



Organization Takes Strategic Approach to Cycle Tourism Development in Ontario

Ontario By Bike / Transportation Options is pleased to announce a new three-year strategic plan to support the growth of cycle tourism in Ontario. Looking forward 2019 to 2021 a range of strategic directions and tactical actions have been identified to support the continued growth of this sector and help position Ontario as a premier, world class cycling destination in Canada.

Developed to align with both the Government of Ontario's Ministry of Tourism, Culture and Sport's Tour by Bike and the Ministry of Transportation's #CycleON Action Plan 2.0., and with the input from tourism partners across the province, over the next three years Ontario By Bike has a detailed playbook and clear direction to be the lead organization to:

- Enhance digital and print marketing and communications promoting cycle tourism in Ontario
- Further develop Ontario's cycle tourism product and bicycle friendly destinations
- Support the sector by completing cycle tourism research
- Develop additional industry partnerships, communications and further advocacy efforts supporting cycle tourism

Efforts moving forward are supported by the successes of recent projects and promotions including:

- Administration of a bicycle friendly network of over 1,450 tourism businesses across Ontario
- Annual publication of popular Cycling in Ontario / Le vélo en Ontario guide distributed for free and read by more than 53,500 cyclists a year
- Curating dozens of cycling Itineraries and development of numerous cycling routes in Ontario
- Delivery of the most comprehensive cycling resource and online portal providing information on cycle tourism in destinations around the province
- Host of numerous Ontario By Bike Rides inspiring hundreds of cyclists to embrace cycle touring and explore more of Ontario by bike
- Coordination of cycle tourism conferences and lead organization providing support to and developing additional industry partnerships

"We are excited to be where we are and to be looking forward after working on the development of this niche tourism sector over the past decade. We have seen tremendous growth and lots of future potential, noticeable changes from early days where we had to do a hard sell to get partners on board to where we are today, with all levels of government and tourism organizations engaged," stated Louisa Mursell, Executive Director, Transportation Options.

Adding "The participation levels in cycling have also noticeably changed over the last 10 years, with more residents and visitors taking to two wheels for health, transportation, recreation and increasingly tourism. There is truly no better way to experience a new destination or explore a familiar one, than by bike."

Ontario By Bike is a program of Transportation Options a not-for-profit organization established in 1992, with a mandate to increase sustainable transportation and tourism options in Ontario.

For a brief version of Ontario By Bike's strategic plan 2019 to 2021 go to:

www.OntarioByBike.ca/strategicplan

Visit Ontario By Bike's website to learn more about cycle tourism in Ontario: www.OntarioByBike.ca

Visit Transportation Option's website to learn more about the organization:

www.TransportationOptions.org

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