



Media Release

For Release February 11, 2019

Bike Infrastructure Helps Drive Cycle Tourism

Cycling is a hot topic for municipalities across Ontario. The same infrastructure being built to support residents in communities is also driving tourism dollars to destinations as an increasing number of visitors choose to add cycling as a top activity when visiting somewhere new.

While both the public and private sectors are increasingly recognizing the value of the growing cycle tourism sector, there is much to learn and best practises that can be transferred to the development of Ontario's cycle tourism product base.

On March 1, an impressive line-up of international experts will be presenting and sharing their experience and best practises from around the world at the Cycle Tourism Conference Canada. Representatives from top cycling destinations around the world including Germany, Italy, the United States and Australia will join speakers from across Canada and Ontario at this highly anticipated conference.

Hosted by Ontario By Bike / Transportation Options, the Cycle Tourism Conference Canada, previously held in 2016, 2013, 2009, is on the calendar for industry professionals from both the public and private sectors. Simultaneous with the Toronto International Bicycle Show weekend (March 1 to 3) the timing couldn't be more perfect to get the wheels turning in anticipation of an early 2019 cycling season.

Offering further ride inspiration, Ontario By Bike will be releasing its 7th annual Cycling in Ontario / Le vélo en Ontario guide, a free and popular 40 page publication used by cyclists of all types as a trip planning resource, available in both French and English.

Quick Facts:

- In 2016, there were 1.6 million cycling visits in Ontario, representing 1.1% of total visits in Ontario.
- Cycling visitors in Ontario spent \$517 million, accounting for 1.9% of total visitor spending in Ontario.
- Cycling visitors generally spend more on average per trip than other visitors, \$317/trip for cycling tourists compared to \$186/trip for total visitors. Cycling tourists to Ontario stay longer than regular visitors, 4.4 nights compared to Ontario's total visitor average of 3.4 nights.
- Under the previous provincial government, Ontario's most recent cycling infrastructure investment topped \$93 million, with matching funding from 120 municipalities who were recipients through the Ontario Municipal Commuter Cycling Program.
- 175 attendees are expected at the Cycle Tourism Conference Canada.
- Conference is funded in part by Government of Ontario and Destination Northern Ontario.
- 40,000 print copies of the Cycling in Ontario / Le vélo en Ontario guide are distributed annually.
- 20,000 cycling enthusiasts attend the Toronto International Bicycle Show spring show.

To learn more about how ***Bike Infrastructure Helps Drive Cycle Tourism*** go to:

<p>The Cycle Tourism Conference Canada www.ontariobybike.ca/ctc19</p> <ul style="list-style-type: none">• Friday, March 1, 8:45am to 5:15pm• Chelsea Hotel• 33 Gerrard Street West <p>*Use contact information below to request media pass.</p>
<p>Cycling in Ontario / Le vélo en Ontario Guide www.ontariobybike.ca/2019</p> <p>Now available online or request a print copy, in either English or French. Free annual 40 page magazine style publication.</p>
<p>Toronto International Bicycle Show www.bicycleshowtoronto.com</p> <ul style="list-style-type: none">• Friday, March 1 to Sunday, March 3• Better Living Centre, Exhibition Place, Toronto <p>*Present ID at Exhibitors Entrance</p> <p>Stop by the Ontario Cycle Tourism Information Centre Booth 815.</p>

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