



Cycle Tourism Northwest: Developing a Strategy

A Northern Trails Symposium for Northern Trails

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Cycle Tourism: Generations





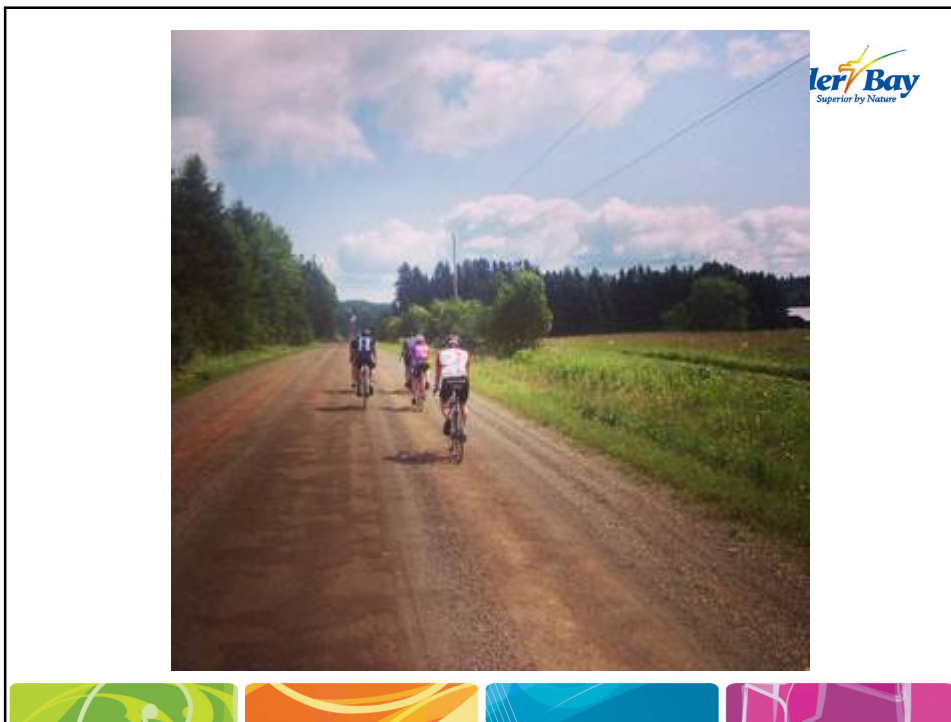
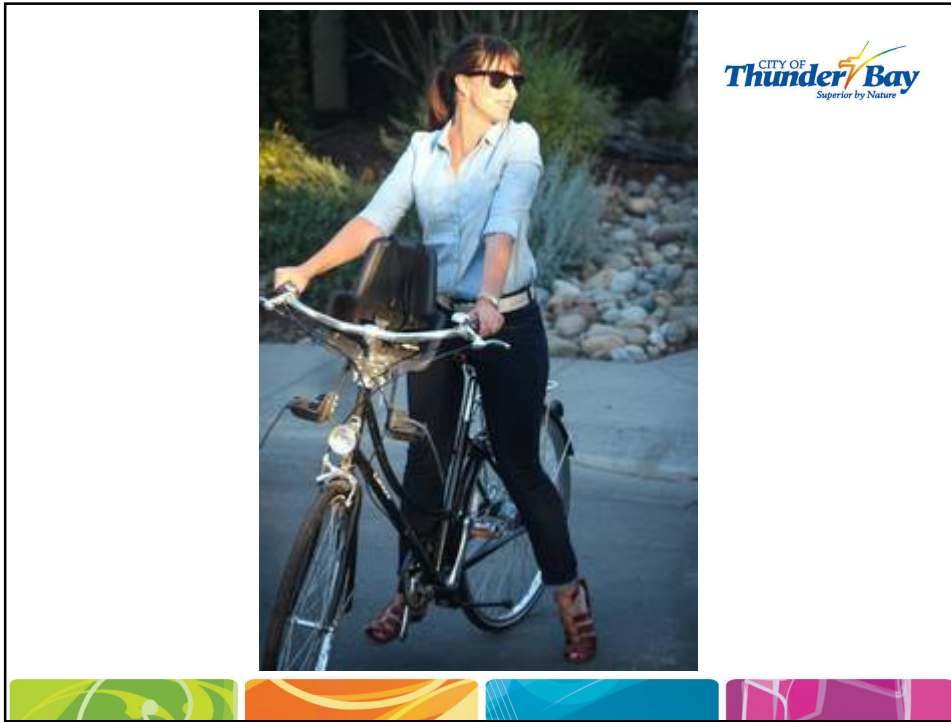


Cycle Tourism: Generations











Cycle Tourism: Defined



Travelled greater than 40km from their place of residence and includes cycling as either their main trip purpose or as a secondary activity on the trip. These can be day trips or overnight stays and are enjoyed by a variety of types of cyclists.

- Ontario By Bike, February 2015

Cycle Tourism: Defined



Any travel-related activity, for the purpose of pleasure, which incorporates a bicycle.

- Path Less Pedalled, April 2015



Cycle Tourism: Quick Facts



MOST FREQUENT ONTARIO CYCLE TOURIST
 Age 45-64, male, household income over \$100,000, well educated, experienced road cyclist, multiple cycling events annually, rides in groups of 2 to 4, travels in Ontario with bike.

Photo Credit: Barnyard Studio-da-Cain



Cycle Tourism: Quick Facts



Ride and Travel Preferences

Experienced cyclists take multiple annual bike trips in Ontario and are frequent event participants. Self guided tours are most popular.

- 66% of cyclists travel in groups of two to four people.^{4,5}
- 59% participated in event with friends or family.⁶
- Average group size participating in events ranges from three to seven people.⁷

Bike Trips

- 69% of cyclists have taken overnight or day trips in Ontario within the past two years. ⁴ 49% in 2010.¹⁰
- 70% of experienced cyclists took cycling trips in Ontario vs. 30% of recreational / leisure cyclists. This holds true for cycling trips taken outside of Ontario too (75% vs. 25%).⁴
- In 2014, cyclists took an average of 3.1 cycling trips in Ontario and an average 1.9 cycling trips outside of Ontario.⁷
- Of the 50% of cyclists who had taken overnight or day trips outside of Ontario within the past two years, the most popular destinations included other provinces in Canada (34%), the United States (34%) and Europe (21%). There is a sizeable increase in cycling trips to other provinces and USA, and a decrease in trips to Europe and elsewhere in compared to 2010.^{4,10}



The State of Cycle Tourism



ACCOMMODATIONS

More accommodations are welcoming cyclists, putting a positive spin on their bottom line.

- 47% of cyclists spent between 26% and 50% of their cycling holiday budget on accommodation. ⁴
- 69% of cyclists spend over \$50 per night on accommodations (39% spend over \$100). ⁴
- 50% prefer the comforts of a hotel or bed and breakfast while on a cycling vacation, compared to 30% of respondents who stay in budget accommodations such as motels and campgrounds, remaining relatively unchanged from a 2012 study. ⁴



CAFÉS & RESTAURANTS

Cyclists have big appetites!

- 81% of cyclists spend over \$26 on food and beverage each day (36% spend over \$50) ⁴
- 48% spend between 26% and 50% of their cycling holiday budget on food and beverage. ⁴



Local Assets

- Centennial Park/ Shuniah Mines
- Boulevard Lake
- Prince Arthur's Landing
- Bay/Algoma Neighbourhood
- Loch Lomond
- Mt. McKay/FWFN
- Chippewa Park



Regional Assets



- Dryden MTB Trails
- Duluth/Spirit Mountain
- Quetico Park
- Duluth/Lutsen Trail
- Pincusion Mountain
- Kakabeka Falls
- Kinghorn Trail
- Sleeping Giant Park
- Nipigon/Red Rock Trails



You don't need to build complicated or expensive new infrastructure; you simply need to create an environment that is welcoming to people on bikes, and then offer lodging, food, and water.

- Path Less Pedalled, April 2015





In the end, it comes down to good customer service: recognize that a bicycle may be involved in your guest's experience and be prepared to support it.

- Path Less Pedalled, April 2015



So, what are you doing?



Recognizing Barriers/Gaps



GEOGRAPHIC DISTRIBUTION OF CYCLING EVENTS IN ONTARIO⁶



⁶ Based on Province of Ontario Regional Tourism Organization's geographical boundaries that include: RT01 - Southwest Ontario; RT02 - Niagara; RT03 - Hamilton, Halton, Brant; RT04 - Huron, Perth, Waterloo and Wellington; RT05 - Greater Toronto Area; RT06 - York, Durham and The Hills of Headwaters; RT07 - Bruce, Grey, Simcoe; RT08 - Kawartha and Northumberland; RT09 - South Eastern Ontario; RT010 - Ottawa; RT011 - Haliburton Highlands to the Ottawa Valley; RT012 - Algonquin Park, Almaguin, Muskoka, Parry Sound; RT013 - Northeastern Ontario, Sault Ste. Marie, Algoma, Northwest Ontario.

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Recognizing Barriers/Gaps



Marketing Cycling Events

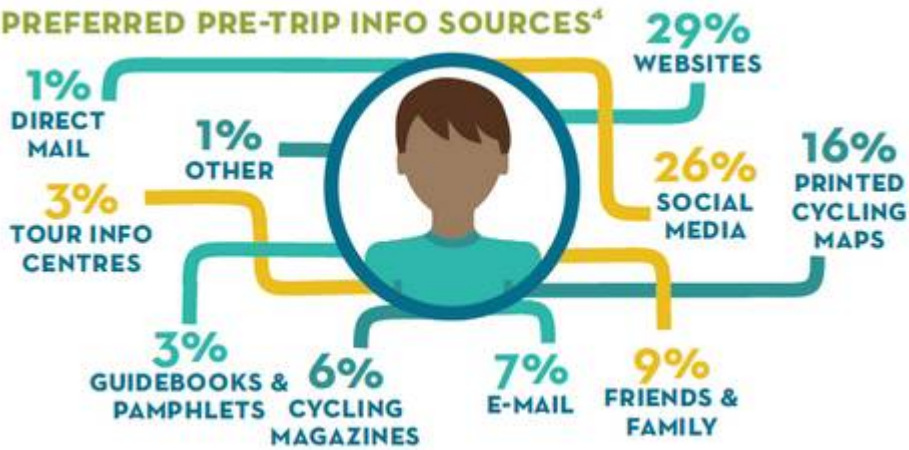
COMMUNICATION CHANNELS⁷



Recognizing Barriers/Gaps



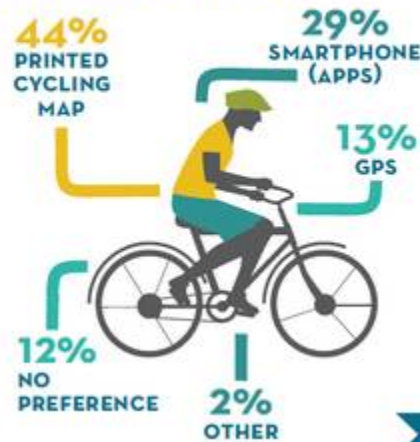
PREFERRED PRE-TRIP INFO SOURCES⁴



Recognizing Barriers/Gaps



PREFERRED INFORMATION SOURCES WHILE CYCLING⁴



Recognizing Barriers/Gaps



- I'm on HWY 61 – and suddenly it splits – where do I go?
- I was on Memorial, now it's May St. What just happened?
- How do I get around restricted highways?



Recognizing Barriers/Gaps



- Can I bring my bike in a Hotel?
And is there secure storage?
- Can I rent a bike? If so, where?
- How do I get information about cycling events and trails?



Recognizing Barriers/Gaps



- Where are the cycling-friendly areas in town?
- Where do I get a map?
- Are there scenic routes to ride?
- Where are the bike shops?



Key Elements of a Cycle Tourism Strategy



1. Form Working Group
2. Develop Vision, Goals, Objectives
3. Undertake Gap/opportunity Analysis
4. Identify/Recruit Partners
5. Establish Data Metrics
6. Create Workplan
7. Promote Marketable Products



Key Element 1. Form Working Group



- Identify Stakeholders and develop mechanism for them to get together on a regular basis to coordinate projects
- Determine scope of strategy



Key Element 2. Develop Vision, Goals, Objectives



- Clearly articulate purpose and end-results
- Determine scope of strategy and priorities
- Better communicate with partners



Key Element 3. Undertake Gap/ Opportunity Analysis



- Learn from all stakeholders what their challenges are locally and regionally
- Begin planning to integrating projects
- Establish a baseline and priority actions

Key Element 4. Identify/Recruit Partners



- Economic Development, Chamber of Commerce, BIAs
- Parks, Recreation Providers, Event Organizers, Cycling Clubs
- Provincial Agencies, Neighbouring Municipalities
- Hotels, Restaurants, Bike Shops, Grocery Stores

Key Element 5. Establish Data Metrics



- Determine desired metrics
- Establish baseline data
- Methods for collection
- Reporting on progress



Key Element 6. Create Workplan



- Making sure the right people are doing the right things



Key Element 7. Promote Marketable Products



- Partnering with the right people/ organizations to get our stories 'out there'
- Making sure that materials are in the right places



Conclusion



“In the end, it comes down to good customer service: recognize that a bicycle may be involved in your guest’s experience and be prepared to support it.”

- Path Less Pedalled, April 2015



