to add these services at a later date.

## **Suggested Additional Services**

- ☐ **Take-away/bagged lunch** option
- ☐ **All-day opening** policy
- ☐ **Casual dress** allowed
- ☐ Additional cycling information, including **staff able to direct cyclists to information** on cycling routes in immediate area, local bike shops and hours, bicycle rental and tour operators, weather reports
- ☐ Basic bicycle **repair toolset** (see in Participants Tool Kit, Appendix A; or on-line in Network Participant-Only Resources)
- ☐ Use of **environmentally responsible** practices and products
- ☐ Display of Ontario By Bike **Network decal**
- ☐ **Discounts**, special packages or promo codes for cyclists
- ☐ **Bilingual** menu and/or staff
- ☐ Accessibility to and knowledge of nearest **public transportation node**
- ☐ **First aid kit** readily available

# ONTARIO BY BIKE

## Industry Standards & Criteria Checklist

Complete the certification criteria checklist that applies to your business category. In order to qualify as an Ontario By Bike Network participant, you must verify that your location meets the obligatory/minimum requirements when you submit your registration either on-line or at a workshop.

### Certification Criteria for Tourist Attractions

**(Museums, natural and heritage sites, visitor information centres, wineries and other destination attractions that may be of interest to cycle tourists)**

#### **Obligatory/Minimum Requirements**

- ☐ Secure **daytime bike lock-up** area, such as bicycle stands or posts for bike parking in most visible location possible
- ☐ Access to **washrooms** (where possible), **rest area** (preferably covered) **and water** (either from a water fountain or by purchase from a concession stand)
- ☐ **Cycling information** for region, if available, including any published cycling route maps
- ☐ Healthy, local **food and beverage** options, if served on-site
- ☐ Assistance with Ontario By Bike **Network evaluation** whenever possible, including informing the Network of the number of cycle tourists visiting the location, and inviting cyclists to review the location
- ☐ All **frontline staff informed** of participation in the Ontario By Bike Network, and above services and amenities
- ☐ And any **additional requirements** as may be established through consultation



**For suggested additional services, see following page ...**

Please check any additional services your location currently offers and/or use the list to inspire you to add these services at a later date.

### **Suggested Additional Services**

- ☐ Additional cycling information, including **staff able to direct cyclists to information** on cycling routes in immediate area, local bike shops and hours, bicycle rental and tour operators, weather reports
- ☐ Basic bicycle **repair toolset** (see in Participants Tool Kit, Appendix A; or on-line in Network Participant-Only Resources)
- ☐ Use of **environmentally responsible** practices and products
- ☐ Display of Ontario By Bike **Network decal**
- ☐ **Discounts**, special packages or promo codes for cyclists
- ☐ **Bilingual** staff or information materials
- ☐ Accessibility to and knowledge of nearest **public transportation node**
- ☐ **First aid kit** readily available



# ONTARIO BY BIKE

## Industry Standards & Criteria Checklist

Complete the certification criteria checklist that applies to your business district. In order to qualify as an Ontario By Bike Network participant, you must verify that your location meets the obligatory/minimum requirements when you submit your registration either on-line or at a workshop.

### Certification Criteria for Business Areas

#### Obligatory/Minimum Requirements

- ☐ **Bicycle-Friendly Business Areas (BFBA)** must submit the registration for the designation through a Business Improvement Area, Chamber of Commerce or similar association.
- ☐ At **least five (5) applicable businesses** participating and certified as bicycle friendly locations, including one of each category – accommodations, food services, attractions. *Note:* A certified bicycle-friendly accommodation business located no further than a 3km distance away for proposed business area.
- ☐ Ample **bike parking** available within proposed business area.
- ☐ Allocation of (at least) one storefront location designated and clearly promoted as a **Bike Welcome Centre**, equipped with a bike repair station (see appendix) and up to date local cycling information and maps.
- ☐ Cycling infrastructure and/or **signed route** in and out of proposed business area.
- ☐ **Dedicated webpage** indicating the BFBA designation, listing certified bicycle-friendly business locations.
- ☐ Participating locations display Ontario By Bike **Network Decal** in visible locations.
- ☐ BFBA must be located within a **region supporting the Ontario By Bike Network**.
- ☐ Bicycle-Friendly Business Area champion(s) to outreach and promote Ontario By Bike Network to member businesses through distribution of the **Business Outreach Kit**.
- ☐ When hosting community events, additional **bike parking or bike valet service** is made available. Cycling promoted as an option to get to and from local events.
- ☐ Assistance with Ontario By Bike **Network evaluation**, including an annual Business Perception Survey of both participating and non-participating businesses.
- ☐ All **association staff informed** of participation in the Ontario By Bike Network, the Bicycle-Friendly Business Area designation and above services and amenities



**For suggested additional services, see following page ...**

## Suggested Additional Services

- ☐ Establishment of **leadership team** (BIA staff, business owners, community members, etc) to meet periodically to evaluate efforts and share lessons learned.
- ☐ Bike Welcome Centre equipped with **First aid kit** and readily available.
- ☐ Access to **public washrooms** (where possible), rest area (preferably covered) **and water** (either from a water fountain or by purchase from a concession stand)
- ☐ Promotion of **bike parking locations**.
- ☐ Provision of larger bike parking options, including **bike corrals**.
- ☐ Creation and promotion of **discount programs** for cyclists.
- ☐ **Bike share station** or bike rental location within proposed business area.
- ☐ Customer **deliveries made by bike** where possible.
- ☐ **Shared bikes** available for business operators and staff to sign out for local area deliveries and errands.
- ☐ **Installation of signs** showing bicycle-friendly status and welcoming cyclists to Bicycle-Friendly Business Area
- ☐ Creation of an **integrated marketing campaign** that highlights the Bicycle-Friendly Business Area designation and participation in the Ontario By Bike Network.
- ☐ Upon receipt of designation, promote participation with **media release** and outreach to media outlets working to maximize public relation opportunities. Bike-themed launch event may be considered.
- ☐ Where applicable **participation in other complementary programs** promoting cycling, safety, health and education, as well as programs that promote cycling activities for residents. (E.g. Share the Road, CAN Bike, etc).
- ☐ **Working with municipality** to promote and provide improved bicycle infrastructure and parking.

# ONTARIO BY BIKE

## Industry Standards & Criteria Checklist

Complete the certification criteria checklist that applies to your business category. In order to qualify as an Ontario By Bike Network participant, you must verify that your location meets the obligatory/minimum requirements when you submit your registration either on-line or at a workshop.

### **Certification Criteria for Other Listings**

**(Other cycling-related businesses and organizations interested in cycle tourism, including bike shops, rentals and bicycle tour operators)**

If your business provides services to cyclists (e.g., bike shop, service, tours, rentals), please use this category. If your business or organization is interested in participating in the Ontario By Bike Network and does not fall into any of the other categories listed, please use this category, and when providing your listing name (i.e., business name), include a category type. If you have any enquiries, contact us by email or phone to provide any additional information.

### **Obligatory/Minimum Requirements**

There are no certification criteria at present

Please check any additional services your location currently offers.

### **Suggested Additional Services**

- ☐ Display of Ontario By Bike **Network decal**
- ☐ All **frontline staff informed** of participation in the Ontario By Bike Network



# Quality Assurance

As part of the Ontario By Bike Network registration process, we ask that businesses wishing to participate do a self-audit to evaluate whether they meet the minimum requirements identified for their business category.

Participants are encouraged to be honest in completing the criteria checklist. In 2014, Ontario By Bike will be conducting selected regional site visits to ensure operator compliance with the certification criteria for their business. As the Network grows, there will be a potential for site visits by a trained evaluator.

Cycle tourists, the end users, will also be invited to post comments and reviews on-line and or directly to Network administrators.

The Ontario By Bike Network reserves the right to cancel Network participation should the obligatory minimum requirements not be met.

## Staff Training

The Ontario By Bike Network Participants Tool Kit has been created to assist and act as a valuable training manual, providing information to Network participants' employees, managers and proprietors.

This information is covered during Ontario By Bike workshops, and is summarized within this Tool Kit.

To truly welcome cycle tourists to your location, the following should be posted, discussed at a staff meeting and/or made easily accessible:

- **Industry Standards and Criteria Checklists** – A completed checklist will show what features your location offers cyclists.
- **Who are cycle tourists?** – In welcoming cycle tourists, it may be helpful to know more about this type of customer.
- **Regional & local cycling information** – This includes bike trails and routes, bike shops, bike rentals, bicycle events, and sustainable travel modes.
- **Basic bicycle repair toolset** – The location of repair tools should be made known and be easy to access. (For an example of toolset contents, see Appendix A, or on-line in Network Participant-Only Resources.)

# Promotional & Marketing Opportunities

The Ontario By Bike Network marketing campaign and Network participation will assist businesses in reaching the end user and desired target market, cycle tourists. Working as a part of a larger network can provide both an individual business benefits and benefits for the Network as a whole.

To reach the target audience, a combination of the following promotional and marketing tools will be used.

## Logo Usage

**Web and Print** – Network participants will be encouraged to include the Ontario By Bike Network logo on their websites and in printed promotional materials. Providing a hot link to [www.OntarioByBike.ca](http://www.OntarioByBike.ca) where possible, or including the website address with the logo on any printed materials, is suggested. The digital logo will be available from the “Network Participant-Only Resources” section of the Ontario By Bike website when participants are logged in; or it can be emailed to you directly, upon request. We ask that participants consider our logo’s *Terms of Use* document and agree to use the logo as per specifications.



**Decal Display** – Demonstration of Network accreditation through display of the Ontario By Bike window decal is recommended. Displaying the decal in a visible location will assist in attracting cyclists to your location. The decal will accompany the Network welcome package that is mailed out to all participants once registration is received and verified.

## Communications & Marketing Collateral

**Website and Links** – [www.OntarioByBike.ca](http://www.OntarioByBike.ca) – Increasing web traffic and consistently high search engine ranking indicates that the information packed site is well used. The website provides participants with a map location point and listing featuring their business or service. As the Network expands, so will the number of website features. This may include additional regional route information and suggested itineraries, or packages where possible. Reciprocal web links will be solicited through province-wide cycling and tourism contacts.

**E-Newsletters** – A consumer e-newsletter is sent out to cyclists 7 to 8 times a year to promote the Ontario By Bike Network and cycling destinations across Ontario. As of April 2014, the database holds over 4,500 email addresses. A sign-up button and copies of past consumer e-newsletters can be found on our website.

An industry e-newsletter is sent out to Network participants and contacts several times a year. It contains updates on our programs and on the development of cycle tourism around

the province. Copies of past industry e-newsletters can be found on our website at the bottom of our "Join the Network" page: [www.OntarioByBike.ca/join-the-network](http://www.OntarioByBike.ca/join-the-network).

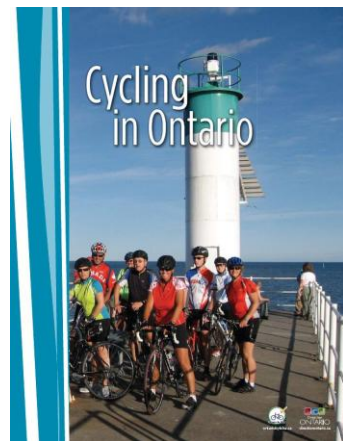
**Social Media** – The Ontario By Bike Network also has a growing Facebook page, which we encourage all – both business participants and cyclists – to "Like." A link to this page can be found on our website. Ontario By Bike can also be followed on Twitter.



**Rack Cards** – An attractive marketing piece targeted at cyclists has been created to promote use of the Network. These are being distributed at events, tourism information centres, bike shops and Network participants' locations.

### **2014 Cycling in Ontario / Le vélo en Ontario Guide**

– This 20 page full colour publication is intended to showcase cycling in Ontario and participating partners' destinations. Working in partnership with Direction Ontario, 25,000 were printed in English and 10,000 in French for distribution through a variety of outlets and information centres in 2014. An e-zine version is available at: [www.OntarioByBike.ca/resources](http://www.OntarioByBike.ca/resources)



**Advertising** – The Ontario By Bike Network takes out ad space in number of our promotional partners' publications. In past years, the Network has been featured in *Pedal Magazine*, *Wine Country Ontario* and the *Ontario Recreational Trails Maps*. Through these and other partnerships, we are able to provide Network participants with information on marketing opportunities targeted to cyclists. Details on current marketing opportunities are included in industry e-newsletters.

**Show & Event Attendance** – The Ontario By Bike Network will be promoted by Transportation Options, in conjunction with the Bike Train, at our Ontario Cycle Tourism Information Centre and display booth at numerous consumer shows and cycling-related promotional events throughout the year. These events range in size and change yearly, in the past they have included the Montreal and Toronto Bike Shows; Outdoor Adventure Show; Toronto Bike Month; Share the Road Bike Summits; Great Waterfront Trail Adventure; a variety of charity rides, including Friends for Life Bike Rally and Becel Heart & Stroke Ride for Heart; in-store staffing and promotional work at Mountain Equipment Co-op locations; and more.

Additionally, Transportation Options organizes promotional events each year. In 2012, Ontario By Bike Weekends offered cyclists a number of booking options on four different

weekends. These getaway weekends featured Bike Train service, Ontario By Bike–certified accommodations and guided tours, components that are easy to re-create and book at other times. Toronto to Niagara, Kingston and Northumberland County were the 2012 destinations. Stay tuned for 2014 special promotions and events.

**Media Relations** – Throughout the year, Transportation Options receives and responds to media inquiries. In addition, the Ontario By Bike Network makes use of media contacts generated through all Transportation Options projects, including the Bike Train and Parkbus. In 2014, outreach to a variety of media channels is being undertaken as part of the year’s marketing campaign to promote the Network and cycle tourism in Ontario.

**Co-Promotion** – Marketing the Network and new services to businesses and organizations will be done using Transportation Options’ extensive contact base, regional leads and tourism partners throughout Ontario. In 2014, we continue to work with a number of our promotional partners to increase exposure for Ontario By Bike, participating regions and business locations.

**Promotional Marketing** – As the Network continues to expand, cyclists are reached directly with a combination of bike store posters and promotions, trail handouts and signage. Inclusion in partners’ newsletters will also target cyclists.

**Other Marketing Opportunities** – The Ontario By Bike Network has a number of contacts and partnerships with businesses that publish cycling maps and other cycling or outdoor related marketing collateral. As part of our service, via our workshops and industry e-newsletters we will provide information on these opportunities.

**Incentive Coupons** – As the Network expands, the potential to include incentive coupons to thank cyclists for using the Network and completing on-line questionnaires will be explored.

## **Group Marketing**

There are numerous group marketing opportunities already available or ready to be created. The forming of regional groups or networks will be supported and promoted by Ontario By Bike Network. Regional Destination Marketing Organizations or local Chambers of Commerce may offer specific cycling-related marketing opportunities and should be contacted directly.

### **Showcase – Cycle & Stay Niagara**

Following the 2008 Welcome Cyclists pilot workshop, a group of 12 Bed & Breakfasts in the Niagara region formed the Cycle & Stay Niagara group. Their bicycle friendly businesses are conveniently located around the Greater Niagara Circle Route. The initiative was well received when launched in 2009, and is continuing to prove to be a successful venture for the 14 independent B & B participants. [www.cycleandstayniagara.com](http://www.cycleandstayniagara.com)





## **Showcase – Cycle B&B South Georgian Bay**

After the 2012 workshops in Grey County, a group of accommodations created this network to appeal and cater to both cyclists and motorcyclists in Meaford, Thornbury, Collingwood, Nottawa and Blue Mountains areas. There are currently 15 participating locations. [www.cyclenstaysouthgeorgianbay.ca](http://www.cyclenstaysouthgeorgianbay.ca)

## **Cycling Getaway Packages**

Package offerings are also popular with cycle tourists. We fully encourage the development and promotion of packages that include Ontario By Bike Network participants and Network administrators will offer assistance where possible. We look forward to working with participants to increase package offerings in the region.

### **Types of Packages:**

- **Customized and Self-Guided Package Tours** – Cyclists are provided with a detailed route and accommodations are pre-booked. Cyclists are responsible for all other details.
- **Supported Bike Package Tours** – The tour operator provides guides and a support vehicle that also transfers luggage between pre-booked accommodations. All details are taken care of, and the tour usually includes meals.

## **Province-wide Opportunities**

The Ontario By Bike Network is being offered in a number of regions across Ontario. They include Niagara; Hamilton; Halton; Peel; York; Durham; County of Frontenac; The Great Waterway (RTO9) – South Eastern Ontario; and Manitoulin and LaCloche Foothills; Lanark County; Kawartha Northumberland (RTO8); and Haldimand and Norfolk Counties; Grey County; Toronto; Simcoe County; Renfrew County; Windsor, Essex, Pelee Island; Ottawa (March 2014); Ontario South West (RTO1) – Elgin, Middlesex and Oxford Counties (April 2014). The Network will continue to expand to include additional regions and communities in 2014/2015.

With plans to include Network participants from all across Ontario, the Network will benefit from numerous additional marketing opportunities as it grows. Presenting Ontario as a cycle friendly destination to domestic and international travellers will help to increase the number of cycle tourists making use of Network information and ultimately visiting participating Ontario By Bike Network businesses. For regular updates, visit: [www.OntarioByBike.ca](http://www.OntarioByBike.ca).

In addition to province-wide marketing opportunities, Transportation Options, the not for profit organization that operates the Ontario By Bike Network, is also working on a number of initiatives and projects that aim to further promote and develop Ontario as a top cycle tourism destination. In 2012 Transportation Options launched the Ontario Welcome Cyclists Partnership (now Ontario By Bike Industry Partnership) to work towards this broader set of





goals, fostering industry collaboration with the development of a cross regional Advisory Committee. For more information visit: [www.transportationoptions.org/obbip](http://www.transportationoptions.org/obbip)

## Evaluation

*We value your input.* An important part of Ontario By Bike Network participation and the workshop series is obtaining your feedback and including it in evaluation reporting.

This project would not be possible without the support of our partners and the communities. As part of the Network's obligation to our partners, we need to provide information on both the positive and negative aspects – what is working and what is not – in terms of both the workshops and the Ontario By Bike Network overall. We ask for your assistance with the following:

### Workshop Evaluation

Please complete a brief evaluation of the Network workshop.

### Tracking Cyclists

Assisting with tracking the numbers of cyclists visiting your location during the cycling season will give us, our partners and you – the participants – a clear sense of the Network's effectiveness, a basis for statistical collection, and information on the size of the cycle tourism market in the region. Completing year-to-year tallies is equally important to track growth in this market.

An information sheet to assist with tracking cycle tourists who visit your location is available for download on our participants' login webpage, or by request. Or you may prefer to use your own tracking system. Network administrators will contact participants in autumn to collect and compile this information.

### Cyclists' Evaluations

Cycle tourists, the target users of the Network, will be invited to submit comments and evaluations of the Network's participating locations. These comments will be posted online and will assist with location evaluation and criteria checklist verification, and will provide invaluable information for other cyclists using the Network.

### Ongoing Comments & Feedback

Ontario By Bike Network participants or interested businesses are encouraged to contact our office at any time with constructive comments and feedback: [info@OntarioByBike.ca](mailto:info@OntarioByBike.ca) or **416-827-2774 / 1-866-701-2774**.

## APPENDIX A: Basic Bicycle Repair Toolset

There are a small number of items that would make up an emergency bicycle repair toolset. If a cyclist is not travelling with these tools, being able to use them at your cycle friendly location would get the cyclist back on the road or to the nearest bike shop where full service and repair options are available.

- Tire patch kit
- Bicycle tire pump
- Bicycle multi-tool that includes wrenches and screwdrivers of various sizes, Allen keys, tire levers

– or –

Wrenches and screwdrivers of various sizes, Allen keys, tire levers

- Rags
- Optional: Chain lubricant, spoke repair kit



Bicycle repair tools and pumps come in all styles and brands.  
This is an example of what your toolset may look like.

- 
- <sup>1</sup> European Parliament, Directorate General for Internal Policies, Transport and Tourism. *European Cycle Route Network Eurovelo Study*. 2012.  
[www.europarl.europa.eu/committees/fr/studiesdownload.html?languageDocument=EN&file=75871](http://www.europarl.europa.eu/committees/fr/studiesdownload.html?languageDocument=EN&file=75871)
- <sup>2</sup> Switzerland Mobility Foundation. *La Suisse à vélo: Résultat des comptages de 2011 Résumé*. 2011. [www.schweizmobil.org/web/schweizmobil/en/downloads/erfolgskontrolle/zaehlanlagen\\_VL.html](http://www.schweizmobil.org/web/schweizmobil/en/downloads/erfolgskontrolle/zaehlanlagen_VL.html)
- <sup>3</sup> Eric Nijland. *Cycle Tourism in Holland: Netherlands Cycling Platform*. Ontario Cycle Tourism Forum presentation. January 2009.
- <sup>4</sup> Tourism Resource Consultants, *The New Zealand Cycleway*. Tourism Research Report, 2009.  
[www.tourism.govt.nz/Our-Work/New-Zealand-Cycle-Trail-Project/New-Zealand-Cycle-Trail-Background/](http://www.tourism.govt.nz/Our-Work/New-Zealand-Cycle-Trail-Project/New-Zealand-Cycle-Trail-Background/)
- <sup>5</sup> League of American Bicyclists. *The Economic Benefits of Bicycle Infrastructure Investments*. 2009.  
[www.bikeleague.org/resources/reports/pdfs/economic\\_benefits\\_bicycle\\_infrastructure\\_report.pdf](http://www.bikeleague.org/resources/reports/pdfs/economic_benefits_bicycle_infrastructure_report.pdf)
- <sup>6</sup> Maine Department of Transportation, as cited by Fraietta, J. 2004. *Cycle Tourism Research Summary*. Prepared for the Government of Alberta.  
[www.alberta-canada.com/tourism/tourismDevelopment/pdf/cycleTourism.pdf](http://www.alberta-canada.com/tourism/tourismDevelopment/pdf/cycleTourism.pdf)
- <sup>7</sup> TAMS, Travel Activities and Motivations Survey. *Canadian Outdoor Activities While on Trips: An Overview*. 2006.  
[www.mtc.gov.on.ca/en/research/travel\\_activities/CDN\\_TAMS\\_2006\\_Outdoor\\_Activities\\_Overview\\_%20Report\\_Feb2008.pdf](http://www.mtc.gov.on.ca/en/research/travel_activities/CDN_TAMS_2006_Outdoor_Activities_Overview_%20Report_Feb2008.pdf)
- <sup>8</sup> *Bicycling in Quebec in 2010*. Vélo Québec, May 2011. [www.velo.qc.ca/en/publications](http://www.velo.qc.ca/en/publications)
- <sup>9</sup> Tourism British Columbia, *Mountain Biking Tourism*. 2008. [www.mbta.ca/assets/pdfs/mbtguide08\\_web.pdf](http://www.mbta.ca/assets/pdfs/mbtguide08_web.pdf)
- <sup>10</sup> Bicycle Trade Association of Canada. *2009 Annual Bike Sales Report*.  
[www.btac.org/members/annual\\_bikes\\_sales\\_report.html](http://www.btac.org/members/annual_bikes_sales_report.html)
- <sup>11</sup> Marlaïne Koehler, Executive Director, Waterfront Regeneration Trust. Complete Streets Forum Presentation. April 2010.
- <sup>12</sup> TAMS, Travel Activities and Motivations Survey. 2006.  
[www.tourism.gov.on.ca/english/research/ravel\\_activities/index.html](http://www.tourism.gov.on.ca/english/research/ravel_activities/index.html)
- <sup>13</sup> Martin McDonald, Live to Play Sports Group Inc. Presentation at the 2013 Ontario Cycle Tourism Forum.  
[www.welcomecyclists.ca/octf13presentations](http://www.welcomecyclists.ca/octf13presentations)
- <sup>14</sup> Ryerson University, *The Demand for Cycle Tourism in Ontario's Greenbelt Region*. 2010. Ted Rogers School of Hospitality & Tourism Management, 4th Year Tourism Research Course, Professor R. Dodds.
- <sup>15</sup> Ryerson University, *Impacts of Cycle Tourism in Ontario*. 2012. Ted Rogers School of Hospitality & Tourism Management, 4th Year Tourism Research Course, Professor K. MacKay.
- <sup>16</sup> Transportation Options. *Vélo Québec Grand Tour 2011 Event Review Report*. 2012.
- <sup>17</sup> Ryerson University, *Impacts of Cycle Tourism in Ontario*. 2012. Ted Rogers School of Hospitality & Tourism Management, 4th Year Tourism Research Course, Professor K. MacKay.
- <sup>18</sup> Martin McDonald, Live to Play Sports Group Inc. Presentation at the 2013 Ontario Cycle Tourism Forum.  
[www.welcomecyclists.ca/octf13presentations](http://www.welcomecyclists.ca/octf13presentations)
- <sup>19</sup> Statistics Canada. Travel Survey of Resident Canadians: Ontario Regional Tourism Profile 2009, 2010, 2011.  
[www.mtc.gov.on.ca/en/research/rtp/rtp.shtm](http://www.mtc.gov.on.ca/en/research/rtp/rtp.shtm) & Ontario [www.mtc.gov.on.ca/en/research/rtp/rtp.shtm](http://www.mtc.gov.on.ca/en/research/rtp/rtp.shtm). (Note - 2011 data are not comparable to 2010 and 2009 data due to change methodology.)
- <sup>20</sup> Waterfront Trust Organization. Partners Summits. November 2011.

---

<sup>21</sup> *Perth Cyclocross October 2010 – Participant Survey Results Report*. Provided by Beth Peterkin, Councillor, Town of Perth.

<sup>22</sup> Bryan Plumstead, Grey County Tourism. Presentation at the 2013 Ontario Cycle Tourism Forum.  
[www.welcomecyclists.ca/octf13presentations](http://www.welcomecyclists.ca/octf13presentations)

<sup>23</sup> Sean Ruppel, Superfly Racing. Presentation at the 2013 Ontario Cycle Tourism Forum.  
[www.welcomecyclists.ca/octf13presentations](http://www.welcomecyclists.ca/octf13presentations)

<sup>24</sup> Transportation Options. *Economic Impact of Cycle Tourism: Niagara Region and Greenbelt Areas*. Summer 2010.

<sup>25</sup> Transportation Options. *Bike Train Initiative 2009, Final Report*. November 2009.

<sup>26</sup> Krys Hines, Domestique Café Cyclo Sportif. Presentation at the 2013 Ontario Cycle Tourism Forum.  
[www.welcomecyclists.ca/images/downloads/bikes-do-mean-business-octf13-publication.pdf](http://www.welcomecyclists.ca/images/downloads/bikes-do-mean-business-octf13-publication.pdf)

<sup>27</sup> Adriano Ciotoli, Windsor Eats. Presentation at the 2013 Ontario Cycle Tourism Forum.  
[www.welcomecyclists.ca/octf13presentations](http://www.welcomecyclists.ca/octf13presentations)

<sup>28</sup> Martin McDonald, Live to Play Sports Group Inc. Presentation at the 2013 Ontario Cycle Tourism Forum.  
[www.welcomecyclists.ca/octf13presentations](http://www.welcomecyclists.ca/octf13presentations)

<sup>29</sup> Ontario Ministry of Tourism. *GEOTRAVELSTATS*. 2010. [www.tourism.gov.on.ca/english/research/rtp/index.html](http://www.tourism.gov.on.ca/english/research/rtp/index.html)

<sup>30</sup> Ontario Ministry of Tourism. *Regional Tourism Profiles*. 2010.  
[www.tourism.gov.on.ca/english/research/rtp/index.html](http://www.tourism.gov.on.ca/english/research/rtp/index.html)

<sup>31</sup> Andrew McEvoy, Tourism Australia, Presentation to the 2006 Australasian Cycle Tourism Conference.  
[www.tourism.australia.com/content/Niche/CycleTourismConferencePresentationNov2006.pdf](http://www.tourism.australia.com/content/Niche/CycleTourismConferencePresentationNov2006.pdf)

<sup>32</sup> Vélo Québec. *Bicycling in Quebec in 2005*. [www.veloquebec.info/documents/bicyclingquebec2005-en.pdf](http://www.veloquebec.info/documents/bicyclingquebec2005-en.pdf)

<sup>33</sup> Andrew McEvoy, Tourism Australia, Presentation to the 2006 Australasian Cycle Tourism Conference.  
[www.tourism.australia.com/content/Niche/CycleTourismConferencePresentationNov2006.pdf](http://www.tourism.australia.com/content/Niche/CycleTourismConferencePresentationNov2006.pdf)