



ONTARIO BY BIKE NETWORK

Grey County Update – December 5, 2014

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www.OntarioByBike.ca

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Ontario By Bike – Grey County, December 5, 2014

Ontario By Bike Overview 2014

- Ontario By Bike Network update in Grey County and Ontario
- Network information
- Province wide and affiliated projects
- Ontario By Bike - Grey County Site Visits
- 2014 - Promotions
 - 2014 Cycling In Ontario Guide
 - Ride Guide Series in Grey County and Pedalfest
- Cycle Tourism Impact Study - Centurion
 - Centurion TV coverage

Ontario By Bike Overview 2015

- 2015 - Promotions
 - 2015 Cycling In Ontario Guide
 - Show attendance 2015
 - Online Enhancements

The Ontario By Bike Network

- Joining - How & Why
- Opportunities to Grow Network in 2015
- Measuring Success



Ontario By Bike in Grey County

A growing cycle tourism profile and product, helping further establish Grey County as a cycling destination.

- 43 certified businesses in Grey County
- 2012 Grey workshop series
- 2014 Website Stats for Grey
 - 2,000 Unique Visits (156% increase YOY)
 - 3 minutes/visit
 - 12,725 users have visited Grey businesses on OntarioByBike.ca (since launching in Grey)
- Inclusions in consumer newsletters
- Special promotions, new routes

The collage features several key elements:

- Website Homepages:** Two screenshots of the Ontario By Bike website. The top one shows the main navigation menu (Ontario By Bike Map, Great Places to Cycle, Guides & Mapbooks, Transportation, Events & Tours) and a map of Ontario with various icons. The bottom one shows a specific page for Grey County with a photo of cyclists on a path and a list of routes.
- Map:** A map of Grey County with various icons representing different cycling routes and points of interest.
- Newsletter Sign-up:** A 'Sign Up for Our Newsletter!' form with a 'Sign Up Now' button and a description of the newsletter's content.
- Guide Cover:** A cover for the 'Cycling in Ontario Guide - 2014' featuring a cyclist on a path.
- Brochure:** A 'Grey County Cycling Routes' brochure with a photo of a cyclist and a group of people.

Established On-Road Routes:

- **Expansive Lake Loop** - 20 km circuit of Lake Simcoe, the waterfront and village of Cummer.
- **Medford Loop** - Views across Georgian Bay and the Conceptual ridge can be enjoyed on this 20 km loop with a stop and lake nearby available in Medford.
- **Oran Sound East Loop** - Offers the quiet, wide side of the bay, through conservation areas and trails for a relaxing 27 km. Add a loop loop for another 20 km.
- **Blue Mountain Loop** - Start this 20 km ride with the seasonal gondola up the mountains, ride a top of development on road country roads, vineyard and orchard views, and Georgian Trail.
- **Preserved Country Road Loop** - (Thames farm lands) conservation areas and village of Preserved, with trail diversity in town, all makes for an enjoyable 27 km ride.
- **Thames Valley / Peachtree Loop** - Visit villages and four country roads on this 22 km more challenging or 20 km more moderate route.
- **Georgian 100** - Carry 10 km that bearing loop through rolling farmland.
- **Get Guide** - Moderate difficulty 40 km loop that circles the Conceptual.

Certified Bicycle Friendly Locations In Grey County

- Noah's Inn
- Ansaku B&B
- Bella Vista Country House
- Best Western Inn on the Bay
- Between The Maples B&B
- Danby House Bed and Breakfast
- Georgian Manor B&B
- Hawthorn Cottages & Camping of Lake Eugenia
- Holly Cottage B&B
- Jasper Stuart House
- Maxwell's Cabin B&B
- Pedulla's Mountainside B&B at Blue Mountain
- Pretty River Valley Country Inn
- Red Hills Country House Bed & Breakfast
- Russet Hill House
- Sea and Ski Vacation Rentals
- The Guest House at Eugenia Falls
- The Little Inn on Scotch Mountain
- The Treehouse Bed & Breakfast
- Cycle & Stay in Grey Highlands
- Georgian Bay Cycle Tours
- Pedal Pushers Cycle & Spa Clinics/Tours
- Ride On Bikes
- Bikeface Cycling
- Squire Johns
- Bruce Wine Bar Kitchen
- Coffin Ridge Boutique Winery
- Kimberley General Store
- McGinty's Cafe
- The Cheese Gallery - Edible Art
- The Dam Pub Gastropub
- Thornbury Bakery Café
- Beaver Valley Cidery
- Coffin Ridge Boutique Winery
- Georgian Hills Vineyards
- Blue Mountain Village
- Ravenna County Market
- Scandinave Spa Blue Mountain
- Town of The Blue Mountains Town Hall
- Grey County Tourism
- Grey Roots Museum & Archives
- Meaford Chamber of Commerce
- Owen Sound Tourism

Who Can Participate?



Ontario By Bike is free for businesses who:

- Comply with the certification criteria
- Are located in region that the program is offered

- Accommodation providers
- Campgrounds
- Food services providers
- Tourist attractions
- Business areas
- Other cycling-related businesses/organizations



Ontario By Bike Network in Ontario

- **Total number of certified businesses =**
- **Website Stats for OntarioByBike.ca**
 - 132,000+ visitors / 246,000+ page views
 - 28% Growth in YOY
- **Database - Consumer newsletter**
 - 5,000+ consumers (18% growth YOY)
- **Ontario By Bike Expansion - New regions and returned to others**
 - City of Ottawa - March/September (39 certified locations)
 - Southwest Ontario: Middlesex, Elgin and Oxford Counties - April (27 certified locations)
 - Parry Sound District – October (15 certified locations)
 - Revisited Greenbelt Regions
- **New Category**
- **New name - rebranded in January 2014 from Welcome Cyclists Network**

Visit Grey County



Affiliated Projects

Transportation Options

Ontario By Bike Industry Partnership

- **Goal** - To establish a lead industry group to develop and promote cycle tourism in the province. Work towards making Ontario a top cycle tourism destination in North America.



Consulting

- **Grey County Route Development** - 6 new routes targeting leisure/recreational cyclists developed in 2013, launched in 2014.



- **Georgian Bay Cycling Route Feasibility Study**

Transportation Options and RMCG completed study in Spring 2014.

1000km route identified, 800km implementation ready.

Further development to be led by Waterfront Regeneration Trust.

Ontario By Bike Site Visits - Summary

Conducted a series of 20 site visits in Grey County on June 17th and 18th, 2014.

- 9 Accommodations
- 4 Cafes, Restaurants, Eateries
- 7 Tourist Attractions, Visitor Information Centre
- **Evaluated Ontario By Bike Network participants against the standardized set of minimum requirements for certification**
- **Reviewed promotional and operational support of cycle tourism**
- **Garnered valuable program and sector feedback for Ontario By Bike and partners**



Businesses Visited in June 2014

Certification Category & Business Name	
Accommodation	
Russet Hill House Bed and Breakfast	Between the Maples Bed and Breakfast
Georgian Manor Bed and Breakfast	Best Western Inn on the Bay
Maxwell's Cabin Bed and Breakfast	The Little Inn on Scotch Mountain
Pedulla's Mountainside Bed and Breakfast	Ansaku Bed and Breakfast
Red Hills Country House Bed and Breakfast	
Food Service	
The Cheese Gallery	The Dam Pub Gastropub
McGinty's Café	Thornbury Bakery Café
Tourist Attraction	
Georgian Hills Vineyards	Ravenna Country Market
Scandinave Spa Blue Mountain	Owen Sound Tourism
Meaford Chamber of Commerce	Coffin Ridge Boutique Winery
Scenic Caves Nature Adventures	

Ontario By Bike Site Visits - Summary

How did we do?

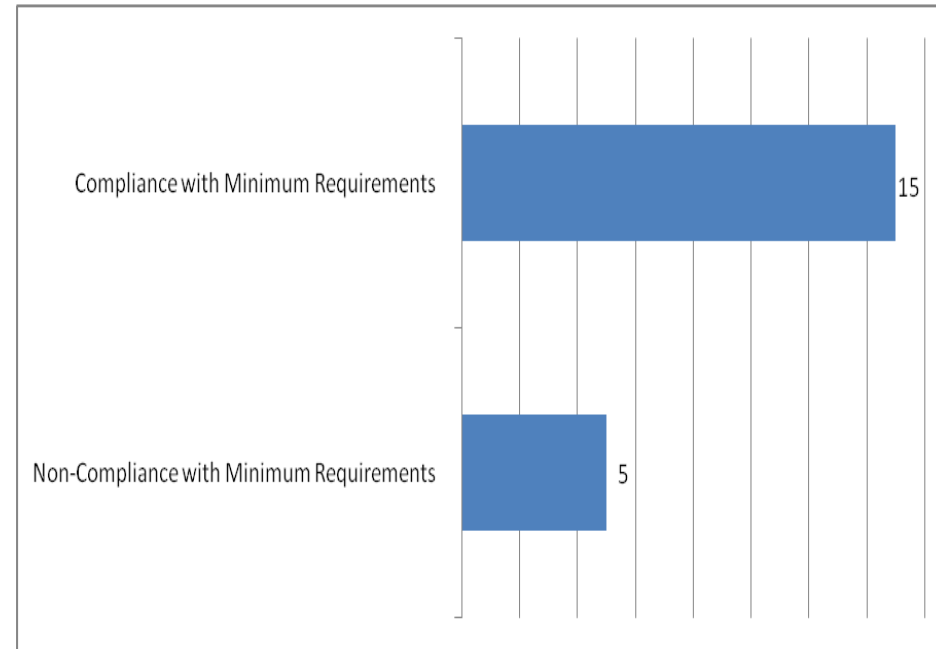
- Very well!

What was missing?

- Bicycle Repair Tool Set
- Healthy Food Options
- Informed Frontline Staff (re: Ontario By Bike)
- Sufficient bike parking

What is looking good?

- 100% of accommodations had covered and secure bike storage
- 100% of tourist attractions had secure daytime bike lock-up areas
- 100% food service businesses offer flexible service options such as an all-day open policy, permitting casual dress, and take-away or bagged lunch options
- Strong program and sector awareness with businesses
- 19 out of 20 of the businesses visited found the minimum requirements for the Ontario By Bike Network *'easy'* or *'very easy'* to adhere to



Ontario By Bike Site Visits - Summary

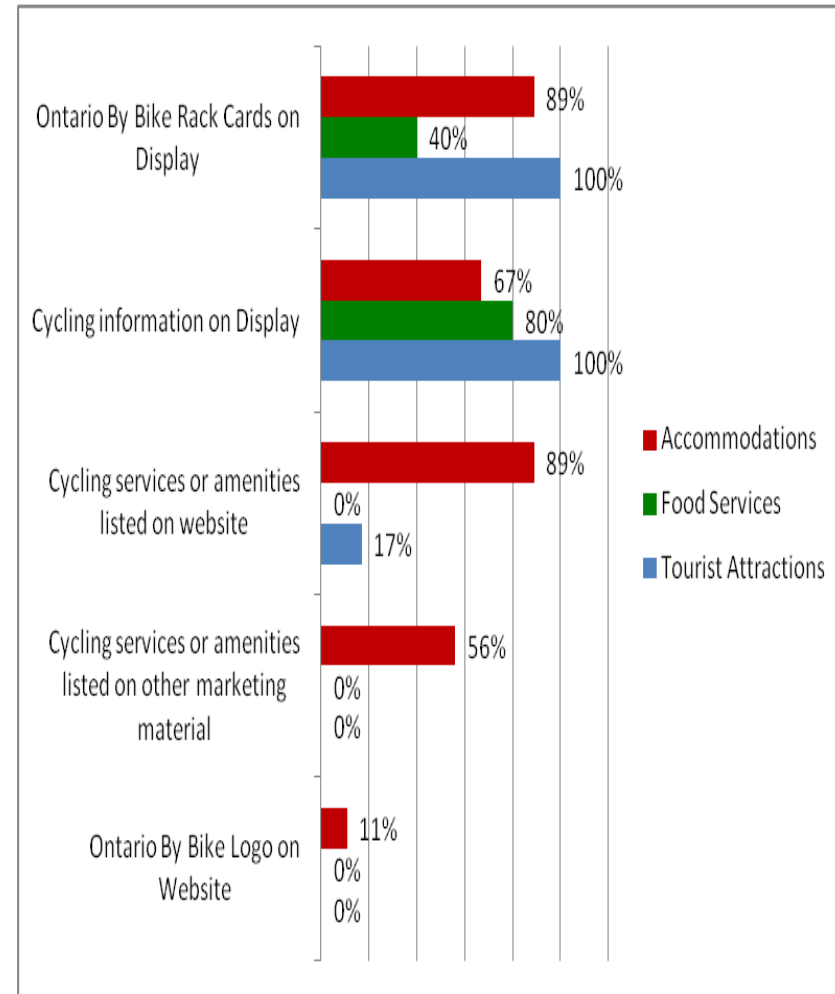
What can we do next?

Increase visibility

- Use Ontario By Bike / Regional partners as resources for marketing, product development, etc
- Online, Offline and in person
- Use assets such as logo, decals, dedicated webpages (www.visitgrey.ca/cycling and ww.ontariobybike.ca/grey)

Stay informed

- Sign up to Ontario By Bike Industry newsletter
- Request Ontario By Bike Tool Kit for Grey County – read & share with staff



2014 Cycling In Ontario Guide



A huge success!

Distributed 35,000 printed copies (25,000 in English and 10,000 in French). Distributed at:

- Toronto International Bike Show / Montreal Velo Show
- Outdoor Adventure Show
- Ontario Travel Information Centres
- Major cycling events (Ride for Heart, PedalFest, Capital Velo Fest)
- Bike To Work Day swag bags (GTA)
- Partners' visitor information centres
- Bike stores throughout Ontario
- Grey County and Blue Mountain Village Associations with advertising and editorial inclusions.
- Integrated and Content Marketing:
 - Inclusions in consumer e-newsletter
 - Social media posts, with links to digital versions
 - Digital hosting resulted in 6,200 unique visits on website and over 7,700 digital 'reads'.



Ride Guide Series – Grey County

- Grey cycling route featured as one of three self-guided ride guides
- Aimed to raise awareness of self-guided cycling opportunities for visitors, partner and leverage promotions
- Grey launch and promo ride, Sunday, June 29, with free guided tour
- Thornbury Heathcote Loop Route (20km or 32km)

Promotions Included:

- Dedicated Webpage - 700+ pageviews, 2:25 minutes on page
- Promoted through website (homepage), e-newsletters, social media and print materials
- Printed flyers distributed at bike shops, cycling events and industry events
- Positioned as part of PedalFest



Thornbury Heathcote Long Loop

Distance: 32km Experience Rating: Experienced Leisure Ride

Description:

Challenge yourself on this loop with hill climbs and descents as you transport back into another time or enjoy a smaller loop through welcoming communities filled with tasty food stops, galleries and opportunities to further explore the Beaver River. This route features quiet back roads, farmers markets, orchards, peddle and paddle excursions and small town history, like the Old Mail Road which used to be the primary route for travellers via slow moving stage coaches in the bygone era, 1800's.

Note to Riders:

Some paved and unpaved roads. Caution on Grey Rd 7, Grey Rd 13 and roads through Clarksburg and Thornbury, limited paved shoulders, high speed traffic. Some steep hills to climb and descend, take shorter loop to avoid more challenging. Old Mail Road unpaved with some loose gravel, but very scenic, historic and quiet.



The screenshot shows the Ontario By Bike! website. The main heading is "Ontario By Bike! Ride Guides 2014 GREY COUNTY". Below this, it features a map of Ontario with a red dot indicating the location of Grey County. The text reads "Thornbury Heathcote Route Self-Guided Tour Itinerary" and provides the website URL "www.ontariobybike.ca/greyrideguide". There are also sections for "Sign Up For Our Newsletter!" and "Our New Name".

The screenshot shows the Ontario By Bike! website page for the Thornbury Heathcote Route Self-Guided Tour Itinerary. The main heading is "Ontario By Bike! Ride Guides 2014 GREY COUNTY". Below this, it features a map of Ontario with a red dot indicating the location of Grey County. The text reads "Thornbury Heathcote Route Self-Guided Tour Itinerary" and provides the website URL "ontariobybike.ca/greyrideguide". There are also sections for "Get Our Newsletter!" and "PedalFest".

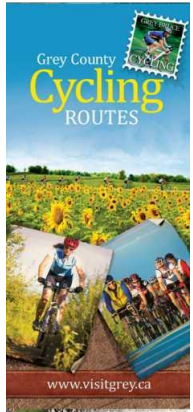
www.ontariobybike.ca/rideguides

Ontario Cycle Tourism Info Booth



Grey County Cycling Maps & Info Distributed:
Locally – Pedalfest and Centurion
Across Ontario – Outdoor Adventure Show
Toronto; Toronto Bike Show; Ride for Heart;
MEC Pedalfest; Green Living Show;
Capital Velo Fest and more

Quebec – Montreal Bike Show, Grand Tour



Centurion Event Study Summary

Research Purpose:

To move towards a more comprehensive evaluation of the tourism and economic impacts that cycling events play on the tourism sector in communities around Ontario .

To evaluate event to identify opportunities for future years.

Questionnaire

Online survey was constructed in four segments to evaluate and collect information from respondents on:

- Themselves As a Cyclist
- Their Event Experience
- Their Visit to the Region
- A Little Bit About Themselves (Demographics)

Methodology

- Over 2000 riders
- 49% response rate
- Multi year study and perspective by RMCG



Prepared by
Transportation
Options  rmcg
Cyclists, Tourism Researchers, Strategists

Funded in part by  Ontario  VILLAGE



Centurion Event Study Summary

What have we learned?

- ⦿ Very satisfied participants - respondents gave an **8.3 satisfaction rating out of 10**
- ⦿ 89% traveled >40 km to Centurion, 72% travelled >100 km
- ⦿ 75% of riders were overnight visitors & of those, 58% stayed in paid accommodation
- ⦿ 64% of riders had visited the Blue Mountain area in the past two years, 70% intended to visit in the next two as a result of riding in Centurion at Blue
- ⦿ Riders brought large support/non-riders, including children, to enjoy the Blue Mountain area
- ⦿ Nearly 50% did a pre-event ride to become acquainted with the region and 48% visited neighbouring communities



Economic Impacts of Centurion

What have we learned?

- ✓ Cycling events can have key economic impacts on Ontario communities.

Ontario Ministry of Tourism, Culture and Sport, Tourism & Recreation Economic Impact Model (TREIM)

- Economic impacts associated with events

Inputs to model

Expenditures based on average Centurion Tourist spending for 6 categories

- Transportation
- Food & beverage (restaurants)
- Food & beverage (stores)
- Accommodation
- Recreation & entertainment
- Retail



Categories	Grey County Impact Totals
Centurion Canada Spending	\$ 1,421,887
GDP	\$ 977,320
Labour Income	\$ 633,740
Employment	17
Direct Taxes	\$ 317,573
Total Taxes	\$ 478,062

Centurion Event – TV Show - Media

- Two TV shows covering the Centurion and E-Games
- TSN - The Sports Network
- Ontario By Bike featured recreational cycling opportunities and some businesses catering to cyclists within The Blue Mountains and Grey County

E-Games: <https://vimeo.com/108393955>

Centurion: <https://vimeo.com/108964671>



What we're planning for 2015?

✓ 2015 Edition
Cycling In Ontario
Le vélo en Ontario
Guide



Show Attendance 2015

- ✓ Toronto International Bike Show
- ✓ Outdoor Adventure Show
- ✓ Regional Cycling Events
- ✓ Local cycling events
- ✓ Many more!





Online Enhancements

- ✓ Incentive / deal zone
- ✓ Increased Social Media Presence
- ✓ Consistent Website Improvements
- ✓ Online Storytelling – Engaging content

Join Ontario By Bike – Why?

Product and Operational Benefits

- Understanding the market
- Adapting service and product offerings to better service cyclists and to improve the cycling experience in your region
- Two-hour cycle tourism development/ training workshop
- Ontario By Bike™ Network Participants' Tool Kit
- Access to Ontario By Bike's Industry E-newsletter

Marketing Benefits

- Business listings on the Ontario By Bike™ website
- Business icon on the Ontario By Bike™ online map
- Access to the Ontario By Bike™ logo & window decal
- Regional destination profiles
- Consumers e-newsletters (over 5,000 cyclists)
- Social Media Marketing
- Improved search engine visibility

Ontario By Bike!
Explore Ontario by bike. Stop at bicycle-friendly places to eat, rest and sleep.

Ontario By Bike Map Great Places to Cycle Guides & Mapbooks Transportation Events & Tours

What are some of the benefits of joining the Ontario By Bike Network for an individual business or location?

Product and Operational Benefits

- Improving your understanding of cycle tourism, cycle tourism (including market demographics and segmentation), as well as regional and local cycling information
- Invitation to a two-hour cycle tourism development and training workshop offered at the launch of the program in each new region
- Ontario By Bike™ Network Participants' Tool Kit tailored to your region offering product, sector and marketing insight into the cycle tourism market
- Access to Ontario By Bike's Industry E-newsletter. Stay up to date on the information, news and/or events impacting Ontario's cycle tourism industry
- Adopting the service and product offerings of your business to better service cyclists and to improve the cycling experience in your region

Marketing Benefits

- Promote your business to a high-value and growing tourism market in your area, bringing cyclists to your business to spend money
- Customised business listings on the Ontario By Bike™ website

Benefits of Joining The Network

For more information visit www.ontariobybike.ca/benefitsofjoining

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www.ontariobybike.ca/benefitsofjoining

Join Ontario By Bike – How?

Newly revamped industry webpage that includes all necessary information.

Easy Steps to Add Your Business/Location

1. Create an account
2. Register your business and add business details
3. Confirm compliance with certification criteria
4. Listing approval process
5. Ontario By Bike sends out a ‘Welcome Kit’

The screenshot shows the Ontario By Bike website's registration process. The header features the logo and navigation links. The main content area is titled "Register Your Location and Add a Map Listing" and includes a "Sign Up for Our Newsletter!" form. Below this, there is a map of Ontario with blue location markers and a "Sign Up for Our Newsletter!" form. The page also features a "Map Search" section and a "Map Categories" section. A green callout box is overlaid on the bottom left of the screenshot.

How To Register and Add Your Map Listing

For more information visit www.ontariobybike.ca/addyourbusiness

Ontario By Bike Network



OPPORTUNITY TO GROW PROGRAM

- Identify, share information and marketing materials to local, and regional contacts (PLUS potential businesses)
- Register businesses on-line www.ontariobybike.ca/join-the-network
- Visit Grey County page www.ontariobybike.ca/greycounty
- Inclusion and promotion in tourism materials and industry outreach
- Business outreach and communications tool kits available www.ontariobybike.ca/industry

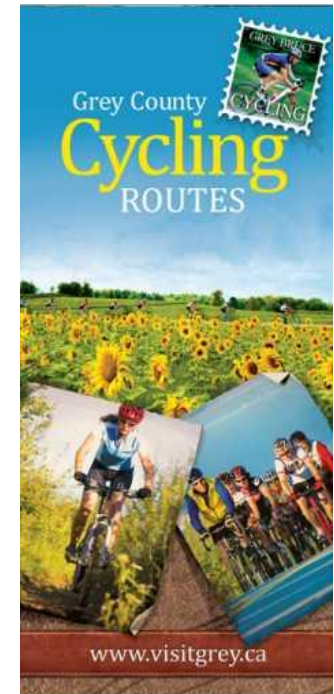
OPPORTUNITY TO GROW CYCLE TOURISM



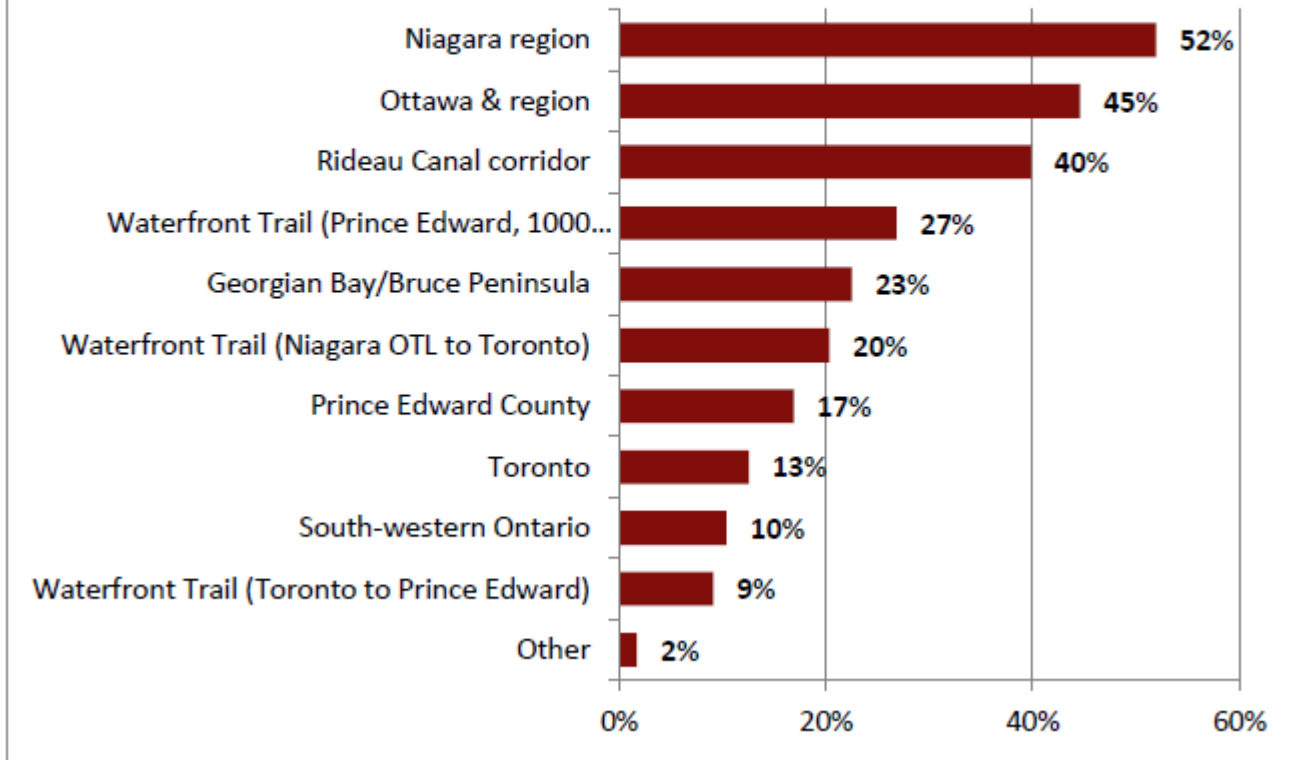
Ontario By Bike Network

MEASURE SUCCESS, CAPTURE GROWTH

- Help collect data
- Track guests / customers arriving by bike or with bikes on vehicle, or participating in cycling activities and events
- Anecdotal information
- Participate in Grey Tourism research
- Share information
- Year over year comparisons
- Cycle Tourism Sector Report 2014
To be published in 2015



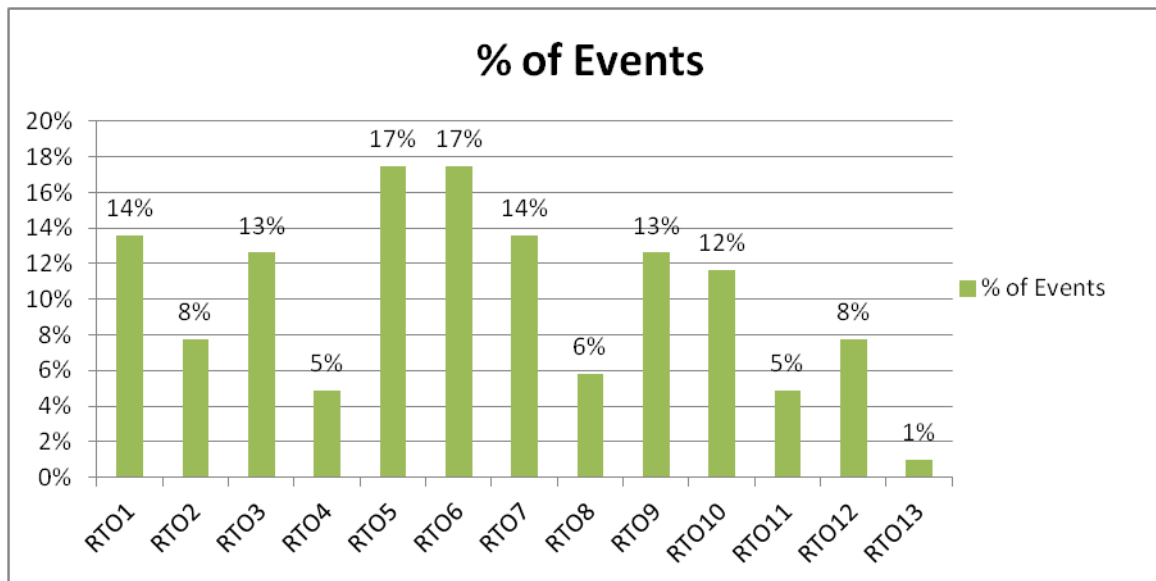
Ontario Destinations of Interest for Biking Trips in next 2 years, N=231 (Multiple responses)



Quebec Cyclists: Interest in Georgian Bay/Bruce Peninsula was also much higher (23%) than its position as a destination already visited (5%).

From: Economic Planning Group of Canada. Direction Ontario 2014 Cyclists Survey – Montreal Bike Show. 2014

Distribution of Cycling Events By Ontario Tourism Region



Based on 98 events listed at www.ontariobybike.ca/events

RTO7: Bruce, Grey, Simcoe

- Good showing, fair number of regional events
- Events are a powerful draw, event participants are frequent cycle tourists

From Cross Event Report – Ontario Cycling Events and Tourism Impact Study

- 64% of event participants took an overnight cycling trip in Ontario in the past two years
- Will participate in an average of 3.2 Ontario cycling events in 2014 (n=1321)
- Take an average of 3.1 cycling trips in Ontario in 2014 (n= 840)



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