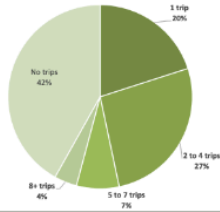


Cycle Tourism in Ontario Stats & Facts 2023



EXPLORING ONTARIO
ON TWO WHEELS
OntarioByBike.ca

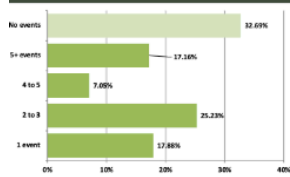


NUMBER OF TRIPS

- 58% did 1 or more overnight trips that included cycling in 2023, including 38% that did 2 or more trips in Ontario.
- 68% of cyclists did 3 or more day trips that included cycling in 2023 in Ontario.

TYPE OF CYCLING

- 96% cycle for recreation, followed by cycle touring (40%) and participating in events/tours (36%).
- Road cycling, followed closely by riding off-road trails (paved and unpaved) are preferred types of cycling, then gravel cycling and mountain biking, with a number mentioning fat biking as other preference.
- 52% prefer a daily ride distance of 46km to 99km, 32% who prefer distances between 21km to 45km, on multi-day trips that include cycling.



CYCLING EVENTS

- 49% of cyclists participate in 2 or more cycling events in 2023.
- 42% in recreational/community types of events, followed by 30% in charity/fundraiser, and 19% in multi-day tours.

TOURISM IMPACT

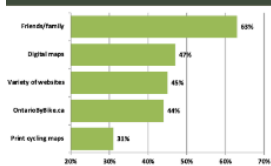
Cyclists accommodation preferences:

- 45% stay at hotels/motels/luxury accommodations often/very often, 35% stay at private rentals, cottages, with friends and relatives, hostels; 18% prefer camping.
- 65% of cyclists spent over \$100 per night on accommodations while on a bike trip, 32% of cyclists spent over \$150 per night.
- 55% of cyclists spent over \$26 on food and beverage on a cycling trip or outing.
- 30% of cyclists spent over \$26 per day on attractions and other activities.
- 27% of cyclists spent over \$26 per day on retail shopping.
- 47% of cyclists had visited 1 or more businesses certified as bicycle friendly by Ontario By Bike in the past 2 years, 40% visited multiple businesses.



BIKE RENTALS & TRANSPORTATION

- 23% rented a bike once, 13% multiple times, and 64% never rented a bike when travelling over the past 2 years.
- 38% used public transportation with bikes in the past 2 years.



TOP TRIP PLANNING RESOURCES

- 63% Friends/family
- 47% Digital cycling maps
- 45% Variety of websites
- 44% Ontario By Bike website
- 31% Print cycling maps

Additional sources included: social media, guides and magazines, blogs, newsletters. Clubs and apps also cited as resources.

Trusted and inspiring sources influenced trip planning the most

ABOUT ONTARIO CYCLE TOURISTS

- 49% of cyclists are aged 45 to 64, 34% of cyclists are over 65, 17% age 44 and younger.
- 57% of cyclists identified as male, 42% female.
- 62% ride bikes that cost more than \$2,000.
- Road bikes were most owned/used bikes, followed by mountain, gravel and hybrid/cruiser bikes.
- 22% own one or more e-bikes in their household, 17% are considering purchasing in future.

Find full report at: TransportationOptions.org/OntarioResearch