



WELCOME CYLISTS NETWORK P-BAC Cycling Summit 2013

**Louisa Mursell
Projects Director**

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

Email: lmursell@transportationoptions.org

www.welcomecyclists.ca

www.transportationoptions.org

Project Background



- Project Coordinators
- Project Background
- Project Scope
- Project Partners

Transportation Options



36 workshops – 1060 attendees
780 participating locations - 26 regions



What is the Welcome Cyclists Network?



- Goal is to create a network of cycle friendly businesses that together enhance the regions cycle tourism product
- Comprehensive program
- Individual business profile / collective profile
- Economic development
- Target end users – visiting cycle tourists and local cyclists

Promoting cycle tourism & bicycle friendly businesses in Ontario



Who Can Participate?

- Accommodations
 - Food Services
 - Attractions
 - Bike Stores and other cycling related business/organization
- Certified Bicycle Friendly**



Network Participant Benefits



- Workshop & Tool Kit
- Product knowledge
- Welcome Cyclists website listing & decal
- Access to growing cycle tourism market
- Potential for group marketing opportunities
- Formation of a larger network in region, and across Ontario





Welcome Cyclists!

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

[Join the Network](#) - [About](#) - [Login](#)

[Welcome Cyclists Map](#)

[Great Places to Cycle](#)

[Guides & Mapbooks](#)

[Transportation](#)

[Events & Tours](#)



Connect with
[Welcome Cyclists](#) on
Facebook

Welcome Cyclists Workshop
For Industry Partners

Durham Region - January 30

[REGISTER HERE](#)

Additional Workshop Locations

Coming Soon

Map Search

Search the map...

All Categories

[Search](#)

[Advanced Search](#)

Map Categories

All certified as bicycle friendly!

Ontario-wide listings:



Accommodations



Attractions



Bike Shops & Rentals



Bike Tours



Cafes & Restaurants



Other Listings



Visitor Information



Wineries



Multiple Listings

Featured Cycling in Ontario

Durham Region and Greenbelt Areas



Durham Region has a number excellent regional and cross regional trail systems and routes. Additional cycling destinations with extensive off road bicycle trails are attracting a variety of cyclists, including mountain bike enthusiasts. To assist cyclists in finding these locations there are some useful information resources and published maps that cyclists can use to assist with route planning in the region and its Greenbelt areas.

[Read more...](#)

Take in the Beauty of Frontenac County



Enjoy cycling on a variety of trails or country roads as they meander past breathtaking vistas, pristine freshwater lakes, vast tracts of lush green forests and spectacular rock formations. Explore the Rideau lakes and historic canals, Land O' Lakes, picturesque villages and as many as 1000 islands.

Welcome Cyclists

Locations Offer:

- 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)



Certification Criteria Checklist



Network Participant – Registration Information



Options:

1. Attend workshop & register (at workshop or on-line)
2. Register on-line without workshop attendance

Criteria Checklist ~ No Charge to Participate



Welcome Cyclists Workshop

Workshop Agenda:

1. Introduction & Overview
2. Welcome Cyclists Network Program
3. Industry Standards & Criteria Checklist
4. Promotional & Marketing Opportunities
5. Who Are Cycle Tourists?
6. Why Welcome Cyclists?
7. Why Peterborough–Kawartha Lakes–Northumberland?

Guest Speakers

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



Kawartha Lakes & Peterborough

- June 2012
- 2 Workshops
- 65 Participating locations, includes Northumberland



Welcome Cyclists Network



OPPORTUNITY TO GROW PROGRAM

- Word of mouth
- Identify businesses
- Information and marketing materials to potential businesses
- Inclusion and promotion in tourism materials and industry outreach

OPPORTUNITY TO GROW CYCLE TOURISM



Why Welcome Cyclists?



Cycle tourism is big business around the world ...

- Cycle Tourism: International
- Cycle Tourism: Canada
- Cycle Tourism: Ontario

Cycle Tourism Is Growing In Ontario

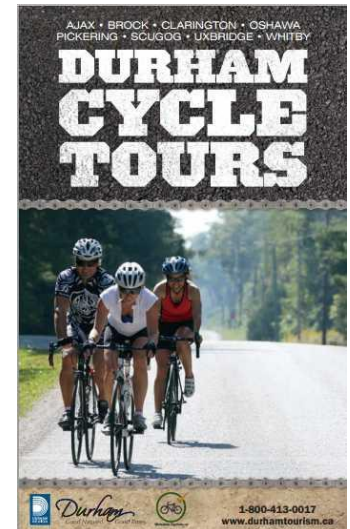
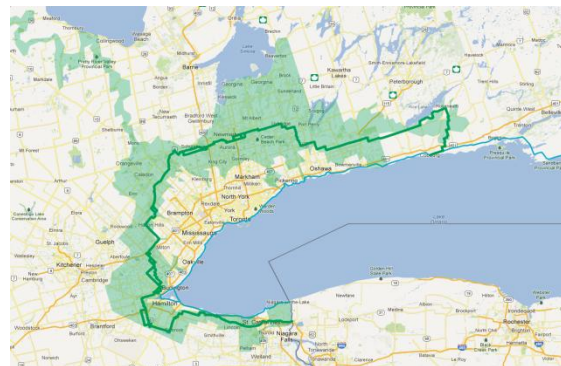


Cycle Tourism Is Growing In Ontario New Developments

New cycling routes

- Greenbelt Cycling Route
- Georgian Bay Cycling Route
- Lake Erie Waterfront Trail
- Itineraries & routes

CycleON – MTO Cycling Strategy



Cycle Tourism Is Growing In Ontario

New Developments

Promotions & Marketing

- Number of Cycling Events
- Club rides
- Welcome Cyclists webpage
- Ontario Cycle Tourism Information Centre
- 2014 Cycling In Ontario marketing brochure



Cycle Tourism Is Growing In Ontario

Partners

- VIA Rail / GO Train
- Ministry of Tourism Culture & Sports
- Kawartha Lakes Northumberland RTO8
- City of Peterborough & City of Kawartha Lakes
- Regions across Ontario



Transportation
Options





WELCOME CYLISTS NETWORK P-BAC Cycling Summit 2013

Louisa Mursell
Projects Director

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

Email: lmursell@transportationoptions.org

www.welcomecyclists.ca

www.transportationoptions.org