



# **ONTARIO BY BIKE WEBINAR**

**Kawartha Lakes /  
Peterborough & the Kawarthas**

**November 15, 2017**

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

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# Ontario By Bike Workshop:

## Kawartha Lakes / Peterborough & the Kawarthas

### Webinar Agenda

November 15, 2017



1. Introduction & Overview
2. Ontario By Bike Network
3. Cycle Tourism in Kawartha Lakes / Peterborough & the Kawarthas
4. Cycle Tourism in Ontario
5. Being a Bicycle Friendly Business
6. Uncovering New Business Opportunities
7. Next Steps





# **1 . INTRODUCTION & OVERVIEW**

# What is the Ontario By Bike Network?

**Goal:** A network of bicycle friendly businesses that together enhance the region's cycle tourism product



Project Coordinators

*T*ransportation  
*O*ptions

# Ontario By Bike Network Partners

Ontario By Bike Webinar Brought To You By



Ontario By Bike Promotional & Supporting Partners



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

Additional regional partners listed at

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



## **2. ONTARIO BY BIKE NETWORK**





**2017** – Ontario By Bike Network exceeds 1,300 certified bicycle friendly businesses and administered in 39 Regions across Ontario

**2015** – Ontario By Bike launches small group tours

**2014** - Welcome Cyclists Network rebranded as Ontario By Bike Network

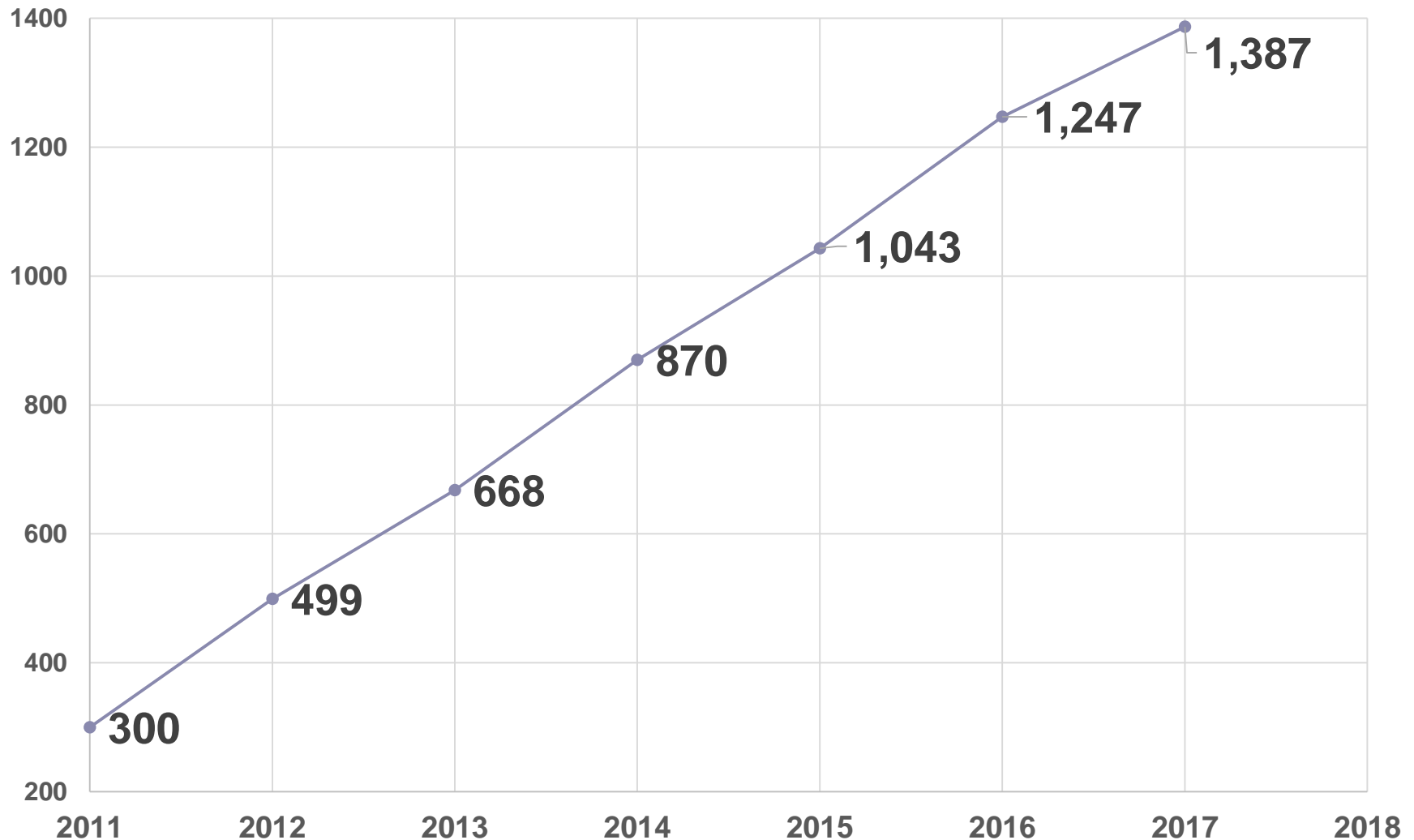
**2016** – Ontario By Bike Network becomes registered trademark & hosts 3<sup>rd</sup> Cycle Tourism Conference

**2010** – The Welcome Cyclists Network launches

**2008** - Welcome Cyclists Network test piloted in Niagara

**2007** – Award-winning Bike Train initiative introduces bike racks onboard select passenger rail trains. Onboard survey reveals tourism businesses offering inadequate services for cyclists

# Growth of Certified Bicycle Friendly Businesses in Ontario





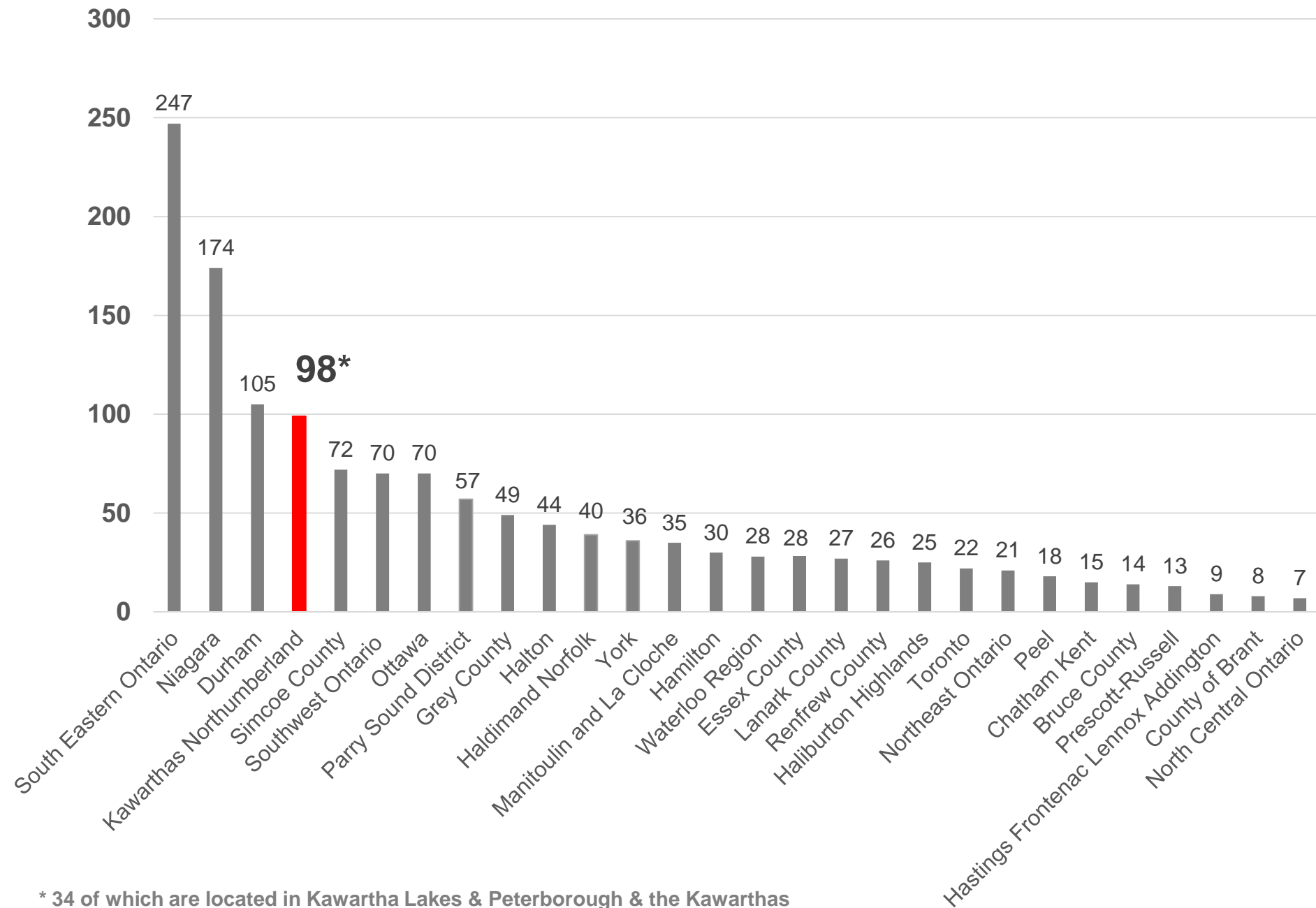
# Program Background in Kawartha Lakes and Peterborough

- **34 Certified Bicycle Friendly Businesses in Kawartha Lakes and Peterborough**
- **2 Workshops Hosted in Kawartha Lakes and Peterborough**
  - 2012 in Lindsay with 21 attendees
  - 2012 in Peterborough with 20 attendees

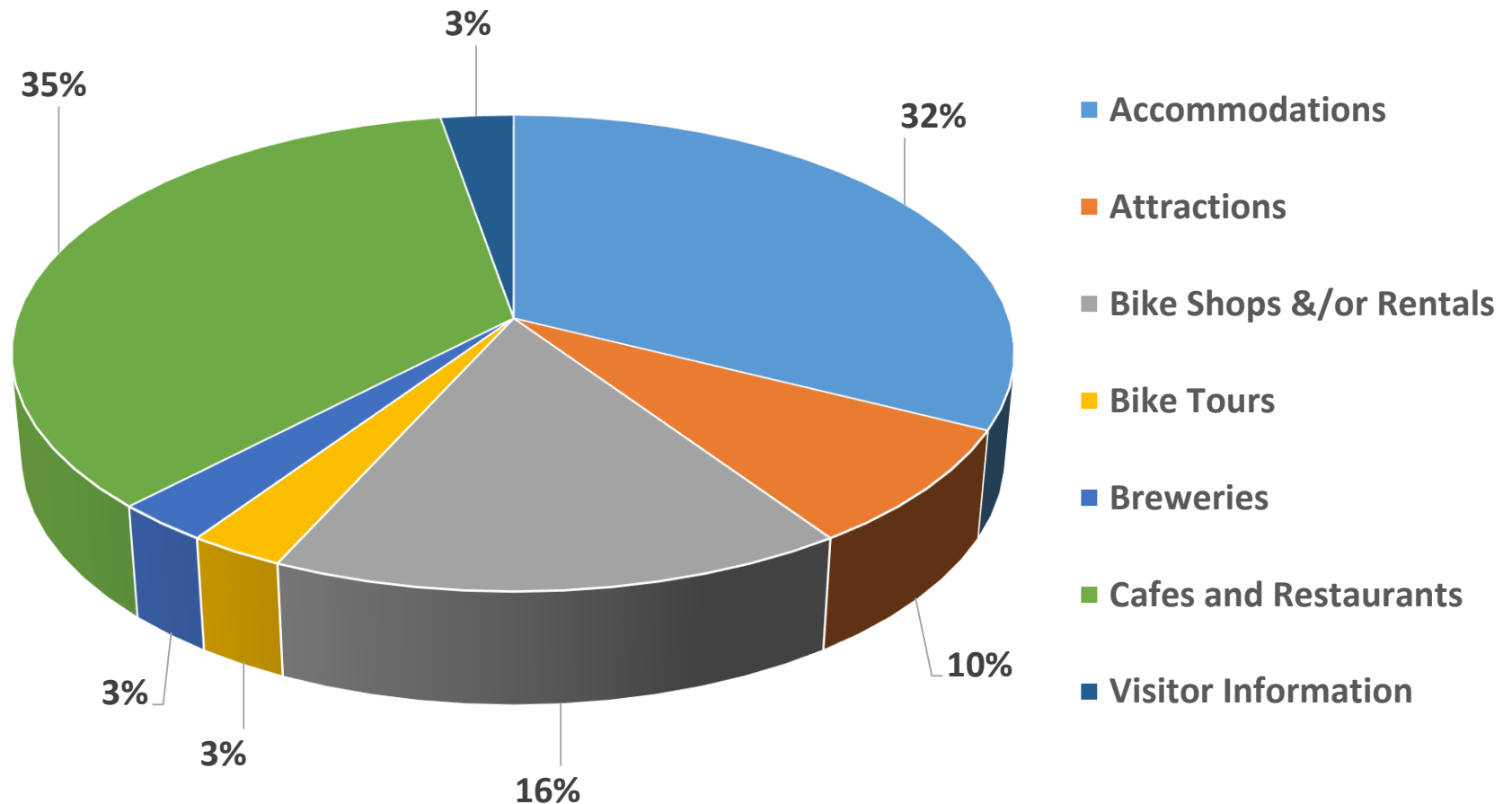
## **Other involvement**

- 2016 – Development of Signature Greenbelt Cycling Itinerary
  - Oak Ridges to Lake Loop – 201km / 3-day itinerary

# Current Bicycle Friendly Businesses



# Breakdown of Bicycle Friendly Businesses by Category



# Current Bicycle Friendly Businesses in Kawartha Lakes and Peterborough

- The House Next Door Bed & Breakfast
- Kawartha Dairy – Bobcaygeon
- Kawartha Dairy - Lindsay
- Kawartha Settlers' Village
- Lakeview Arts Barn & Globus Theatre
- Windsong By The Lake Bed & Breakfast
- Spokes for Folks
- Sweet Dreams Bed & Breakfast Retreat
- Saucy Willow Inn
- Sweet Bottoms Coffee
- At the Lake Bed and Breakfast
- Elmhirst's Resort
- Bexley Golf Centre
- Irwin Inn, Stoney Lake
- Days Inn & Suites Lindsay
- Down to Earth
- Olympia Restaurant Cafe & Bar
- The Kountry Kitchen
- Frog Cycles
- Pastry Peddler
- Burleigh Falls Inn and Suites
- Bills Pizza House
- Ashburnham Ale House
- B!KE: The Peterborough Community Cycling Hub
- Gear it Up
- GreenUP
- Holiday Inn Peterborough Waterfront
- Peterborough & the Kawarthas Tourism Visitor Centre
- Silver Bean Cafe
- The Publican House Brewery
- Wild Rock Outfitters
- Misty Valley Bed and Breakfast
- Quaker Oaks Farm



# **3. CYCLE TOURISM IN KAWARTHA LAKES / PETERBOROUGH & THE KAWARTHAS**

# Regional Update on Cycling & Cycle Tourism

## Peterborough & the Kawarthas

Partnered in the 2017 Cycling in Ontario Guide

- Ontario and Quebec Show Partners with Ontario By Bike in 2017
- Represented at Montreal Velo Show, Toronto International Bicycle Show, Toronto Outdoor Adventure Show, Ride for Heart (Toronto), Epic Tour Halton (Milton)

Peterborough Cycling and Trails Map. (2016)

- 4th Edition – Available in print from DMO/Ontario By Bike

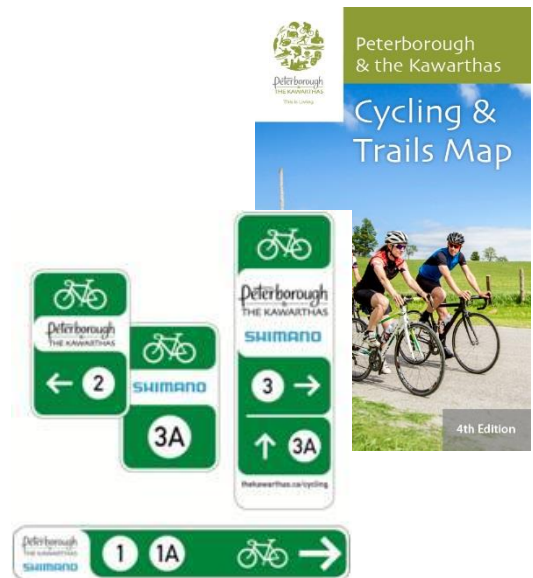
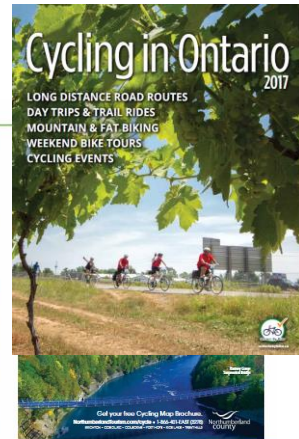
Peterborough & the Kawarthas Classics Routes

- 300km of signed routes
- Information Kiosk in Millennium Park

Best Marketing Campaign <\$50k at 2017 Tourism Summit

- “Grab Life by the Handlebars” marketing campaign promoting cycling

Website – [www.thekawarthas.ca/experience/cycling](http://www.thekawarthas.ca/experience/cycling)



# Regional Update on Cycling & Cycle Tourism

## City of Kawartha Lakes

Partnered in the 2017 Cycling in Ontario Guide

- Have partnered since 2014, inaugural year

Kawartha Lakes Cycling Map.

- Updated 2017
- Features Ontario By Bike certified businesses
- Available in print through DMO/Ontario By Bike

Experience Kawartha Lakes Website

- Updated Cycling and Trails Page
- [www.explorekawarthalakes.com/en/explore/cycling-and-biking.aspx](http://www.explorekawarthalakes.com/en/explore/cycling-and-biking.aspx)

Bike share program in Bobcaygeon at Lock 32

- Trail Towns Workshop 2017 Community Incentive Award





# Regional Update on Cycling & Cycle Tourism

## RTO8 / Kawarthas Northumberland – Trail Town Initiative

- Trent-Severn Waterway Trail Towns Workshops (2016/17) ([LINK](#))
- Lakefield to be pilot community



## Ontario By Bike Network 2017 Renewal

- Administration through to 2020

## Ontario By Bike Rides - Kawarthas Rail Trail Weekend ('15/'17)

- 36 participants (2017)
- Economic Impact of \$253/pp and \$9,093 total for 2 days & 1 overnight (2017)
- [www.ontariobybike.ca/rides](http://www.ontariobybike.ca/rides)
- RTO 8 / Kawarthas Northumberland Photo Shoot of Tour (2017)



## Friends of the Greenbelt Partnership with Ontario By Bike

- Development of 3-day Oak Ridges To Lake Loop cycling itinerary
- [www.greenbelt.ca/explore](http://www.greenbelt.ca/explore)



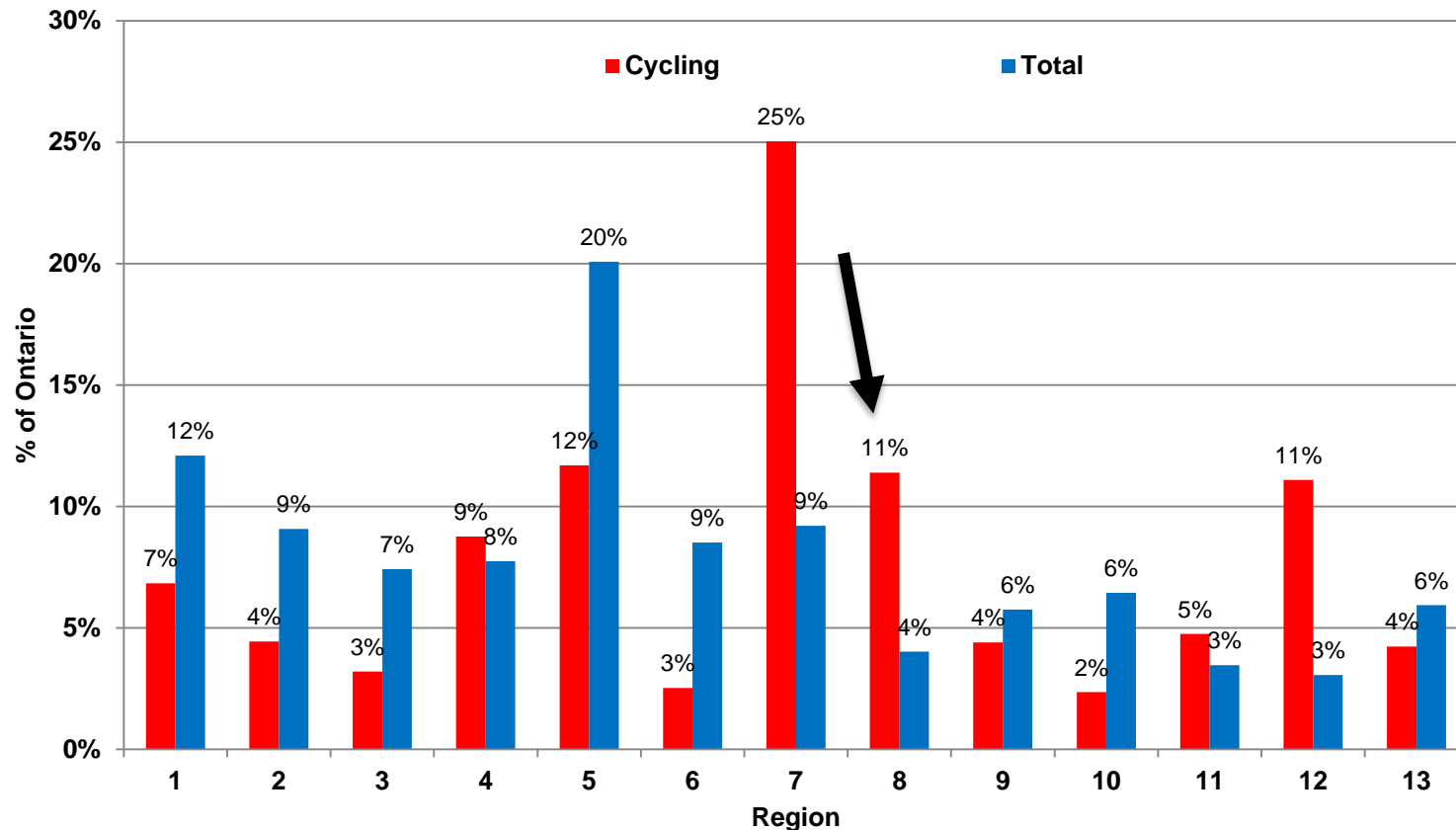
## Ontario By Bike Bicycle Friendly Business Area Designation

- Through GreenUP ([www.greenup.on.ca](http://www.greenup.on.ca))
- Peterborough Downtown BIA (in progress)

# Ontario Cycle Tourism Stats and Facts

## In 2014, visiting cyclists by region vs. total visitors:

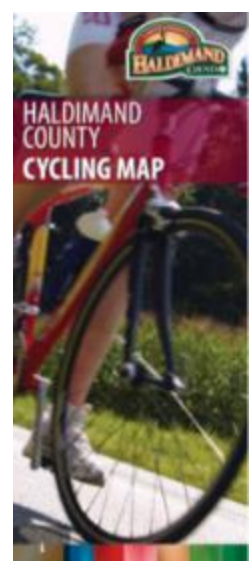
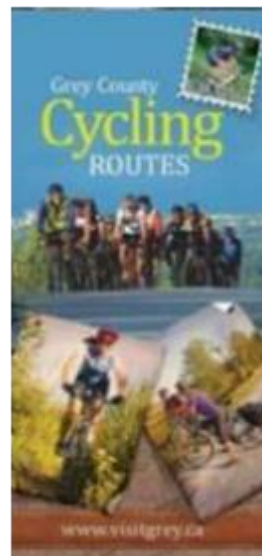
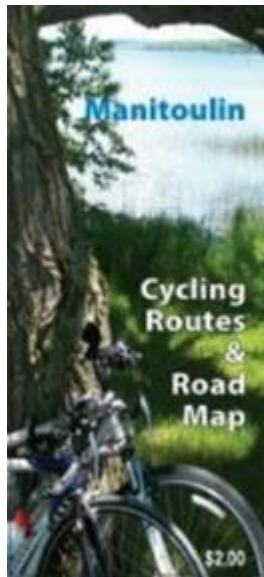
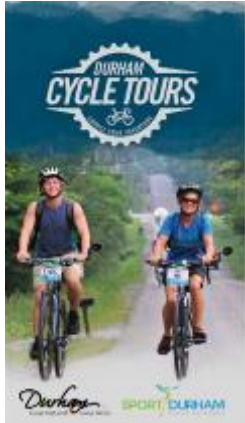
- 11% of cycling visits took place in Region 8 compared to 4% of total visits





# **4. CYCLE TOURISM IN ONTARIO**

# Increasingly competitive with many Great Places to Cycle in Ontario





# Cycle Tourism in Ontario

April 2017 – Ministry of Tourism, Culture & Sport released a Ontario Cycling Tourism Plan

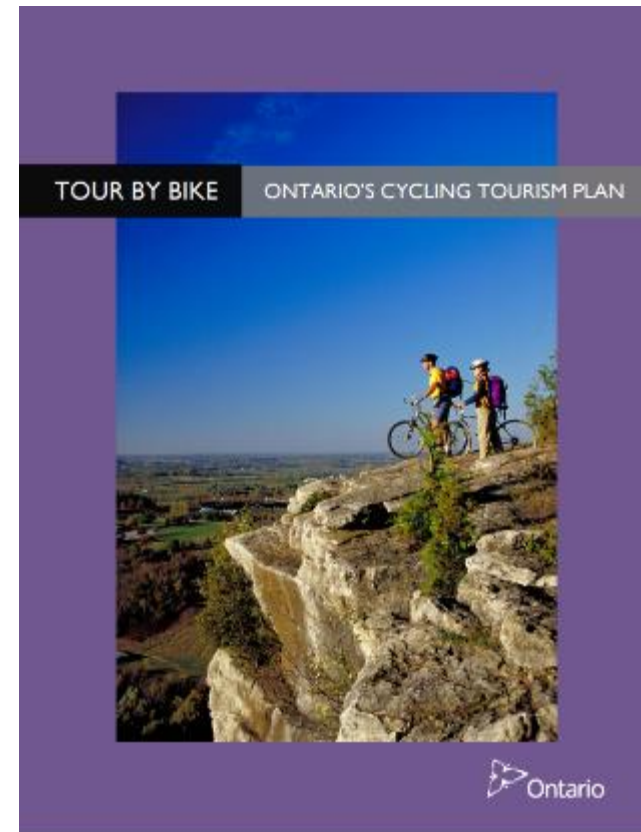
Includes 12 Action Items align with four priority areas:

1. Products and Experience Development
2. Strategic Marketing
3. Advancing the Tourism Sector
4. Making Evidence Based Decisions

[www.Ontario.ca/Cycling](http://www.Ontario.ca/Cycling)

## Other provincial developments:

- Ministry of Transportation - Ontario Cycling Strategy (2013)
- Ministry of Transportation – CycleON 1.0 Action Plan (2014)
- Ontario Government – Passes The Supporting Ontario's Trails Act (2016)
- Ministry of Transportation – Draft province-wide cycling network (2017)
- MTO & MTCS – CycleON 2.0 Action Plan (Under Development - 2018)



# Cycle Tourism in Ontario

## In 2014, Visitor Numbers and Spend:

- 1.7 million cycling visits in Ontario, representing 1.2% of total visits in Ontario
- Spent \$428 million accounting for 1.8% of total visitor spending in Ontario
- Largest spending categories – food & beverage, accommodations



Source: MTCS Tourism Research Unit. Ontario Cycling Tourism Statistics 2014 Analysis Report. Winter 2017. From Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey, 2014

# Who Are Cycle Tourists?



**Residents & Visitors (>40km)**

**All types – Wide range of ability & age**

- Leisure & family cyclists
- Recreational cyclists
- Touring / experienced cyclists
- Race & competitive cyclists
- Mountain / Cross / Fat bikers

**Attractive demographics**





# Ontario Cycle Tourism Stats and Facts

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## Ontario Cyclists - Source Markets:

- Majority of cycle tourists (similar to all tourists) are from Ontario (88% of which 35% from Toronto)

Other cycle tourists in Ontario are:

- Canadian - 6.5% (*of which 70% from Quebec*)
- International - 3.5% (*predominantly from France, UK, Germany*)
- American - 2%



# The Ontario Cycle Tourist

## Most frequent Ontario cycle tourist

- Age 45-64
- Male
- Above average household income
- Well educated
- Experienced road cyclist
- Participate in multiple cycling events annually
- Rides in groups of 2 to 4
- Travels in Ontario with bike



## What else do we know about Ontario cycle tourists?

**Age** - 35-44 age range is also significant

**Gender** - Female riders are increasing

**Education** - Many hold post-graduate degrees or certificates

**Income** - Nearly half have household incomes of \$100k+

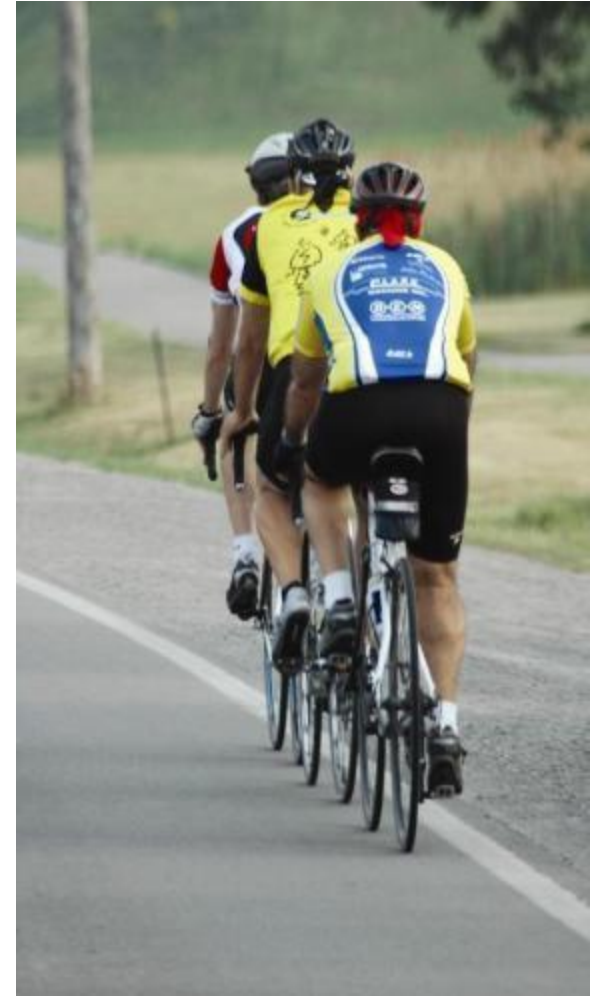
**Ability** - Cyclists identify themselves as experienced vs. recreational or leisure



# Cycle tourists spend more & stay longer in Ontario!



- \$255/trip vs. \$171/trip (non-cyclists)
- 3.4 nights vs. 3.1 nights (non-cyclists)



**Source:** MTCS Tourism Research Unit. Ontario Cycling Tourism Statistics 2014 Analysis Report. Winter 2017. From Statistics Canada's Travel Survey of the Residents of Canada and International Travel Survey, 2014

# What About Impacts on Local Businesses?



81% of cyclists spend over \$26 on food and beverage each day (36% spend over \$50)



69% of cyclists spend over \$50 on accommodations each night (38% spend over \$100)



**52%** spent between \$50 and \$100 per day on items including bike repairs and parts, activities, gifts.



**AquaBella B&B, Niagara-on-the-Lake:** Approximately 280 cyclists stayed overnight in 2014. Estimate 140 room nights were booked by cyclists.

**Flyers Cafe, Dunnville, Haldimand County:** 5 to 6 cyclists a day during the week - more on the weekends. Estimated more than 1500 cyclists served May to September 2014.

**Hillier Creek Estates Winery, Prince Edward County:** Between June and September, averaged 10 cyclists a day. Estimated 850 cyclists in 2014.

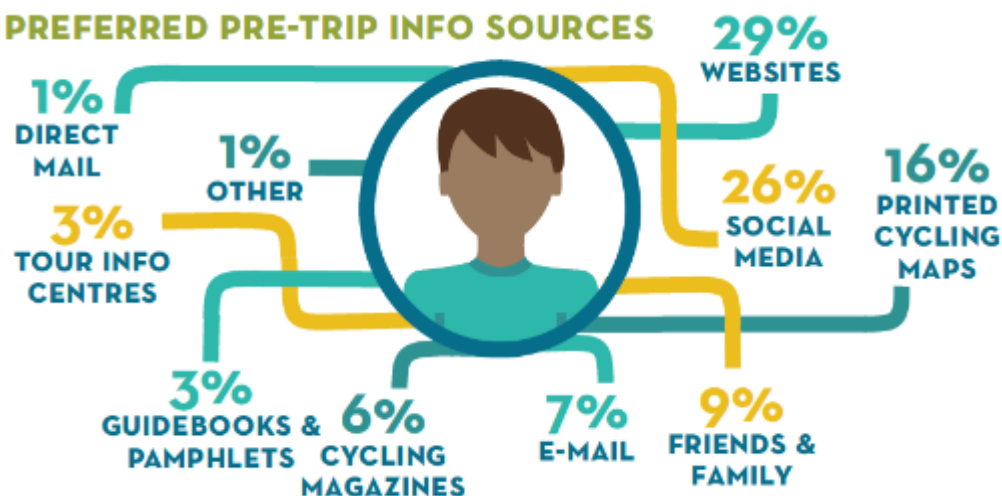


*Top activity preferences for Ontario cyclists are culinary experiences, visiting cultural sites and museums, hiking, camping, wine tasting and shopping*

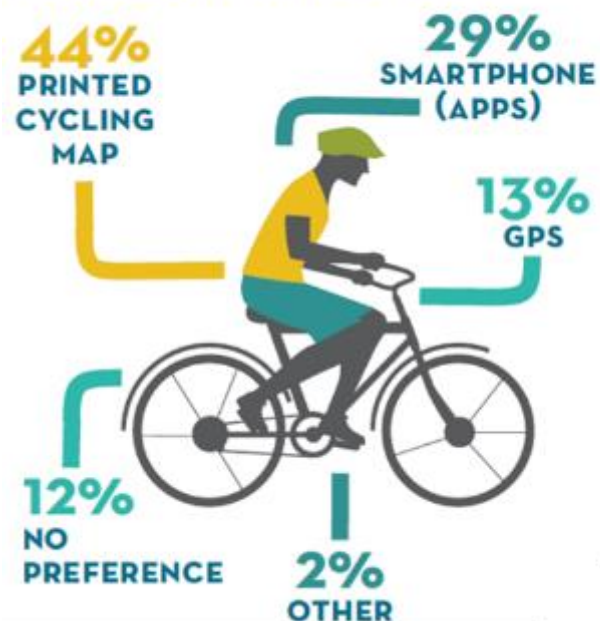


*Cyclists in Ontario prefer to use websites, social media, and printed cycling maps to receive marketing information.*

#### PREFERRED PRE-TRIP INFO SOURCES



#### PREFERRED INFORMATION SOURCES WHILE CYCLING





# **5. BEING A BICYCLE FRIENDLY BUSINESS**



# Who Can Participate?



Ontario By Bike is **free** for businesses who:

- Comply with the certification criteria for each category
- Are located in region that the program is offered

- Accommodation providers
- Campgrounds
- Food services providers
- Tourist attractions
- Business areas
- Other cycling-related businesses/organizations

[www.ontariobybike.ca/addyourbusiness](http://www.ontariobybike.ca/addyourbusiness)

[www.ontariobybike.ca/terms](http://www.ontariobybike.ca/terms)












# Certification Criteria – By Category

Over 1,300 locations across Ontario

Differs depending on category:

- Secure bike lock-up area
- Local cycling information
- Basic bicycle repair tool set
- Healthy, local food options
- Rest area, washrooms and water

[www.ontariobybike.ca/criteria](http://www.ontariobybike.ca/criteria)

|   |                      |
|---|----------------------|
|  | Accommodations       |
|  | Attractions          |
|  | Bike Shops & Rentals |
|  | Bike Tours           |
|  | Breweries            |
|  | Business Area        |
|  | Cafes & Restaurants  |
|  | Visitor Information  |
|  | Wineries             |



# How to Register My Location

It's as easy as 1,2,3....4

1. Review the criteria for my category – [www.ontariobybike.ca/criteria](http://www.ontariobybike.ca/criteria)
2. Create a User Account - [www.ontariobybike.ca/industry/registration](http://www.ontariobybike.ca/industry/registration)
3. Verify Email and Log In - [www.ontariobybike.ca/login](http://www.ontariobybike.ca/login)
4. Click on relevant icon, click on navy blue button that reads “*Add Your Listing Here*”, Add Business Details, Press Submit

**You can always visit website for instructions**

**[www.ontariobybike.ca/addyourbusiness](http://www.ontariobybike.ca/addyourbusiness)**

**[www.ontariobybike.ca/terms](http://www.ontariobybike.ca/terms)**





# Network Participant Benefits

## Online Directory Listing

- Business details, contact info, logo, images
- Category icon on custom Google Map
- Linked directly to regional cycling information
- Increases SEO/Online footprint

## Ontario By Bike Network Programming

- Ontario By Bike Participant Tool Kit
- Regional Cycling Resource
- Industry Workshops & Webinars

## Industry tools and resources

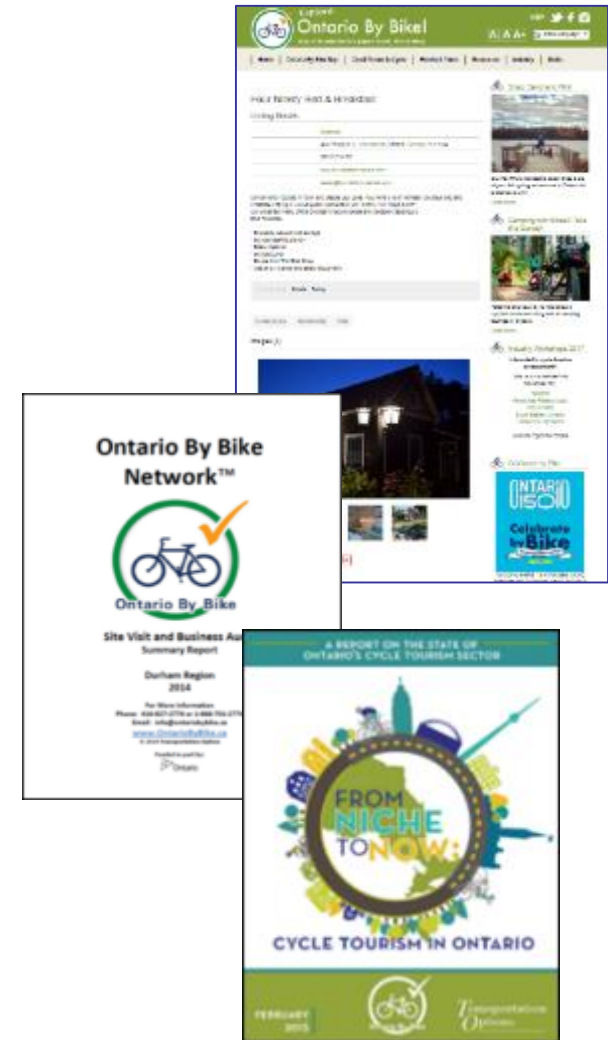
- Cycle tourism research
- Industry e-newsletter archive
- Communication tool kit
- Bike parking resources
- [www.ontariobybike.ca/industry](http://www.ontariobybike.ca/industry)

## Formation of a larger network in Region/Province

- 1,300+ Certified Bicycle Friendly Businesses in Ontario

## Ontario By Bike Network Marketing and Promotions

- Exposure and access to Ontario's cycling market



# Digital Marketing & Promotions

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

## Website

- Avg. 44,000 visits/month (Apr-Oct - 2017)
- Responsive Design
- Maps & Guides for Road, Trail and Mountain Bike
- Tours, Events, Routes, Itineraries, Blog, Promotions

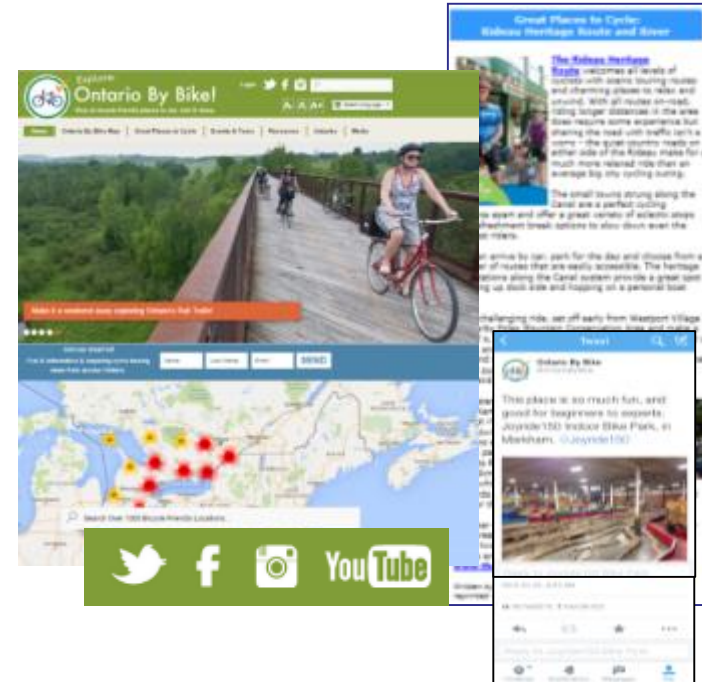
## E-newsletters

- 8,300 Subscribers for Consumer E-Newsletter
- 2,500 Subscribers for Industry E-Newsletter

## Social Media

## Dedicated landing page for Kawarthas Northumberland

- Road routes
- Major off-road trails
- Cross regional routes
- Self-guided itineraries
- Mountain bike networks
- Cycling maps & routes
- Links to bicycle friendly businesses in area
- Great Places to Cycle - [www.ontariobybike.ca/Kawarthas-Northumberland](http://www.ontariobybike.ca/Kawarthas-Northumberland)



# Marketing and Promotions (Con't)

## Cycling In Ontario Annual Guide

- Online at [www.OntarioByBike.ca/2017](http://www.OntarioByBike.ca/2017)
- Printed 25,000 in English and 12,000 in French
- Distribution across Ontario, Quebec, smaller quantities to USA
- 32-pages, driving traffic to businesses, partner websites and OntarioByBike.ca
- Kawartha Lakes partnered in 2014, 2015, 2016 & 2017
- Peterborough & the Kawarthas partnered in 2016 & 2017
- 2018 Marketing Partnerships Now Available  
[www.ontariobybike.ca/2018marketing](http://www.ontariobybike.ca/2018marketing)



## Promotional Rack Cards

- Online at [www.OntarioByBike.ca/2017](http://www.OntarioByBike.ca/2017)
- Drives cyclists to website
- Wide distribution (e.g. bike shops, info centres, shows)

## Print Advertising

- Select advertising in 2017
- Aligning with brand and target markets
- Inclusion on cycling maps across Ontario



# Marketing and Promotions (Con't)

## 2017 Fall Digital Advertising Campaign

- Led by Ontario's Regional Tourism Organizations

### Purpose

Generate awareness of Ontario's cycling opportunities among cycling enthusiasts.

### Objective

Drive clicks to the Ontario By Bike Explore page as well as the two sub-pages: Great Places to Cycle and the Events & Tours

### Target Audience

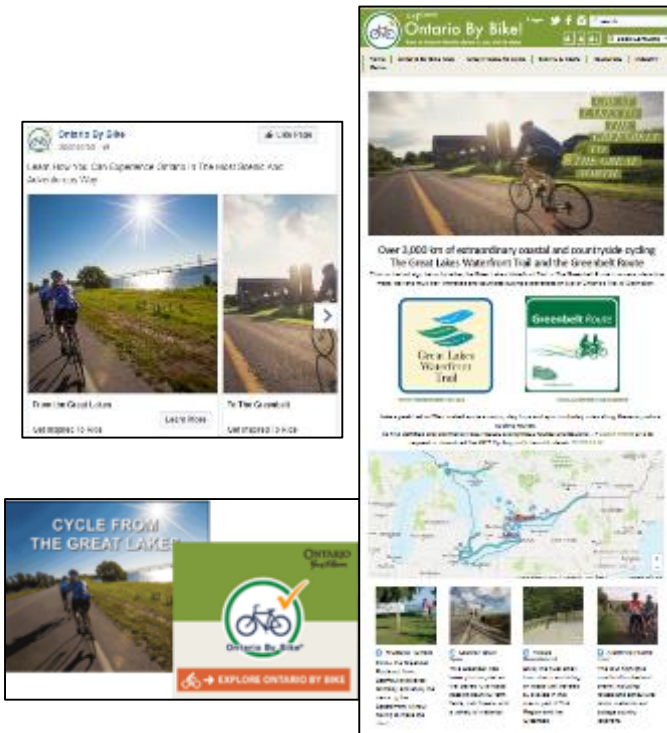
Cycling enthusiasts aged 18-65 with an interest in bike touring, who live in Quebec or the US border cities

### Timing

Flight 1: September 5, 2017 – October 15, 2017

## Results!

- Over **9 million impressions**
- Nearly **150,000 clicks** to OntarioByBike.ca
- Likely resulting in a 2<sup>nd</sup> campaign earlier 2018



Sample Google Search

Explore Ontario by Bike  
ontariobybike.ca/explore/ontario  
Over 1,300 Certified Bicycle Friendly Businesses Enroute. Plan Your Ride Today!



# Marketing & Promotions

## Logo Usage

- Window decal
- Outdoor Sign
- Print & digital

## Media Relations

- Local / Provincial / International
- Traditional & Influencers

## Event Marketing

- Consumer Travel Shows
- Cycling Events

## Small Group Tours

- Weekend Overnight Tours
- [www.ontariobybike.ca/rides](http://www.ontariobybike.ca/rides)





# **6. UNCOVERING NEW BUSINESS OPPORTUNITIES**

# Destination Assessment

## Infrastructure

- Trails, Roads
- Routes
- Facilities & Signage
- Bike Parking

## Services

- Accommodations
- Cafes & Restaurants
- Attractions
- Bike Stores & Rentals

## Info & Marketing

- Outdoor & Cycling Maps
- Digital & Print
- Media & Advertising
- Events

## Transportation

- Train / Bike Train
- Bus, Plane, Boat (Ferry)
- Private vehicle & Shuttles
- Cycle in / Cycle out

## Partners

- Town / Municipality / Region
- Provincial – MTCS & MTO
- Champions & Leaders
- Local & Business Community
- First Nations Communities
- Trails & Other Committees

## Destination Development

- Evaluate existing product
- Assess opportunities & gaps
- Prioritize strategies



# Enhancing Appeal & Connecting with Cyclists

## What do we mean?

Start simple and small. Cyclists appreciate those who welcome them with support and services. Word will get out and business can grow, but be intentional with how you're trying to appeal to cyclists.

When enhancing your appeal to cyclists, consider what consumer 'touch-points' in your business could you include cycling information (e.g. maps on counter, links on website, images of cycling on your brochure, etc).

Be quirky, have fun and consider your audience.

## Opportunities

- Create fun and catchy signage to draw cyclists into businesses
- Promote washrooms and drinking water with signage aimed at cyclists
- Include cycling content on your website (maps, road/trail/MTB)
  - Accommodations: *If cyclists can bring bike inside, promote it.*
- Cycling content in social media posts, tag #OntarioByBike & #BikeON
- Build 'fun'ctional bike racks or allocate area for bicycles
- Be Bike 'Motif'ated
- Promote bicycle friendly certification, use OBB logo – web, social, print.
- Promote your locations' proximity to Ontario's signature cycling routes (e.g. *The Great Lakes Waterfront Trail & Trans Canada Trail & The Greenbelt Route*)
- Connect with local cycling clubs, encourage a visit to your location on a ride.
  - Offer a discount, state the services you'll offer (e.g. *outdoor patio, bikes allowed inside, access to water/washrooms*)





# Improve or Develop New Products / Experiences

## What do this mean?

Your community has wonderful assets. The businesses are unique and seeking more opportunities to grow. Cycling offers new opportunities to repackage an existing offering, as well as to develop something brand new.

To harness cycle tourism in your community, cyclists need both a network of bicycle friendly places to eat, visit and sleep, but also a range of experiences to encourage longer stays and repeat visits.

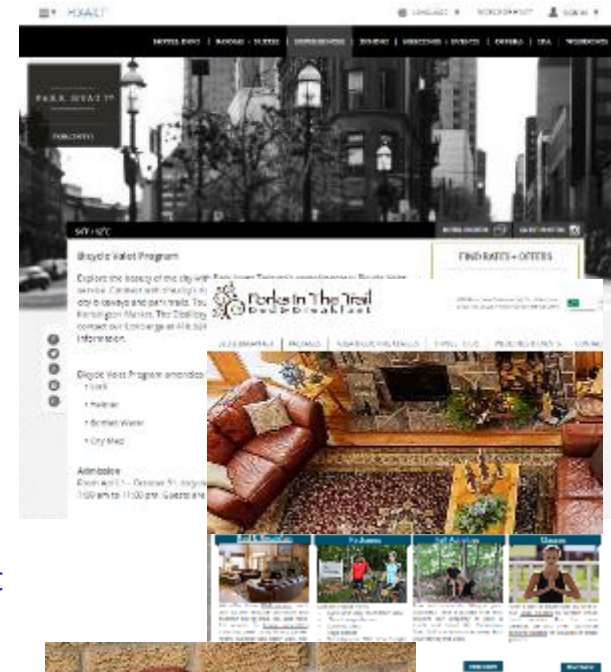
Understand your market and consider their needs.

## Opportunities

- Retail (e.g. wineries) offer delivery service with min. purchases or sell branded carriers for products
- Offer complimentary bikes for overnight guests or complimentary bike locks at your business
- Bike Valet at local events/festival
- Developed cultural- / culinary-themed cycling experiences
- Develop guided or self-guided multi-sport adventures
- Create partnerships with cycling professionals and health & wellness entrepreneurs to host pro-level training weekends or “Race-Ready” weekends for specific cycling events

## Examples

- Park Hyatt Toronto - “Bicycle Valet” ([LINK](#))
- Maine’s Art Museum Trail – 7-day bike tour ([LINK](#))
- Bikes and Beer Tours by WindsorEats ([LINK](#))
- Forks In The Trail Maple Cycle – Seasonal Product / Culinary Offering ([LINK](#))
- Build on Pedal and Paddle – Think “Boats, Boots and Bikes” ([LINK](#))





# Leveraging Relationships and Building Partnerships

## What do we mean?

The tourism industry has always been built on collaboration and mutually beneficial partnerships. Cycling and cycle tourism is no different.

Consider stakeholders already involved in tourism, or perhaps more importantly, even some that aren't. How can cycling complement or enhance their services and products; creating business for you and your partners.

## Opportunities

- Familiarization trips for cycling clubs. Use local cyclists as guides
- Offer picnic meals for pick up and drop-off for tour operators / FIT cyclists
- Create a cycling component within signature event/festival
- Connect with existing cycling events to express interest in partnerships
- Discuss opportunities with local taxi/limo services for shuttle service or luggage transfers
- Creating Regional Cycle & Stay Networks
- Share and promote bicycle friendly certification with other businesses
- Connect with your local Destination Marketing Organization (DMO) and explore opportunities to align with, and support promotional initiatives
- Explore opportunities to produce visual assets (e.g. images or video)
- Advocate for continued investment in cycling infrastructure, including trails road and mountain bike networks





## 9. NEXT STEPS

# Next Steps



- Ontario By Bike registration
- Tracking cyclists & Cyclists' evaluations
- Ongoing feedback – Phone or email
- Share program information with stakeholders
- Uncover new business opportunities





**Thank You**

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

**For more information**

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

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

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