



Niagara Cycling Tourism Report

February 2016



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Introduction

Background

Since the creation of the Greater Niagara Circle Route and the development of Niagara Region's Transportation Strategy in 2002, cycling has become a "top of mind" means of sustainable, active transportation in Niagara and part of promoting a healthy lifestyle for all its residents.

This interest provides the Niagara's tourism sector an opportunity to diversify its vast product offering once again, and attract prospective new travellers to Niagara. Through the promotion of a growing network of routes/trails, private operators specializing in cycling product and services, cycling clubs, associations, bike-friendly accommodations, restaurants and attractions, Niagara is primed to become a hotspot for cycling tourism in Canada.

Given the increase in activity and efforts around the promotion of cycling and infrastructure, there is a clear need for Tourism Partnership of Niagara to determine how it can best promote the growth in this product category and drive leads to its Sub-Regional partners; Niagara Falls Tourism, Niagara's South Coast Tourism Association, St. Catharines Department of Economic Development and Tourism, Tourism Niagara-on-the-Lake and Twenty Valley Tourism Association.

Objectives

- Clearly identify cycling tourism stakeholder groups and the role(s) of each group
- Create a directory of active cycling tourism related operators and determine who TPN can promote through marketing communication efforts
- Determine existing gaps and offer recommendations for further development of cycling tourism in Niagara



Category Review

A review of travellers who came to Niagara for a cycling holiday in 2012 revealed cycling tourists frequently stayed 1-2 nights, were between the ages 35-64, male (54%) and female (46%), well educated and travelled predominantly with adults only (93%) in parties of 3 or more persons¹.

A February 2015 report by the Ontario by Bike Network (a project of Transportation Options; a non-profit organization dedicated to fostering sustainable mobility and tourism solutions across Ontario) verified that trends have remained fairly consistent:

- Age: 45-64
- Gender: Male
- Household Income: +\$100K
- Well educated, experienced road cyclist, rides in groups of 2 to 4 and travels in Ontario with bike².

Pre-Trip Planning

Websites (29%), Social Media (26%) and printed Cycling maps (16%) are the top three information sources for cyclists in Ontario when planning cycling related trips³.

Activities Beyond Cycling

Of the top activity preferences while on a cycling trip, Niagara offers all, including culinary experiences, hiking, camping, wine tasting, shopping and visiting cultural sites and museums⁴.

¹ Statistics Canada: Travel Survey of Residents of Canada and International Travel Survey as interpreted by Ontario Ministry of Tourism, Culture and Sport

² Transportation Options: From Niche to Now, Cycle Tourism in Ontario. February 2015)

³ & ⁴ Transportation Options, From Niche to Now



Why Cycling Tourism?

In 2010, approximately 2 million Canadian/Ontario visitors participated in cycling activities in Ontario accounting for \$391 million in revenue generation (an increase of 25% and 18% respectively from 2009)⁵.

In the same year, Ontario attracted 38% of all Canadian visitors who went cycling anywhere in Canada. Niagara as a destination attracted only 4.2% (84,000) of all Canadians who participated in cycling activities while in Ontario.

According to a study conducted by Transportation Options in the summer of 2010, cyclists who came to Niagara and stayed one or more nights, spend on average \$148 on combined food and beverages, attractions and retail purchases (excludes accommodations). This same study revealed that 52% of all cyclists stayed one or more nights, of which 72% stayed in paid accommodations (hotels, motels and/or bed and breakfasts)⁶.

In 2012, approximately 98,000 cyclists visited Niagara - 97.8% stayed-overnight and spent approximately \$229 per visit resulting in a 16.7% increase in visitation based on cycling activities and a +\$81 per visitor spend in two years⁷.

A World Travel Market report published in 2014 suggests cycling holidays are becoming more popular than golf getaways in the US, with reported cycling enthusiast numbers climbing to 3.8m in 2013 (up from 3.5m in 2012)⁸.

Research indicates this segment aligns with TPN's existing consumer targeting strategy. The increased product vertical interest among American travellers, combined with the favourable exchange rate warrants the exploration of this market potential in greater detail.

⁵ Transportation Options, *Economic Impact of Cycle Tourism in Ontario*

⁶ Transportation Options, *Economic Impact of Cycle Tourism: Niagara Region and Greenbelt Areas. Summer 2010*

⁷ Travel Survey of Residents of Canada, *International Travel Survey*, Statistics Canada & MTCS)

⁸ <http://www.cyclingweekly.co.uk/news/latest-news/cycling-holidays-becoming-popular-golf-breaks-142695>





Eco-System Analysis

There are a number of stakeholders within Niagara that contribute to the health, growth and promotion of the Region's cycling infrastructure and product offering.

Government

PROVINCIAL:

Ministry of Tourism, Culture and Sport: (MTCS)

Through the Ministry mandate and agencies, MTCS supports the development of cycling tourism through it's commissioned research studies, investment in the province's 13 Regional Tourism Organizations (RTOs), infrastructure improvements (including the TODs Signage Program) and the development and implementation in the Ontario Trails Strategy; a long-term plan that establishes strategic direction for planning, managing, promoting and using trails across the province of Ontario.

MTCS Agencies:

Ontario Tourism Marketing Partnership Corporation: (OTMPC)

OTMPC's mandate, in part, is to market Ontario as a travel destination and to support and assist the marketing efforts of the tourism industry. Consumer research is often shared with tourism industry stakeholders that identifies key travel motivators, including cycling.

OTMPC implements partnership programs with key stakeholders including the RTOs to leverage the key travel motivators in given markets throughout Ontario. As cycling becomes more of a focus for many RTOs, OTMPC (through partnership opportunities), will likely increase its efforts highlighting this product vertical.

Ontario Travel Information Centres

OTMPC operates 11 Ontario Tourism Information Centres (OTICs) across the province, with the majority of centres located along provincial borders (U.S. and Canada). There are 2 OTICs within the Niagara Region: St. Catharines (north-bound QEW) and Niagara Falls (Stanley Avenue & 420).

The OTICs are often the first point of contact with travellers when in the Niagara Region, and these centres support the promotion of cycling tourism through the distribution of guides (including Cycling in Ontario, Niagara Cycling Tourism Centre's map and Niagara Region's cycling map), cycling-friendly amenities including bike racks, public restrooms, free wi-fi, promotion of the bike train and expert advice.



MTCS Agencies Continued:

Niagara Parks Commission

Established in 1885, the Niagara Parks Commission (NPC) is a self-funded agency of the Ontario Ministry of Tourism, Culture and Sport. Its original mandate was to control the lands and buildings immediately surrounding the Canadian Horseshoe Falls.

Today, NPC has grown to include 56km of scenic parkway from Fort Erie to Niagara-on-the-Lake along the Niagara River. NPC's mission is, "to protect the natural and cultural heritage along the Niagara River for the enjoyment of visitors while maintaining financial self-sufficiency."⁹

The 53km Niagara River Recreation Trail forms part of the Greater Niagara Circle Route and over the past number of years, NPC has invested in many cycling friendly infrastructure improvements and marketing programs aimed at achieving its mission through the increase in cyclists enjoying the NPC controlled lands.

Initiatives include bike rentals, installation of bike racks, public washroom access, offering of nourishment and refreshment at NPC facilities, trail signage, and shuttle service connecting cyclists to Niagara-on-the-Lake from Niagara Falls¹⁰.

Ontario Parks

Niagara is home to Short Hills Provincial Park, a 735 hectare natural environment spanning the municipalities of St. Catharines, Pelham and Thorold. The park lands offer mountain biking on marked, authorized trails.

Short Hills Provincial Park is currently managed and maintained by Friends of Short Hills Park, a community-based organization dedicated to the preservation of the park through liaison with Ontario Parks, volunteer work, public education and fund raising activities¹¹.

⁹ <http://www.niagaraparks.com/files/Code-of-Conduct/pdf>

¹⁰ Cycle Tourism in Niagara Parks, Policy Brief #17 – August 2013

¹¹ <http://www.friendsofshorthillspark.ca/page/home>



REGIONAL:

Niagara Peninsula Conservation Authority

The Niagara Peninsula Conservation Authority is a registered charitable organization established in 1959 under the Conservation Authorities Act with the mandate to “establish and undertake programs designed to further the conservation, restoration, development and management of natural resources.”¹²

The protection of these lands throughout the Niagara Region contributes to the sustainability of cycling tourism, as many of the conservation areas include trails and are amenable to cyclists visiting and using these lands for recreational purposes.

Niagara Region

*The Regional Niagara Active Transportation Sub Committee*¹³

The Regional Niagara Active Transportation Sub Committee (formerly Regional Niagara Bicycling Committee) is an advisory arm of Regional Council whose mandate is to provide input on cycling issues, projects, policies and programs that promote safe bicycling for all ages as a means of sustainable transportation, recreation and tourism.

Sub Committee priorities:

- Implementation of Regional Bikeways Network (approved by Council), which ensures a dedicated space for cyclists and the implementation of a bicycle signage plan.
- Assist Niagara municipalities in their efforts to develop and implement infrastructure and sustainable transportation plans.
- Facilitate and promote cycling for transportation, recreation and tourism purposes through partnership with relevant local, provincial and bi-national groups.

¹² <https://npca.ca/about>

¹³ <http://www.niagararegion.ca/government/committees/rnbc/default.aspx>



Niagara Region Continued

Greater Niagara Circle Route Sub Committee¹⁴

A Sub-committee of the Planning and Public Works Committee, was formed to implement the Master Plan for the Welland Canals Parkway and later expanded to develop a network of trails that pass through seven of the Region's municipalities.

Today the Greater Niagara Circle Route includes the following routes:

- Welland Canals Parkway (along the Welland Canal from Lake Ontario (St. Catharines) to Lake Erie (Port Colborne))
- Friendship Trail (Port Colborne to Fort Erie)
- Niagara River Recreational Trail (Niagara Parkway between Fort Erie and Niagara-on-the-Lake)
- Waterfront Trail (portion between Niagara-on-the-Lake and St. Catharines on Lakeshore Road)

The Regional Municipality of Niagara funded development of the Greater Niagara Circle Route with significant contributions from local municipalities (matched Regional funding for their portion of the route), the Millennium Fund (Federal Government), the Canada-Ontario Infrastructure Program (Provincial and Federal Government) and private sector contributions.

Meeting approximately 5-6 times per year, this sub-committee focuses efforts on improving signage, promotion and maintenance of the route and includes regional and local politicians, subject matter experts and delegates from related agencies.

¹⁴ <http://www.niagararegion.ca/government/committees/gncr/default.aspx>



MUNICIPAL:

Each of Niagara's 12 municipalities plays a significant role in the development and promotion of cycling tourism product across the region.

Through the support of new business ventures, infrastructure projects and promotion of existing cycling related product, each municipality has at least one committee dedicated to discussing and improving the health of recreation services, infrastructure and/or active transportation in their jurisdiction.

Niagara Region Municipalities:

- Fort Erie
- Grimsby
- Lincoln
- Niagara Falls
- Niagara-on-the-Lake
- Pelham
- Port Colborne
- St. Catharines
- Thorold
- Wainfleet
- Welland
- West Lincoln

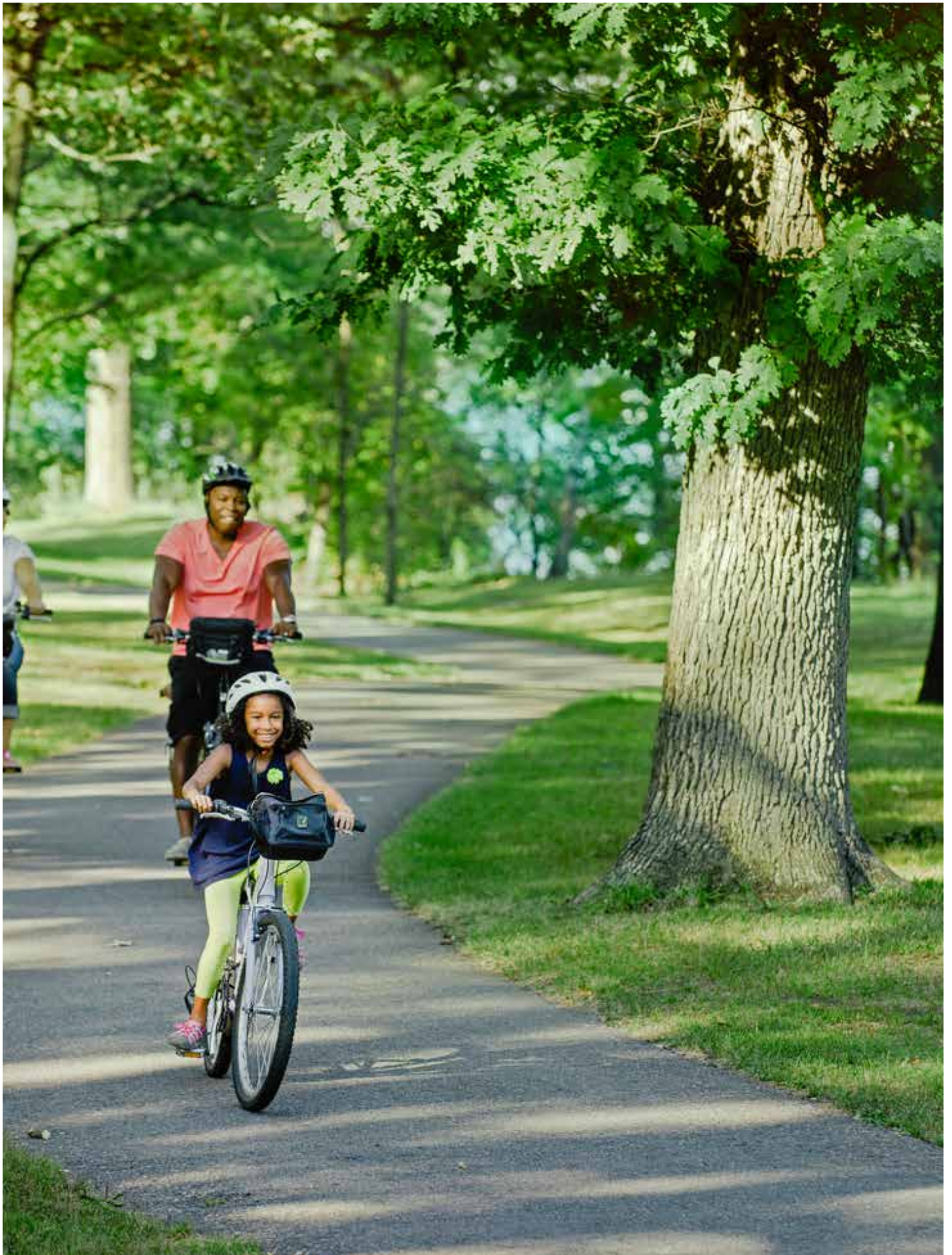
Not-for-Profit/Non-Profit Organizations

Venture Niagara

Established as a not-for-profit corporation in 1985, Venture Niagara is funded by the federal government with the mandate to invest in small and medium sized businesses to carry out community development projects across Niagara.

In 2014, Venture Niagara received funding from the Ministry of Training, Colleges and Universities to develop a cycling tourism project in Niagara, which included an environmental scan of cycling product inventory across the region. This project resulted in the creation of a bi-lingual cycling resource centre, Niagara Cycling Tourism Centre. The key initiatives of the project are cycling promotion through its website cyclinginniagara.bike; a bilingual resource for prospective cycling tourists and an annual cycling route map, which includes 'official' routes and pertinent trip information printed on waterproof paper. (See Appendix 2)

The organization also attends annual cycling shows in Toronto and Quebec and is leading the development of a Niagara Cycling Tourism Summit to promote cycling tourism across Niagara.





Transportation Options¹⁵

Transportation Options (T.O.) is a non-profit organization dedicated to fostering sustainable transportation and tourism ideas and innovations by engaging in research, project development, and promotion of choices that are healthy, integrated, convenient, economically beneficial and environmentally sound. The following partners currently fund T.O.: The Ontario Trillium Foundation, Province of Ontario (Ministry of Tourism, Culture and Sport and Ministry of Environment) and Friends of the Greenbelt Foundation.

Major projects from T.O. include the development of the award-winning Bike Train Initiative, which coordinates and promotes a roll-on-roll-off bike service on select VIA Rail and GO Transit routes (including the service between Toronto and Niagara), and Ontario By Bike Network.

This network also promotes cycling tourism through certification of local tourism related businesses as “bicycle friendly”. These businesses are actively promoted through the website ontariobybike.ca and the annual publication, *Cycling in Ontario* (Niagara Parks was featured in the 2015 edition).

To qualify for the free certification as “Bicycle Friendly” businesses must meet the following, minimum requirements and must fit under the categories of accommodations, tourist attractions, food services and/or business areas:

- Covered and/or secure bike storage/lock-up area
- Access to restrooms, rest areas and water
- Cycling information, including any published cycling route maps
- Staff able to direct cyclists to information on cycling routes in immediate area, local bike shops and hours, bicycle rental and tour operators, weather reports
- Basic bicycle repair toolset
- Healthy, local food and beverage options, if served on-site
- Assistance with Ontario By Bike Network evaluation whenever possible
- All frontline staff informed of participation in Ontario By Bike Network, and above services and amenities

¹⁵ <http://www.transportationoptions.org/about-us.html>



Waterfront Regeneration Trust

Established in 1988, the Waterfront Regeneration Trust (WRT) is the not-for-profit organization with the mandate to develop a province-wide Waterfront Trail that spans the shores of the Canadian Great Lakes and the St. Lawrence River. Since then the Waterfront Trail expanded to span approximately 1,400 kms connecting 68 communities, including Niagara which joined the partnership in 1996. In 2002 work began to extend the trail from Niagara-on-the-Lake to Brockville. The Waterfront Trail in Niagara now wraps the region from Wainfleet to Grimsby and forms part of the Greater Niagara Circle Route in Niagara-on-the-Lake¹⁶.

Greenbelt Route (Friends of the Greenbelt Foundation)

Friends of the Greenbelt Foundation is a non-profit organization that was formed in 2006, shortly after the Ontario Government established the provincial greenbelt; the now 1.8 million acre plus area of protected forest, farmlands and wetlands which spans across Southern and Central Ontario (including Niagara's 2.1 million tender fruit trees). Today the Friends of the Greenbelt Foundation is a grant funding organization that invests in projects that support local farmers, local communities and protect natural features in the Greenbelt.

The Greenbelt Route was launched in summer 2015 and developed through partnership with the Waterfront Regeneration Trust, Transportation Options, and owned and maintained by 27 local area municipalities including Niagara Region, Niagara-on-the-Lake, Niagara Parks Commission, and City of St. Catharines.

Today the Greenbelt Route spans more than 475kms and offers mostly on-road long-trek and short municipal routes with mapped and signed connections to and from the Waterfront Trail. Through active collaboration between the Friends of the Greenbelt Foundation and stakeholders, the organization works now to promote the use of the route and cycling tourism throughout the Ontario Greenbelt¹⁷.

¹⁶ <http://www.waterfronttrail.org>

¹⁷ www.greenbelt.ca



Share the Road Cycling Coalition

The Share the Road Cycling Coalition is a provincial cycling advocacy organization that works in partnership with municipal, provincial and federal governments, local business communities, road safety organizations and other non-profits to build a bicycle-friendly Ontario.

Created in 2008, Share the Road has since developed a successful Bicycle-Friendly Communities program, an annual Ontario Bike Summit and various resource and promotional programs, which advocate for safe roads across Ontario and aim to increase the use of bicycles as a means for sustainable transportation.

The Bicycle Friendly Business (BFB) program recognizes the efforts of local employers who promote and encourage a welcoming atmosphere for cycling customers, employees and communities. Through an application process, businesses may be awarded with Bronze, Silver, Gold, Platinum and Diamond status based on the business meeting various criteria and is valid for four years. The application cost is based on the business/organization size and successful businesses are promoted through a dedicated press release, receive a window cling and certificate, and are promoted/profiled through Share the Road's Social Media and website. This certification differs from Ontario By Bike's program in that the applying business/organization does not have to fall into one of the OBB's categories: accommodations, food services, attractions, visitor information centres, cycling related businesses and business areas.

Share the Road also administers the program Bicycle Friendly Communities (BFC), which provides promotion, award recognition and hands-on assistance to communities that actively support cycling. Launched in 2010, awards are presented at the annual Ontario Bike Summit and currently include the following Niagara municipalities: Pelham, St. Catharines, Grimsby, Thorold and Welland¹⁸.

¹⁸ <http://www.sharetheroad.ca/>



Academic Institutions

Brock University

As one of two post-secondary institutions in Niagara, Brock University actively supports cycling as a means of sustainable transportation for its students and recognizes the importance of cycling tourism to the overall economy in the Region.

Through its support of Niagara Parks Commission's *Cycle Tourism in Niagara Parks* policy brief, Brock University's Niagara Community Observatory is making significant contributions to cycling tourism. The Niagara Community Observatory is a unit of Brock University, which, "works in partnership with the Niagara community to foster, produce and disseminate evidence-based research on current and emerging issues."¹⁹

In addition to its work with NPC, Brock University faculty have also dedicated time to other tourism-based organizations including Niagara Cycling Tourism Centre to conduct in-field consumer research, which is helping to tell the story of cycling tourists in Niagara.

DMOs & BIAs

Tourism Partnership of Niagara's five (5) Sub-Regional partners: Niagara Falls Tourism, Niagara's South Coast Tourism Association, St. Catharines Department of Economic Development and Tourism, Tourism Niagara-on-the-Lake and Twenty Valley Tourism Association and the Region's 19 BIAs currently have cycling tourism focused members.

Through each organization's work with TPN and their own marketing efforts, promotion of cycling tourism is on the increase. Each DMO has the ability to promote cycling through their own marketing channels including social media and websites. BIAs can also increase efforts to support cycling tourism through the promotion of "bicycle-friendly" designation programs and other initiatives aimed at influencing local government to further support cycling infrastructure programs and initiatives.

¹⁹ <https://www.brocku.ca/niagara-community-observatory>



Operators

As the popularity of cycling increases as a means of sustainable transportation and recreation, there will be an increased demand for businesses, which support the needs of cycling tourists.

Today there are a number of businesses whose sole focus is to support cycling in Niagara including bike shops (retail & repair), bike rentals, and tour companies. Ancillary businesses including accommodations, restaurants, and attractions can work to become more cycle friendly and can ultimately benefit from the efforts of the tourism sector stakeholders to increase cycling tourism across the region.

A comprehensive list of existing supportive businesses and organizations can be found in the Cycling Tourism Directory (*appendix 1*).

Cycling Clubs

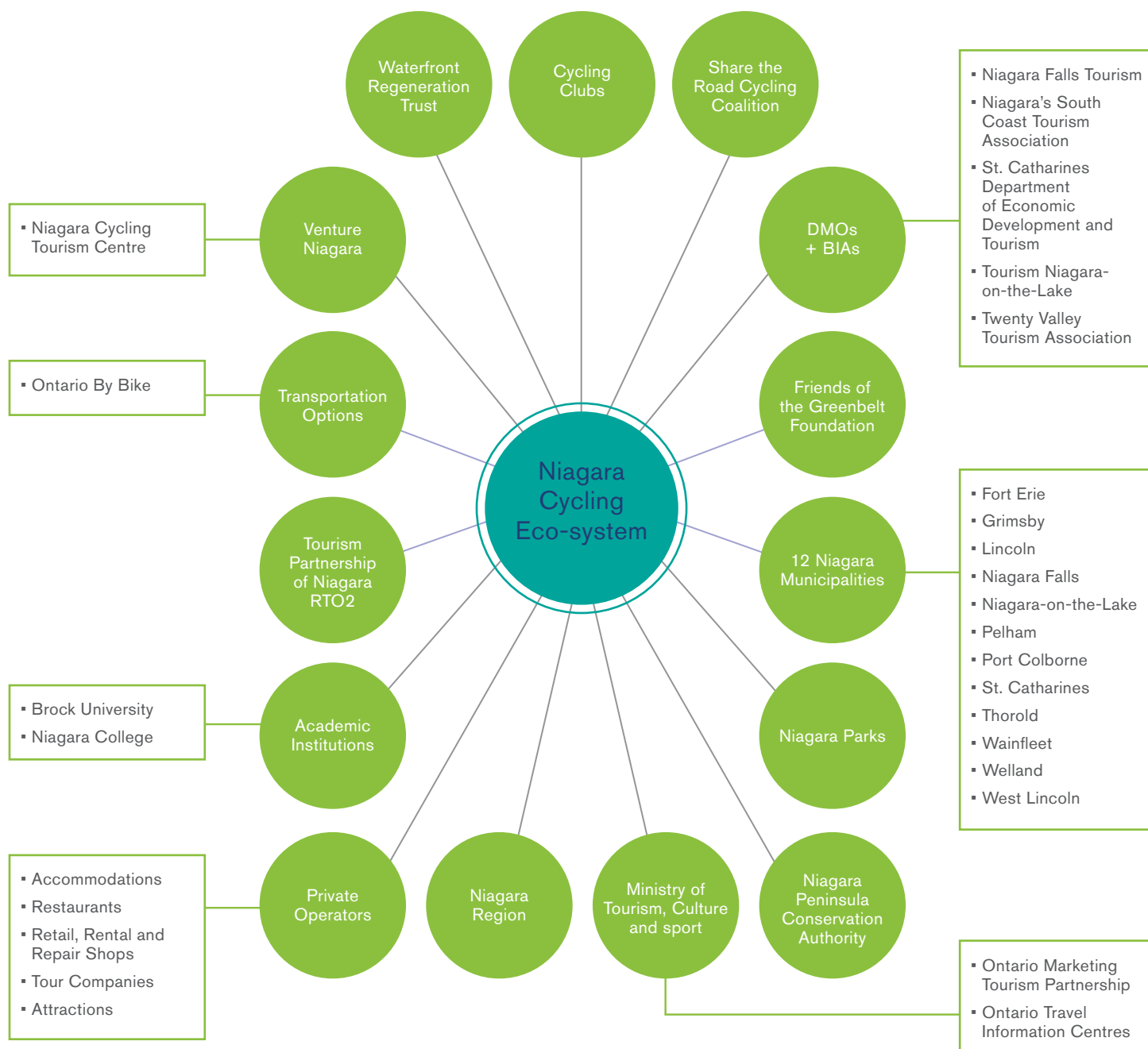
Local cycling clubs help to increase interest and promote cycling for performance, health and recreational purposes. These clubs participate in the education and advocacy of safe cycling trails and routes and often organize events, rides and trips, which connect vast cycling networks and lead to the promotion and endorsement of Niagara as a cycling tourism destination.

Existing Niagara Cycling Clubs:

- Niagara Freewheelers
- St. Catharines Cycling Club
- Shorthills Cycling Club
- Bikefit Sunflowers
- Forza Niagara
- Amici Per La Vita Cycling Club
- Reactivated Racing



Niagara Cycling Tourism Eco-system



Stakeholder Roles

ORGANIZATION (by Type or Name)	ROLES			
	Marketing/ Promotion	Advocacy	Infrastructure Maintenance & Development	Operators/ Business Development
12 Niagara Municipalities	✓	✓	✓	✓
Academic Institutions		✓		
Cycling Clubs	✓	✓		
DMOs & BIAs	✓			✓
Friends of the Greenbelt Foundation	✓	✓	✓	
Niagara Parks	✓		✓	✓
Niagara Peninsula Conservation Authority			✓	
Niagara Regional Government			✓	✓
OTICs	✓			
OTMPC	✓			
Private Operators	✓			✓
Share the Road Coalition	✓	✓		
Tourism Partnership of Niagara	✓	✓		
Transportation Options/Ontario By Bike Network	✓	✓	✓	✓
Venture Niagara/Niagara Cycling Tourism Centre	✓	✓		✓

Competitive Review

In order to properly evaluate TPN's efforts in developing and promoting cycling product across the Region, an evaluation of key competitors based on 'best practices' has been conducted. Below is a summary of findings and examples:

Curated Content – Itineraries & Blogs



Ontario's Southwest (RTO1) has curated and created a number of interesting articles and blog posts from cyclists who either have visited or live in the region. Many stories focus less on the act of cycling and more about what travellers will find along the way.

Clear Website Navigation – by experience type



Destinations who best demonstrate their commitment to the promotion of cycling tourism have created dedicated sections/pages on leisure travel websites. These sections often include the ability to sort activities/routes by interest and/or type (ie: leisure vs. performance cycling) along with specific services that cater to the cycling tourist and ancillary bicycle-friendly businesses that cyclists will come across along the way.

All-Season Cycling Options

Bruce Grey Simcoe (RTO7) provides information regarding year round cycling adventures through the use of fat bikes (bikes outfitted with large-wheels that can gain traction on snow).

Video

Perhaps one of the best ways to promote cycling product is to show prospective travellers what they can experience through video. With the increase of options in mobile technology, anyone can create inexpensive, authentic video content that highlights the types of trails, routes and experiences a region has to offer. For example, Peterborough & The Kawarthas Tourism created a 1:15 minute long video showing the sites, topography and cycling options of the region.

View here: <http://kawarthasnorthumberland.ca/what-to-do/cycling/>



Active Transportation Initiatives

In the summer months (late May to early September), our Nation's capital shuts down more than 50 kms of parkways to motorists between 9am-1pm for active transportation only (cyclists, in-line skaters, runners and walkers).

In addition, in 2013 the National Capital Commission installed an Eco-TOTEM bike counter, which counts and displays the number of bicycles that pass by it in real time.

Bike Share Programs

Some of the larger and/or more densely populated regions/municipalities have invested in bike share programs whereby interested users pay a nominal fee to rent a bike and return it at various locations around the city/region.

Cycling Infrastructure

Clear, consistent signage, parking and dedicated bike lanes/trails are the hallmarks of any great cycling destination. A number of US destinations including Wisconsin, key cities in California (San Francisco), and Portland, Oregon have adopted a cycle-friendly approach to tourism. Many of these destinations have invested in public cycle repair stations, clearly marked paths and access to Wi-Fi at key locations along well-marked trail networks, which all cater to the needs of and foster cycling tourism.

Quebec's La Route Verte is an extensive 5,000km cycling network that criss-crosses the province and is maintained by the Quebec government and non-profit Velo Quebec. Internationally recognized, this route has been the standard for cycling infrastructure in Canada for the past 20 years.



SWOT Analysis: Niagara Region Cycling Tourism

Strengths

- Active cycling community – many advocates
- Invested government at the municipal and regional levels
- Vast amount of cycling product (potential and market-ready) including trails, routes, direct and in-direct operators (See Appendix 1)

Weaknesses

- Clear, consistent signage
- Unsafe routes/infrastructure issues (ie: on-road sections of routes, busy sections of routes through 'tourist areas', etc.)
- Unclear delineation of roles across the Region (ie: marketing, infrastructure, advocacy, training, etc.)
- Marketing/promotion of cycling product across Niagara – no centralized resource that provides all pertinent information to prospective travellers
- Unclear understanding of the type of 'cycling tourist' Niagara can attract (who does our product cater to)
- Lack of services that cater to cycling tourist including luggage transport, repair stations, purchase delivery services, etc.
- Tourism operators (non-direct) do not understand the potential for revenue generation by catering to cyclists

Opportunities

- Increase in popularity of cycling as a means of active transportation and part of a healthy lifestyle
- Niagara "owned" cycling event
- Value of CDN \$ can attract US cycling-enthusiasts
- Promotion of cycling tourism through OTMPC and DC
- All-season cycling
- Tourism Partnership of Niagara consumer website visitniagaracanada.com re-build initiative can provide more effective promotion of cycling tourism in Niagara.

Threats

- Other competitive destinations actively promoting/focusing on cycling
- Cycling decreases in popularity
- Government decreases funding for cycling initiatives (ie: infrastructure investments)



Recommendations

It is recommended (based on the analysis of existing activities and gaps in cycling tourism promotion within Niagara) that Tourism Partnership of Niagara support/lead the following initiatives:

1. Create a region-wide cycling tourism committee to foster healthy stakeholder relationships and collaboration of efforts to develop this product vertical.
2. Continue efforts to build an annual cycling tourism summit with support from TPN and cycling tourism stakeholders.
3. Develop a consistent approach to foster interest from group cycling tour operators and mitigate challenges that are specific to these group types.
 - Assist operators (ie: accommodations, food-services and transportation) with the creation of a toolkit which identifies the unique challenges of cycling groups and ways to overcome and better service them.
4. Consistent approach to cycling tourism promotion.
 - All stakeholders to adopt one map for use on-line, at cycling trade shows and through other marketing communications to ensure the appearance of a unified Niagara approach to cycling tourism.
5. Foster investment in cycling-related business opportunities.

Conclusion

Looking forward, Tourism Partnership of Niagara will continue to actively engage committees and stakeholder groups to ensure the organization can fulfill its mandate of developing and delivering a broad tourism management strategy to increase the number of visitors, length of stay and visitor spend within Niagara.

As the popularity of cycling tourism increases, TPN will continue to develop and review opportunities to promote this product vertical and support stakeholders in the creation of a sustainable cycling tourism network across the Region.




Appendices

Directory of Operators/Organizations

Operators & Services	Website	Location		Cycle & Stay Member
Accommodations				
A Tudor Cottage		Fort Erie	■	
Andrea's B&B	www.andreasbedandbreakfast.com	Niagara Falls	■	
Antique Slumber B&B	www.antiqueslumber.com	NOTL	■	■
Aquabella B&B	www.aquabellabandb.com	NOTL	■	■
Arcadia House B&B	arcadiahousebb.com	NOTL	■	
Ashgrove Cottage B&B	www.ashgrovecottage.ca	NOTL	■	■
At Home B&B		Welland		■
Atherton House Bed & Breakfast	www.athertonhousebb.com	Vineland	■	
Best Western Colonel Butler Inn	www.colonelbutlerinn.com	NOTL	■	
Best Western Fallsview	www.bestwesternfallsview.com	Niagara Falls	■	
Best Western Hotel & Conference Centre - Heart of Niagara	www.heartofniagarahotels.com	St. Catharines	■	
Best Western Plus Rose City Suites	www.bestwesternniagara.com	Welland	■	
Bissell's Hideaway Resort	www.bissellshideaway.com	Ridgeville		
Bonnie Victorian Bed & Breakfast	www.bonnievictorian.com	NOTL	■	
Bonnybank B&B	www.bbcanada.com/bonnybank	Vineland Station	■	
Brock University - Conference Services	www.brocku.ca/conference	St. Catharines	■	
Butler Creek House B&B	www.butlercreekhouse.com	NOTL	■	■
Cameo Cottage	www.cameocottagebb-jordan.com	Jordan	■	
Cartland Estate Bed & Breakfast	www.cartlandestate.com	Niagara Falls	■	
Coach House B&B	www.coachhousejordan.ca	Jordan	■	
Comfort Inn St. Catharines	www.choicehotels.ca/cn303	St. Catharines	■	
Comfort Inn Welland	www.choicehotels.ca	Welland	■	
Danner House B&B	www.dannerhouse.com	Niagara Falls	■	■
Darlington House B&B	www.darlingtonhouse.ca	NOTL	■	■
Days Inn Hotel - Heart of Niagara Hotels	www.heartofniagarahotels.com	St. Catharines	■	
Days Inn Welland	www.daysinn.ca	Welland	■	
Duncan-Quinn House B&B	www.duncan-quinn.ca	NOTL	■	
Four Points by Sheraton St. Catharines	www.fourpointsstcatharines.com	St. Catharines		
Friendship Trail B&B	www.friendshiptrailbandb.ca	Fort Erie	■	■
GlenMhor Guesthouse B&B	www.glenmhor.com	Niagara Falls	■	
Harbour House Hotel	www.niagarasfinest.com	NOTL	■	
HI-Niagara Falls Hostel	www.hostellingniagara.com	Niagara Falls	■	
Hilltop Manor Hot Tub & Garden Retreat				■
Holiday Inn Parkway Convention Centre - Heart of Niagara	www.heartofniagarahotels.com	St. Catharines	■	
In Elegance Bed and Breakfast	www.inelegance.ca	NOTL	■	
Jordan Village Guest Manor	www.bbstay.biz	Jordan	■	
Kent House B&B	www.kenthousebandb.com	Port Colborne	■	
Lakeshore B&B	www.lakeshorebedandbreakfast.ca	Fort Erie	■	■



Operators & Services	Website	Location		Cycle & Stay Member
Accommodations Cont.				
Morningstar Cottage B&B	www.bbcanada.com/morningstar	Thorold	■	
Niagara Grandview Manor	www.niagaragrandview.com	Niagara Falls	■	
Pilot Lodging	www.pilotlodging.ca	Port Colborne	■	
Ramada Beacon Harboursie Inn & Conference Centre	www.ramadabeacon.com	Jordan	■	
Residence & Conference Centre - Niagara College	www.stayrcc.com/notl	NOTL	■	
Residence & Conference Centre - Niagara College	www.stayrcc.com/welland	Welland	■	
Riverside Park Motel & Campground	www.riversidepark.net	Niagara Falls	■	
Robinsons Bed & Breakfast	www.bbcanada.com/robinson	Thorold	■	■
Schoolmasters House Circa 1818				
Bed and Breakfast	www.schoolmastershouse.ca	NOTL	■	
Shaw Club Hotel & Spa	www.niagarasfinest.com/properties/shawclub	NOTL	■	
Spring Creek Tranquility B&B	www.bbcanada.com/10753	Jordan	■	
Squirrel House Gardens Bed & Breakfast	www.squirrelhouseniagara.ca	St. Catharines	■	
Stamford Village Bed & Breakfast	www.stamfordvillagebedandbreakfast.com	Niagara Falls	■	
Stretton B&B	www.strettonbedandbreakfast.com		■	■
Super 8 Grimsby	www.super8grimsby.com	Grimsby		
Talwood Manor B&B	www.talwoodmanorbb.com	Port Colborne	■	■
The Bootlegger B&B	www.whiskyrun.com	Port Colborne	■	
The Cobbled Path Bed and Breakfast	www.cobbledpath.com	Fort Erie	■	
The Inn at Lock Seven	www.innatlock7.com	Thorold	■	■
Tudor Creek B&B	www.tudorcreek.com	St. Catharines	■	
Two Bees Bed and Breakfast	www.twobeesniagara.com	NOTL	■	
Two Rivers B&B	www.tworiversniagara.com	Niagara Falls	■	■
Victorian Charm Bed and Breakfast	www.victoriancharmbb.com	Niagara Falls	■	
Vineland Estates Winery	www.vineland.com	Vineland	■	
White House Bed & Breakfast	www.whitehousebandb.com	NOTL	■	
Windmill Point Park & Family Campground	www.windmillpointpark.com	Ridgeway	■	
Attractions				
13th Street Winery	www.13thstreetwinery.com	St. Catharines	■	
Alvento Winery	www.alvento.ca	Vineland	■	
Ball's Falls	www.npca.ca	Jordan	■	
Caroline Cellars	www.carolinecellars.com	NOTL	■	
Chateau des Charmes Winery	www.chateaudescharmes.com	NOTL	■	
Coyote's Run Estate Winery	www.coyotesrunwinery.com	NOTL	■	
Creekside Estates Winery	www.creeksidewine.com	Jordan	■	
De Sousa Cellars	www.desousawines.com	Beamsville	■	
Fielding Estate Winery	www.fieldingwines.com	Beamsville	■	
Flat Rock Cellars	www.flatrockcellars.com	Jordan	■	
Frogpond Farm Winery	www.frogpondfarm.ca	NOTL	■	
Grimsby Public Art Gallery	www.grimsby.ca/Art-Gallery	Grimsby	■	
Henry of Pelham Estate Winery	www.henryofpelham.com	St. Catharines	■	
Hinterbrook Estate Winery	www.hinterbrook.com	NOTL	■	
Inniskillin Wines	www.inniskillin.com	NOTL	■	
Jackson Triggs Niagara Estate	www.jacksontriggswinery.com	NOTL	■	



Operators & Services	Website	Location		Cycle & Stay Member
Attractions Cont.				
Kacaba Vineyards	www.kacaba.com	Vineland	■	
Konzelmann Estate Winery	www.konzelmann.ca	NOTL	■	
Lock 7 Viewing Complex & Info Centre	www.thorold.com/content/lock-7-viewing-complex	Thorold	■	
National Helicopters - Niagara Tours	www.nationalhelicopters.com/Niagara_home	Virgil	■	
Niagara College Teaching Brewery & Winery	www.niagaracollegebeer.ca	NOTL	■	
Niagara College Wine Visitor and Education Centre	www.nctwinery.ca	NOTL	■	
Niagara Falls History Museum	www.niagarafallsmuseums.ca	Niagara Falls	■	
Niagara Nature Tours	www.niagaranaturetours.ca	Vineland Station	■	
Niagara Oast House Brewers	www.oasthousebrewers.ca	NOTL	■	
Niagara Parks' Botanical Gardens	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Butterfly Conservatory	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Floral Clock	www.niagaraparks.com	Queenston	■	
Niagara Parks' Floral Showhouse	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Journey Behind the Falls	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Laura Secord Homestead	www.niagaraparks.com	Queenston	■	
Niagara Parks' Mackenzie Printery	www.niagaraparks.com	Queenston	■	
Niagara Parks' McFarland House	www.niagaraparks.com	NOTL	■	
Niagara Parks' Niagara Glen Nature Centre & Hiking Trail	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Niagara's Fury	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Old Fort Erie	www.niagaraparks.com	Fort Erie	■	
Niagara Parks' Queen Victoria Park	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Queenston Heights Park	www.niagaraparks.com	Queenston	■	
Niagara Parks' Whirlpool Aero Car	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' White Water Walk	www.niagaraparks.com	Niagara Falls	■	
Niagara Wine Festival	www.niagarawinefestival.com	St. Catharines	■	
Peace Park Bandshell Concert Series & Farmer's Market	www.pelham.ca	Pelham	■	
Pillitteri Estates Winery	www.pillitteri.com	NOTL	■	
Presentations - Unique Gift Boutique	www.giftpresentations.ca	Fonthill	■	
Riverview Cellars Winery	www.riverviewcellars.com	NOTL	■	
Rockway Glen Golf Course & Estate Winery	www.rockwayglen.com	St. Catharines	■	
Silversmith Brewing	www.silversmithbrewing.com	NOTL	■	
Sir Adam Beck Generating Station	www.niagaraparks.com	Queenston	■	
St. Catharines Museum	www.stcatharineslock3museum.ca	St. Catharines	■	
Sue-Ann Staff Estate Winery	www.staffwines.com	Jordan	■	
Vineland Estates Winery	www.vineland.com	Vineland	■	
Whirlpool Jet Boat Tours	www.whirlpooljet.com	NOTL	■	
Willoughby Historical Museum	www.niagarafallsmuseums.ca	Niagara Falls	■	
Bike Pumps				
Jordan House Tavern (Cave Spring Cellars)	www.jordanhouse.ca	Jordan		
Merritt Island Trail Playground	www.canalcorp.ca	Welland		
PenFinancial Flatware Community Centre	www.canalcorp.ca	Welland		
The Olde Angel Inn	www.angel-inn.com	NOTL		
The Smokin Buddha Restaurant	www.thesmokinbuddha.com	Port Colborne		
Welland Community Wellness Centre	www.welland.ca	Welland		
Welland International Flatwater Centre	www.wifc.ca	Welland		



Operators & Services	Website	Location		Cycle & Stay Member
Bike Rentals				
Canal City Cycle	www.canalcitycycle.com	Thorold		
Cycle-Logical Rentals	www.cycle-logicalrentals.weebly.com	Welland	■	
HI-Niagara Falls	www.hihostels.ca	Niagara Falls		
Mac's Bikes	www.macsbikesniagara.com	Niagara Falls	■	
Niagara Getaway Wine Tours	www.niagaragetaways.com	NOTL		
Niagara Rowing School & Paddlesports Centre	www.niagararowingschool.com	Vineland		
Niagara Wine Tours International	www.niagarawoldwinetours.com	NOTL	■	
Pedal Bike Shop	www.pedalbicycleshop.com	Port Colborne		
Steve Bauer Bike Tours	www.stevebauer.com	St. Catharines		
Steve's Place	www.cycleman.com	Fort Erie		
Zoom Leisure Bikes	www.zoomleisure.com	NOTL/Niagara Falls	■	
Bike Shops (Retail & Repair)				
Bikefit	www.bikefit.ca	St. Catharines	■	
Buckner's Source for Sports	www.buckners.sourceforsports.com	Port Colborne		
Canal City Cycle	www.canalcitycycle.com	Thorold		
Clarkson Cycle & Fitness	www.clarksoncycle.com	Thorold		
County Cycle Custom Bike Boutique	www.countycycle.ca	Beamsville	■	
Front Row Sports	www.frontrowsport.com	Thorold	■	
Inception Cyclery	www.inceptioncyclery.com	St. Catharines	■	
Liberty! Bicycles	www.libertybicycles.com	St. Catharines	■	
Mountainview Cycle & Sports	www.mountainviewcycle.ca	Beamsville		
Pedal Bike Shop	www.pedalbicycleshop.com	Port Colborne	■	
Pedlar Bicycle Shop	www.pedlarbicycle.com	Niagara Falls		
Rapid City Cycle	www.facebook.com/rapidcitycycle	St. Catharines		
Ski Pro Shop	www.skioproshop.com	St. Catharines		
Steve's Place	www.cycleman.com	Fort Erie		
Thornton's Cycle and Sports	www.thorntonscycle.ca	Welland		
VeloCare Professional Bike Service	www.velocare.bike	Niagara Falls	■	
Western Hill Bike Rest Area	www.uniglass-ziebart.com	St. Catharines	■	
Cycling Clubs				
Amici Per La Vita Cycling Club	www.aplvncc.ca			
Bikefit Sunflowers	www.bikefitsunflowers.com			
Forza Niagara	www.facebook.com/forzaniagara			
Niagara Freewheelers	www.thefreewheelers.com			
Reactivated Racing	www.reactivated.ca			
Shorthills Cycling Club	www.shorthillscyclingclub.com			
St. Catharines Cycling Club	www.stcatharinessccc.com			
Information Centres/Services				
City of Port Colborne	www.portcolborne.ca	Port Colborne	■	
Grimsby & District Chamber of Commerce	www.grimsbychamber.com	Grimsby	■	
Lock 7 Viewing Complex & Info Centre	www.thoroldtourism.ca	Thorold	■	
Niagara Falls - Ontario Travel Information Centre	www.ontariotravel.net	Niagara Falls		
Niagara Falls Tourism	www.niagarafallstourism.com	Niagara Falls	■	
Niagara Information Centre	www.niagarainfocentre.com	Niagara Falls	■	

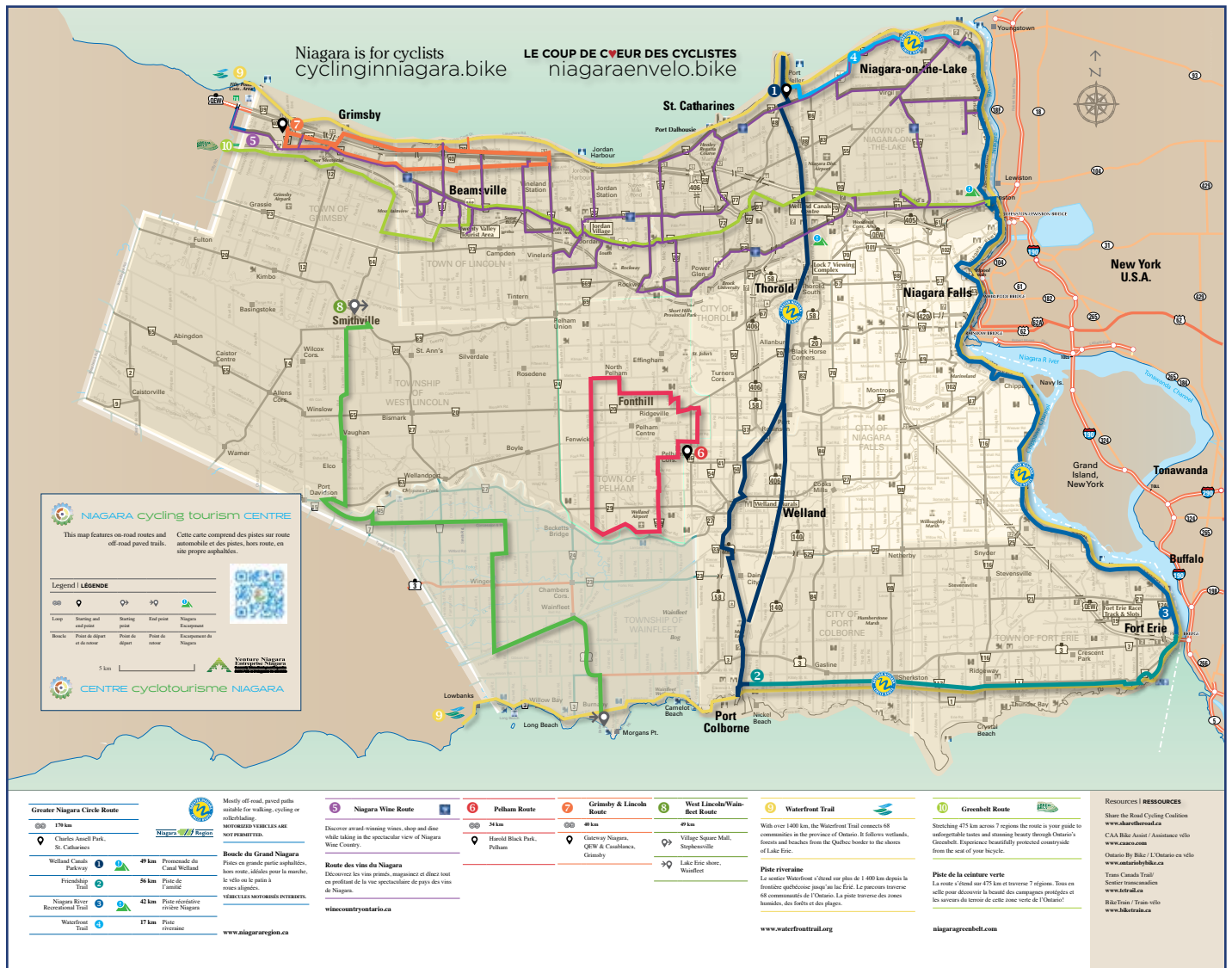


Operators & Services	Website	Location		Cycle & Stay Member
Information Centres/Services Cont.				
Niagara Parks' Table Rock Welcome Centre	www.niagaraparks.com	Niagara Falls	■	
Niagara-on-the-Lake Visitor & Convention Bureau	www.niagaraonthelake.com	NOTL		
St. Catharines - Ontario Travel Information Centre	www.ontariotravel.net	St. Catharines		
Tourism St. Catharines	www.tourismstcatharines.ca	St. Catharines	■	
Town of Pelham Municipal Office	www.pelham.ca	Fonthill	■	
Twenty Valley Tourism Association	www.twentyvalley.ca	Vineland Station	■	
Restaurants				
Balzac's Coffee	www.balzacs.com	NOTL	■	
Benchmark - Niagara College Restaurant	www.nctwinery.ca	NOTL	■	
DJ's Roadhouse Family Restaurant	www.facebook.com/djsroadhouse	Wainfleet		
Farmhouse Café at Caroline Cellars Winery	www.carolinecellars.com/farmhousecafe	NOTL	■	
Grape Escape Wine Tours	www.tourniagarawineries.com	NOTL	■	
Lake Land Meats & Farm Market	www.lakelandmeats.com	St. Catharines	■	
Mokus Restaurant of Fonthill	www.mokusfonthill.com	Fonthill	■	
Niagara Parks' Edgewaters Tap & Grill	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Elements on the Falls	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Queenston Heights Restaurant	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Riverview Family Buffet	www.niagaraparks.com	Niagara Falls	■	
Niagara Parks' Whirlpool Restaurant	www.niagaraparks.com	Niagara Falls	■	
Ramada Beacon Harbourside Restaurant	www.ramadabeacon.com	Jordan	■	
South Coast Cookhouse	www.facebook.com/southcoastcookhouse	Crystal Beach	■	
Station 1 Coffeehouse	www.stationonecoffeehouse.ca	Grimsby	■	
The Boulevard Bistro	www.boulevardbistro.ca	Niagara Falls	■	
The Café on Main & Wine Bar	www.cafeonmain.ca	Fonthill	■	
The European Pantry	www.theeuropeanpantry.com	Welland		
The Old Bank Bistro	www.oldbankbistro.com	Fort Erie	■	
The Smokin' Buddha Restaurant & Market	www.thesmokinbuddha.com	Port Colborne	■	
Vineland Estates Winery	www.vineland.com	Vineland	■	
Tour Companies				
Grape Escape Wine Tours	www.tourniagarawineries.com	NOTL		
Mac's Bikes	www.macsbikesniagara.com	Niagara Falls	■	
Niagara Getaway Wine Tours	www.niagaragetaways.com	NOTL		
Niagara Wine Tours International/	www.niagaraworldwinetours.com	NOTL	■	
Niagara Cycling Co.				
Steve Bauer Bike Tours	www.stevebauer.com	St. Catharines	■	
Zoom Leisure Bikes	www.zoomleisure.com	NOTL/Niagara Falls	■	
Transportation				
GO Train - Bike Train Service	www.biketrain.ca			
WEGO	www.wegoniagarafalls.com	Niagara Falls		



Government	Website	Contact Name	Title
Provincial			
Ministry of Tourism, Culture and Sport	www.mtc.gov.on.ca	Paul Samson	Tourism Industry Advisor, MTCS
Niagara Parks Commission	www.niagaraparks.com	Corey Burant	General Manager
Ontario Tourism Marketing Partnership Corporation	www.tourismpartners.com	Narvin Singh	Director, Partnerships and Regional Relations
Ontario Travel Information Centres	www.ontariotravel.net/ind/plan/otics	Suzanne Rubinstein	Director, Ontario Travel Information Centre Services
Niagara Region			
Greater Niagara Circle Route Sub Committee	www.niagararegion.ca	Bruce Timms	Regional Councillor & Sub Committee Chair
Regional Niagara Active Transportation Sub Committee	www.niagararegion.ca	Tony Quirk	Regional Councillor & Sub Committee Chair
Municipal			
City of Niagara Falls	www.niagarafalls.ca	Jim Diodati	Mayor, City of Niagara Falls
Niagara-on-the-Lake	www.notl.org	Pat Darte	Lord Mayor, Niagara-on-the-Lake
Port Colborne	www.portcolborne.ca	John Maloney	Mayor, City of Port Colborne
St. Catharines	www.stcatharines.ca	Walter Sendzik	Mayor, City of St. Catharines
Thorold	www.thorold.com	Ted Luciani	Mayor, City of Thorold
Town of Fort Erie	www.town.forterie.ca	Wayne Redekop	Mayor, Town of Fort Erie
Town of Grimsby	www.grimsby.ca	Bob Bentley	Mayor, Town of Grimsby
Town of Lincoln	www.lincoln.ca	Sandra Easton	Mayor, Town of Lincoln
Town of Pelham	www.pelham.ca	Dave Augustyn	Mayor, Town of Pelham
Wainfleet	www.wainfleet.ca	April Jeffs	Mayor, Township of Wainfleet
Welland	www.welland.ca	Frank Campion	Mayor, City of Welland
West Lincoln	www.westlincoln.ca	Douglas Joyner	Mayor, Township of West Lincoln
Not-for-Profit/Non-Profit Organizations			
Friends of Shorthills Park	www.friendsofshorthillspark.ca	Anne Kubu	Chair
Greenbelt Route (Friends of the Greenbelt Foundation)	www.greenbelt.ca	Susan Murray	Vice President, Communications & Operations
Ontario Cycling Association	www.ontariocycling.org	Jim Crosscombe	Chief Executive Officer
Share the Road Coalition	www.sharetheroad.ca	Jamie Stuckless	Executive Director
Transportation Options/Ontario by Bike	www.ontariobybike.ca	Louisa Mursell	Executive Director
Transportation Options/Ontario by Bike	www.ontariobybike.ca	Michael McCreesh	Project Coordinator
Venture Niagara/Niagara Cycling Tourism Centre	www.niagaracyclingtourism.com	Sue Morin	Community Economic Development Manager
Waterfront Regeneration Trust (Waterfront Trail)	www.waterfronttrail.org	Marlaine Koehler	Executive Director

Trail Map





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