

Project Lead:

Funding Partner

Project Partner:



Possibility grows here.

**T**ransportation  
**O**ptions

**Louisa Mursell**  
**Projects Director**

**Michael McCreesh**  
**Project Coordinator**

**Transportation Options**

**Projects Include: Ontario By Bike**

**Phone: 416-827-2774 / 1-866-701-2774**

**Emails: [lmursell@transportationoptions.org](mailto:lmursell@transportationoptions.org)**

**[mmccreesh@transportationoptions.org](mailto:mmccreesh@transportationoptions.org)**

**[www.ontariobybike.ca](http://www.ontariobybike.ca)**

**[www.transportationoptions.org](http://www.transportationoptions.org)**

# Ontario By Bike Network

Promoting cycle tourism & certifying bicycle friendly businesses in Ontario



800 + participating locations

- Accommodations
- Food service providers
- Tourist attractions
- Business areas - NEW
- Cycling related businesses

• 27 regions including all on Greenbelt Route

- Free for businesses to participate
- Certification criteria to meet
- Numerous marketing benefits for participating locations

[www.ontariobybike.ca/join-the-network](http://www.ontariobybike.ca/join-the-network)



# Ontario By Bike Locations

## Welcome Cyclists

## Offering:

- Secure bike lock-up area
- Local cycling information
- Use of basic bicycle repair tool set (accommodations only)
- Healthy, local food options (where served)
- Rest area and water (attractions)



# Ontario By Bike Workshops: Greenbelt Route

## Agenda

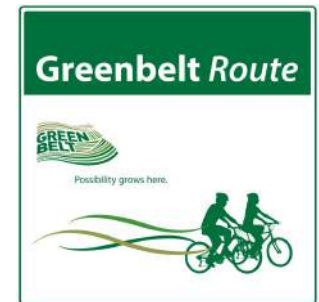


1. Welcome, Introduction & Overview
2. Ontario By Bike Network Program
3. Industry Standards & Criteria Checklist
4. Promotional & Marketing Opportunities
5. Who Are Cycle Tourists?
6. Why Welcome Cyclists?
7. Why Your Regions?

**The Greenbelt Route**

**Guest Speakers - Local and Regional Cycle Tourism Developments**

8. Destination Development & Evaluation
9. Next Steps
10. Q&A



# Ontario By Bike – Greenbelt Areas Workshops

- 6 workshops in Feb/March 2014, 170 attendees
- Previous workshops in 2010

## Certified Bicycle-Friendly Participating Locations

### Peel Region: Ontario By Bike Locations

- Serendipity Healing Centre & Retreat
- The Top of the Hill Bed & Breakfast
- Bike Right
- Alton Mills Cafe & Arts Centre
- The Hills of Headwaters Tourism Association
- Best Western Plus Brampton
- Comfort Inn Meadowvale
- Novotel Mississauga
- Quality Inn Airport West
- Sheridan Residence & Conference Centre - Brampton
- Waterside Inn
- Caledon Hills Cycling
- Gears Bike Shop
- Plant Paradise Country Gardens

### York Region: Ontario By Bike Locations

- Comfort Inn Markham
- Delta Markham
- Hilton Suites Toronto/Markham Conference Centre & Spa
- Comfort Inn Newmarket
- Pine Farms Orchard & Bakery
- Joyride 150
- Pedal Performance
- Spin Kicks Cycle & Fitness
- The Mobile Bike Shop Ltd
- Grackle Coffee Company
- Bare Oaks Family Naturist Park
- York-Durham Heritage Railway

## Room to Grow in Peel & York

- Assist with outreach
- Business Outreach Kit Available

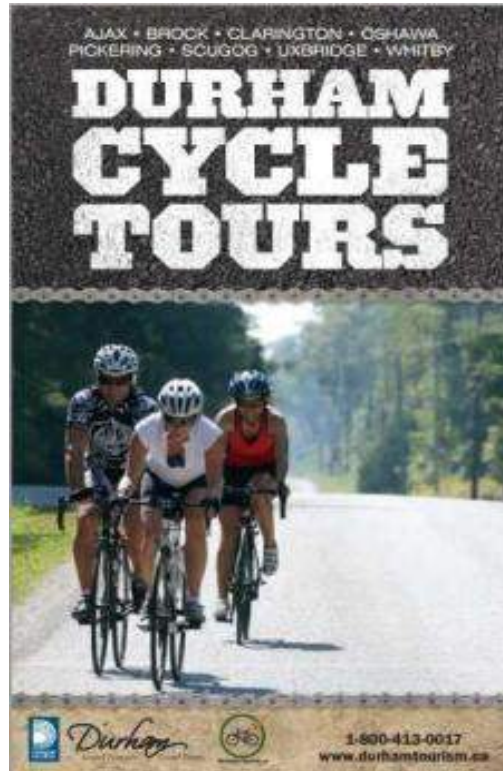
# Ontario By Bike – Greenbelt Areas

## Certified Bicycle-Friendly Participating Locations

### Durham Region:

#### Ontario By Bike Locations

- Additional workshop in 2012
- 86 locations currently
- Featured in award winning map



### Northumberland County:

#### Ontario By Bike Locations

- 52 locations
- 68 with Kawarthas Northumberland



# Assisting with visitors' trip planning...

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

Join Network About Login Français

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

**Cycling in Ontario Guide - 2014**  
Now available

Click [HERE](#) to view

Also available in French

**Our New Name**  
We're Now Called "Ontario By Bike"

- 🌀 Interactive Online Map
- 🌀 Cycling Maps
- 🌀 Regional Route listings
- 🌀 Cycling Events
- 🌀 Cycling Tours
- 🌀 Regional Experiences

**New in 2014**  
**Cycling In Ontario /**  
**Le vélo en Ontario**  
**Guide**

[www.ontariobybike.ca](http://www.ontariobybike.ca)

# Greenbelt Route Itineraries

## TOURISM DEVELOPMENT



- Loop off the Greenbelt Route
- Day trippers / weekenders, recreational cyclists
- 30 km to 50 km
- Connect to tourism assets on or near proposed route
- Route thru communities, business clusters
- Featuring *The Greenbelt Experience*





# Measuring Impact

## Quantitative & Qualitative

- Launch event surveys & data collection
- Pneumatic tubes & similar devices
- Web traffic & marketing campaign reports
- Visitor tracking by participating businesses
- Anecdotal evidence collected
- Visitor surveys & data collection by tourism partners
- High level stats
- Long range data collection



Project Lead:

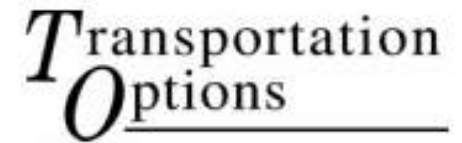


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