



Niagara Cycling Tourism

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Venture Niagara
Entreprise Niagara
Community Futures Development Corporation
Société d'aide au développement des collectivités

Agenda

- ▶ Why Cycling Tourism
- ▶ Economic Impact
- ▶ Objective & Activities
- ▶ Stakeholders
- ▶ Product Development
- ▶ Bicycle Supportive Infrastructure
- ▶ Expected Results & Impact
- ▶ #CycleON: Ontario's Cycling Strategy
- ▶ Five Easy Ways to be a Bike Friendly Business



Why Cycling Tourism?

Statistics

- In 2010, 438,000** cycle tourist from Canada cycled in the following four areas:
 - Toronto, (223K)
 - Ottawa (110k)
 - Niagara (84k)
 - Windsor (21K)

Spending of these Canadian cycle tourists contributed \$104** million to the economy in 2010

- Large growth in cycling. In 2010, 2 million** Canadian / Ontario visitors participated in cycling activities in Ontario, they spent around \$391 million**
Increase of 25%** in 2010 from an increase of 18%** in 2009

**Statistics from survey and report completed by Transportation Options. *Economic Impact of Cycle Tourism: Niagara Region and Greenbelt Areas*. Summer 2010



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Economic Impact of Cycle Tourists in Niagara

Statistics

- Average of \$148** spent on combined food and beverages, attractions and retail purchases spent by cyclists staying one or more nights
- Cyclists staying overnight spent on average 37%** more, excluding accommodation expenses
- \$108** is the average amount spent by all types of Niagara cyclists (day trips and overnight stays) on combined food and beverages, attractions and retail purchases
- 52%** of all cyclists stayed one or more nights: 69%** one night; 19%** two nights; and 12%** 3 or more nights
- Accommodations choices included 43%** staying in a range of hotels or motels, 29%** staying at Bed & Breakfasts

**Statistics from survey and report completed by Transportation Options. *Economic Impact of Cycle Tourism: Niagara Region and Greenbelt Areas*. Summer 2010

Objective

Establish Niagara as a premier cycling destination

- ▶ Tourists
- ▶ Recreationists
- ▶ Locals

(REGARDLESS OF AGE & CYCLING ABILITY)

Activities

- ▶ Create a consistent & enjoyable cycling experience for all cyclists
- ▶ Coordinate cycling initiatives by engaging and working with stakeholders and active transportation
- ▶ Coordinate cycling product development to increase level of consistency across Niagara Region



Stakeholders



- ▶ Niagara's Active Transportation groups
- ▶ Waterfront Trail
- ▶ Ontario By Bike
- ▶ Niagara Greenbelt
- ▶ Niagara BIA's and Chambers of Commerce
- ▶ Regional Niagara Bike Committee
- ▶ Greater Niagara Circle Route
- ▶ Cycling clubs
- ▶ Share the Road
- ▶ Municipal staff of all 12 municipalities
- ▶ Niagara's Destination Marketing Organizations and RTO
- ▶ Other cycle tourism related partners



Product Development

Tie cycling routes to places of interests

- ▶ Historic walks, Hawk watching
- ▶ Mountain biking, Hiking
- ▶ Wineries, Trails
- ▶ Waterfront
- ▶ Niagara's diverse range of products in each municipality (destinations within the destination)
- ▶ While supporting cycling friendly businesses and business districts



Bicycle Supportive Infrastructure



- ▶ On and off road cycling facilities
- ▶ Trails
- ▶ Bike Storage
- ▶ Bike Parking
- ▶ Bike repair kits or bike repair shops
- ▶ Water refill stations
- ▶ Public washrooms and showers
- ▶ Way-finding signage
- ▶ Clear trail marking and maps
- ▶ Luggage drop off services
- ▶ Multi-modal connectivity
- ▶ Bike friendly taxi services
- ▶ Bike Rental Locations





Expected Results

- ▶ Completion of an environmental scan
- ▶ Development of inventory of cycling tourism products and tools
- ▶ Identification of gaps in cycling tourism products and tools
- ▶ Creation of marketing strategy
- ▶ Creation of marketing collateral in English and French

Impact

- ▶ Sharing and analyzing results will allow to further develop links to secondary products which may already exist but not actively have a relationship
- ▶ Creation of new products and package ideas



#CycleON: Ontario's Cycling Strategy

Minister of Transportation and Infrastructure announces \$25 million bike infrastructure funding

- ▶ Rolled out over 3 years
- ▶ \$10 million to help municipalities expand cycling routes
- ▶ \$15 million to fund pilot programs including building cycling infrastructure on provincial highways and bridges

Highlights

- 1) Design healthy, active and prosperous communities
- 2) Improve cycling infrastructure
- 3) Make highways and streets safer
- 4) Promote cycling awareness and behavioural shifts
- 5) Increase cycling tourism opportunities



Bike friendly Municipalities

As per Share the Road Cycling Coalition for bicycle friendly designation there are 24 of 444 municipalities in Ontario that have received this status.

Niagara region has 5 municipalities who have a designations (over 20%)



- ▶ Pelham - Silver
- ▶ Grimsby - Bronze
- ▶ Thorold - Bronze
- ▶ Welland - Bronze
- ▶ St. Catharines - Bronze

For More information: <http://www.sharetheroad.ca/getting-started-s15943>



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Five Easy Ways to be a Bike Friendly Business



- ▶ Have a basic flat repair kit / pump handy
- ▶ Have some maps handy
- ▶ Offer u-locks or bike check-in
- ▶ Roll-in to the Rooms
- ▶ Have the Right Attitude



*We are
Bike Friendly*



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Questions?



Thank You



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