

# CYCLE TOURISM IS BIG BUSINESS & GROWING!

The *Ontario By Bike Network* certifies bicycle-friendly businesses and promotes cycle tourism across Ontario.

The *Network* provides tourism operators, business owners and regional stakeholders the tools and opportunity to build their cycle tourism product, attract more cyclists, and tap into this rapidly growing market.

With a collective regional profile and array of business participants, cycle tourists will better be able to find your destination.

## Welcome cyclists by becoming a bicycle friendly business!

The Network is open to:

- Accommodations
- Food services
- Attractions
- Cycling related businesses
- Business areas
- Organizations interested in cycle tourism



Photo Credit: James Barnes

The *Ontario By Bike Network* is a project of *Transportation Options*, a non-profit organization dedicated to fostering sustainable mobility and tourism solutions across Ontario.

## Transportation Options

We do so by engaging in projects that research, develop and promote new transportation and tourism choices, with a focus on those that are integrated, environmentally sound, healthy, service-oriented, and improve the experience of users.

Current projects include:

- Bike Train Initiative** [www.biketrain.ca](http://www.biketrain.ca)
- Park Bus** [www.parkbus.ca](http://www.parkbus.ca)
- Ontario by Bike Industry Partnership** [www.transportationoptions.org/obbip](http://www.transportationoptions.org/obbip)
- Transportation Options** [www.transportationoptions.org](http://www.transportationoptions.org)



## Ontario tourists

## ONTARIO BY BIKE .ca

### CONTACT US

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c/o Transportation Options  
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#### FUNDING PARTNERS

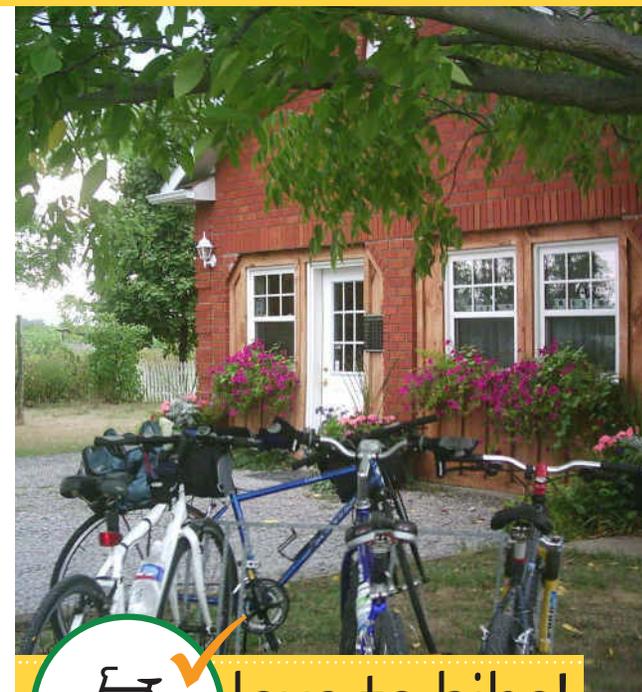


#### SUPPORTING PARTNERS



Plus additional regional workshop partners listed online.

Ontario By Bike and Ontario By Bike Design are Trademarks of Transportation Options.  
[www.transportationoptions.org](http://www.transportationoptions.org)



love to bike!

Photo Credits from Front Panel: Tourism Ontario & Catherine Habel

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## WHY WELCOME CYCLISTS?

According to statistics from Ontario, Quebec and around the world, cycle tourists:

- Spend more and stay longer
- Earn above average incomes
- Are a growing market segment
- Cycle tourists can have a significant impact on your business and regional tourism product! \*

\*See the *Ontario By Bike Toolkit* for more details.

## Bicycle Friendly Business

It's easy to welcome cyclists! Many bikers stop to eat, visit and sleep at businesses en route and may need to lock up or store bikes, access to basic tools, or local route information.

All types of businesses can welcome cyclists by providing access to:

- Secure bike storage or lock-up areas
- Cycling information - local and regional
- Basic bicycle repair tool set
- Healthy local food and beverage options
- Rest areas with water and washrooms



View the complete checklists by business category at [www.ontariobybike/criteria](http://www.ontariobybike/criteria)

## JOIN THE NETWORK

Joining the *Network* is easy and free of charge!

Visit us at [www.ontariobybike.ca](http://www.ontariobybike.ca) and follow the "Join the Network" instructions to register and add your business to our interactive map.\*

The *Ontario By Bike* website is a valuable online resource that cycle tourists use to plan their trips. Site visits doubled from 2014 to 2015, reflecting an increased interest in cycle tourism and the *Network's* growing reach.

Joining the *Network* will introduce your business to a larger audience, potentially increasing visitation by cycle tourists.

\**Network members must meet minimum certification requirements and be located within a participating region.*

Contact your local Tourism office or us directly if your region is not yet participating in the *Network*.

## Network Benefits

As a member of the *Ontario By Bike Network*, your business will gain access to:

- Business listing and customized profile on the *Ontario By Bike Network* website and location information on the interactive map
- *Ontario By Bike Toolkit* detailing who cycle tourists are, what they want, and how welcoming cyclists can benefit your business
- *Ontario By Bike Decal* indicating bicycle friendly business certification and *Network* participation
- Online and in person promotional and marketing opportunities targeting the cycle tourism market



## WHERE WE ARE

The *Ontario By Bike Network* has been steadily expanding across Ontario since 2010. The *Network* has:

- 1,000+ participating locations
- Hosted 60 Welcome Cyclists workshops to date
- 1,750+ workshop registrants
- 33 regions and growing...



## Testimonials

*This Network has given Northumberland Tourism a comprehensive platform, which our tourism partners can join with ease.*  
- Northumberland County Tourism

*Being a part of the Ontario By Bike Network in Niagara is a pleasure. From those first days at the workshops in 2010, to the updates and general information - we are always...up to date.*  
- Jordan Village Guest Manor

*The workshop and toolkit were very informative and provided lots of ways to become bike friendly, establish partnerships to develop tours and packages, and market our business to cyclists. This was a great beginning and I'm looking forward to seeing the follow through from joining the Network.*  
- Grey County Workshop participant



Photo Credit: Tourism Ontario