



Intake 2 - 2025 Partnership Program

Webinar-Sept. 16, 2025

10:30 am – 11:30 am

Cycle Friendly Business Certification



PURPOSE:



What is the Ontario by Bike Network?

GOAL: To develop and promote cycle tourism in Ontario through a network of bicycle friendly businesses that together enhance the region's cycle tourism product.

- OBB certifies businesses as bicycle friendly
- Different business categories have to meet criteria to verify that they are ready to welcome cyclists to their location
- There are more than 1,680 businesses certified in Ontario
- OBB has 9,021 followers and 5,337 Instagram followers
- OBB industry E-newsletter has 2,572 subscribers
- Check out the OBB Website at:

www.OntarioByBike.ca

What Does the Ontario by Bike Network Do?

- OBB certifies businesses as bicycle friendly
- Promotes cycling & cycle tourism to consumers
- Participates in travel shows and cycling events
- Industry workshops and operator training
- Destination & product development consulting
- Cycle tourism & event research
- Ontario By Bike Rides: Small Group Tours

Cycle Tourism in Ontario

- 47% of cyclists had visited one or more businesses certified as bicycle friendly by OBB in past 2 years
- 37% of cyclists not yet aware of the certification program
- 49% of cyclists are aged 45 to 64 (34% are over 65)
- Cyclists under age 44 grew by 8% since 2021
- 44% of cyclists are retired, 47% work full-time
- 57% of cyclists identified as male, 42% as female
- 52% prefer a daily ride distance of 46km to 99 km
- 62% ride year round and in shoulder seasons

Cycle Tourism in Ontario

2022 Visitor Numbers and Spending

- Source: Statistics Canada's National Travel Survey 2022: MTCS
- 1.2 million cycling visits in Ontario, representing 1% of total visits in Ontario
- Spent \$565 million accounting for 2.35% of total visitor spending in Ontario
- Largest spending categories (in order) are:
 - Accommodations
 - Food and Beverage
 - Transportation

Cycle Tourism in Ontario

2022 Visitor Numbers and Spending

- Cycle tourists spend more and stay longer in Ontario
- \$537/trip vs. \$421/trip by non-cyclists
- Same-day visitors \$337/trip vs. \$114/trip by non-cyclists
- Cyclists - 4.2 overnight stays nights vs. 2.9 overnight stays by non-cyclists
- 61% of cycling visits were overnight
- 32% of cyclists spend over \$150 per night accommodation
- Top activity preference for Ontario cyclists are visiting museums and cultural sights, culinary experiences, wine and beer tastings, beach, hiking, arts and studio tours

Being a Bicycle Friendly Business

- OBB is free for businesses who comply with the certification criteria for each category and they must be located in the region where the program is offered
- Categories include:
 - Accommodation providers
 - Campgrounds
 - Food services providers
 - Tourist attractions
 - Business areas
 - Other cycling-related business / organizations

www.ontariobybike.ca/addyourbusiness

www.ontariobybike.ca/.terms

www.ontariobybike.ca/criteria

Participant Benefits

- **Online Business Directory Listing**
 - Business details, contact info, logo, images
 - Location pin on Ontario By Bike Map
 - Business listing linked direction from regional cycling page
- **Network Programming**
 - OBB Participant Tool Kit, Regional Cycling Resource
 - Industry Workshops & Webinars
- **Industry Tools and Resources**
 - Cycle tourism research
 - Industry e-newsletter archive
 - Communication tool kit
 - Bike parking resources

Minimum Certification Criteria Requirements

ACCOMMODATIONS (hotels, inns, motels, B&Bs, rentals, hostels)

- Covered and secure bike storage area
- Cycling information, including any published cycling route maps (or access to internet-connected computer)
- Staff able to direct cyclists to information on cycling routes in immediate area, local bike shops, hours, bicycle rental and tour operators, weather reports.
- Basic bicycle repair toolset
- Healthy, local food and beverage options, if served on-site
- Assistance with OBB network evaluation and data, when possible
- All frontline staff informed of participation in OBB network and above services and amenities
- Any additional requirements that may be established through consultation with OBB
- See OBB website for list of suggested additional services

Minimum Certification Criteria Requirements

CAMPGROUNDS

- Secure daytime bike lock-up (bicycle stands or posts in visible location)
- Cycling information, including any published cycling route maps (or access to internet-connected computer)
- Staff able to direct cyclists to information on cycling routes in immediate area, local bike shops, hours, bicycle rental and tour operators, weather reports.
- Basic bicycle repair toolset
- Healthy, local food and beverage options, if served on-site
- Assistance with OBB network evaluation and data, when possible
- All frontline staff informed of participation in OBB network and above services and amenities
- Any additional requirements that may be established through consultation with OBB
- See OBB website for list of suggested additional services

Minimum Certification Criteria Requirements

FOOD SERVICES (restaurants, cafes, food shops)

- Healthy food options on menu
- Inclusion of local foods and specialties, whenever possible
- Secure daytime bike lock-up area in most visible location possible – or provision for cyclists to bring bikes onto property (e.g. patio)
- Cycling information, for region, if available, including any published cycling route maps
- Assistance with OBB network evaluation and data, when possible
- All frontline staff informed of participation in OBB network and above services and amenities
- Any additional requirements that may be established through consultation with OBB
- See OBB website for list of suggested additional services

Minimum Certification Criteria Requirements

TOURIST ATTRACTIONS

- Secure daytime bike lock-up area in most visible location possible
- Access to washrooms (where possible), rest area (preferably covered), and water (either fountain or by purchase from a concession stand)
- Cycling information, for region, if available, including any published cycling route maps
- Healthy local food and beverage options, if served on-site
- Assistance with OBB network evaluation and data, when possible
- All frontline staff informed of participation in OBB network and above services and amenities
- Any additional requirements that may be established through consultation with OBB
- See OBB website for list of suggested additional services

Minimum Certification Criteria Requirements

BUSINESS AREAS (BIAs)

- Registration must be through BIA, or Chamber of Commerce
- A minimum of 5 applicable businesses in the BIA are participating and certified as bicycle-friendly locations including 1 in each of the categories (food services and attractions and 3 may be from any category)
- A certified accommodation located with a reasonable cycling distance away (10 km or less)
- Ample bike parking , one storefront designed and promoted as a Bike Welcome Centre equipped with a bike repair station and up to date local cycling information and maps
- Cycling infrastructure and/or signed route in and out of proposed business area
- Dedicated webpage indicating Bike Friendly designation, listing certified bicycle-friendly business locations
- Must be in located in a region supporting the OBB Network
- All association staff informed of participation in OBB network and above services and
- See OBB website for list of suggested additional services

RTO3 Hamilton Halton Brant Partnership

Geographic Region



RTO3 Hamilton Halton Brant Partnership

HOW THIS PROGRAM CAN ASSIST WITH OBB CERTIFICATION

- Supports tourism related businesses in achieving OBB Certification
- Encourages cycle-friendly infrastructure, services, and promotion
- Available to first-time OBB applicants
- Aligns with RTO3's goal of experiential and sustainable tourism
- RTO3 will work directly with OBB during the certification process
- RTO3 will provide applicants with OBB contacts and resource materials

RTO3 Hamilton Halton Brant Partnership

HOW TO APPLY – KEY STEPS

- Applicant to review Ontario by Bike certification criteria and contact OBB staff to discuss what is needed to meet the requirements
- Submit-online application to RTO3 to apply for co-funding
- RTO3 will discuss the application with OBB to determine eligibility
- If approved RTO3 will pay up to \$500 to assist with the applicant's needs.

Example: (1) Purchase and installation of a bicycle rack(s)
(2) Purchase of First Aid Kit(s)
(3) Purchase of Bicycle Toolkit(s)

Deadline to submit application is October 31, 2025

RTO3 Hamilton Halton Brant Partnership

HOW TO APPLY – KEY STEPS

- RTO3 will prepare a Memorandum of Understanding (MOU) for applicant's signature
- Applicant returns to RTO3
 - Signed MOU
 - Void Cheque and direct deposit bank form
 - Quotations for equipment purchases
- Following selection of vendor(s), RTO3 invoices the applicant for payment of their 50% of the cost which is paid to RTO3.
- RTO3 will pay the invoice(s) directly to the vendor.
- The maximum amount of RTO3's shared contribution will be up to \$500.



QUESTIONS



Contacts:

RTO3 – Hamilton Halton Brant

Maureen Beatty, Executive Assistant

maureen.beatty@theheartofontario.com

905-297-0190 ext. 2

OBB

Peter McMurtry, Project Manager

info@ontariobybike.ca

1-866-701-2774