



Ontario **CYCLE** Tourism Forum

January 23, 2009

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cycle tourism is
growing!



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Learn how to develop an emerging market

Meet tourism industry leaders at the Fairmont Royal York Hotel

The Ontario Cycle Tourism Forum will be held January 23, 2009 at the Fairmont Royal York Hotel in Toronto, and will bring together cycle tourism stakeholders to discuss business development opportunities and challenges of this **growing tourism market segment in Ontario**.

- \$134 million is the amount cycle tourists spend per year on La Route verte in Quebec
- 4.4 overnight stays is the average stay per trip on La Route verte in Quebec
- \$3.7 million is spent by visitors per year on Ohio's Little Miami Scenic Trail
- 1.5 million visitors use Austria's Danube Cycle Route every year

The forum will feature presentations from **world-leading cycle tourism organizations** and provide market profiles of specific regions, successful tourist product and marketing examples, business development case studies, best practices in infrastructure and signage, and evaluation of regional growth opportunities.

Over 150 delegates are expected to attend from across Ontario representing destination marketing organizations, municipal and provincial government, tour operators, non-profit organizations, and established cycling associations.

Confirmed special guest speakers include:

- The Honourable Monique Smith, Ontario Minister of Tourism
- Jean-François Pronovost, Executive Director, Vélo Québec Association
- Lukas Stadtherr, Co-director, Velobüro/Switzerland Mobility
- Eric Nijland, Director, Dutch National Cycling Platform
- Richard Bonds, Executive Director, Pennsylvania Tourism Office

The forum will be critical for anyone wanting to **learn why cycle tourism is growing in Ontario, how to develop your own local market**, and what will be the next steps for establishing Ontario as a leading cycle tourism destination in North America.

I look forward to welcoming you to this innovative event.

Sincerely,

Justin Lafontaine
Forum Director
Ontario Cycle Tourism Forum 2009