



Communications Content:

Industry Newsletter

Media Release – Corporate Website

Industry Newsletter Communication:

REGIONAL PARTNERS PROMOTE CYCLING TOURISM THROUGH ONTARIO BY BIKE 2026 MAGAZINE



Project Overview

RTO3 Hamilton Halton Brant, in partnership with participating Destination Marketing Organizations (DMOs) across Hamilton, Halton, and Brant, is undertaking a coordinated cycle development and marketing initiative to strengthen cycle tourism visitation in 2026. As part of this collaboration, partner DMOs have co-invested in a full-page advertisement in the *Ontario By Bike 2026 Magazine*, a leading publication reaching cycling enthusiasts across Ontario and Quebec.

This initiative aims to position the region as a premier cycling destination by showcasing diverse, accessible, and memorable routes and experiences throughout Hamilton Halton Brant. Through a unified regional message, the campaign will highlight the destination's cycling-friendly communities, and three-season outdoor opportunities that appeal to a wide spectrum of riders, from recreational cyclists to experienced touring cyclists.

The project aligns with RTO3's 5-Year Regional Product and Experience Development Framework - 2026–2030, which identifies cycling as a key regional tourism product with strong potential to drive sustainable visitation and support the growth of outdoor recreation experiences. By elevating cycling as a core regional offering, this initiative contributes to strengthening the region's competitive positioning in the cycle tourism market.

The initiative also supports ongoing collaboration with Ontario By Bike to encourage and expand participation in the Ontario By Bike business certification program, helping local tourism operators become more cycle-friendly and better equipped to serve visiting cyclists. Increasing the number of certified businesses enhances the visitor experience, strengthens the regional cycling ecosystem, and drives greater economic benefits to local communities.

Through this collaborative investment and shared promotion, RTO3 and its DMO partners aim to increase awareness, inspire trip planning, and generate greater cyclist visitation to local trails, communities, and tourism businesses across the Hamilton Halton Brant region.

Value of Participation

Direct Access to a Highly Targeted Cyclist Market

Ontario By Bike Magazine is distributed to a well-established audience of cyclists across Ontario and Quebec, reaching consumers who actively plan trips around cycling routes, events, and destinations. Participation ensures partner DMOs are represented in a publication that directly influences trip planning in one of the fastest-growing tourism segments.

Strengthens Awareness of Regional Cycling Assets

By presenting a cohesive regional presence, the advertisement elevates the visibility of the Hamilton Halton Brant cycling experience. This includes trails, on-road routes, waterfront and river pathways, rural countryside loops, and urban-to-nature connectors, positioning the region as a compelling choice for three-season cycling.

Drives Visitation to Local Tourism Businesses

Increased awareness translates into increased visitation. Cyclists are known as high-value travellers who support local economies through spending on accommodations, food and beverage, retail, attractions, and bike-friendly services.

Enhances Regional Collaboration and Shared Investment

A co-invested advertisement maximizes reach and reduces cost for all participating DMOs. It also strengthens cross-regional storytelling, encourages cohesive branding, and demonstrates collective leadership in growing the cycle tourism economy.

Contributes to Long-Term Destination Sustainability

Promoting cycling aligns with sustainable travel priorities by encouraging low-impact exploration and season extension. Increased cycle visitation helps distribute travellers across communities and shoulder seasons, supporting long-term economic resilience.

Ontario By Bike 2026 Guide Now Available

The 14th annual *Cycling in Ontario / Le vélo en Ontario* guide is now available in both print and digital formats at www.ontariobybike.ca/2026. The publication promotes cycling destinations across the province in both English and French, including the Hamilton Halton Brant regional advertisement (page 21) and additional ride guide content.

For 2026, 40,000 copies were printed (30,000 English and 10,000 French). Distribution began at major cycling events including the Toronto Outdoor Adventure Show, Montreal Bike Show, and Toronto Bike Show, and continues through visitor information centres, tourism businesses, bike shops, and partners across Ontario and Quebec. The guide is also distributed nationally through Canadian Cycling Magazine and Vélo Mag subscribers.

Partners can request copies for visitor centres or distribution points, and are encouraged to help promote the guide through their digital channels to inspire cyclists planning trips throughout the province this season. Contact Ontario By Bike at www.ontariobybike.ca info@ontariobybike.ca or 416-827-2774

Opportunities for Tourism Businesses

As cycling continues to grow as a key tourism opportunity, RTO3 welcomes conversations with tourism businesses and community partners interested in enhancing or developing cycle-friendly experiences. Whether you are looking to improve your current offering, become Ontario By Bike certified, or explore new experience development opportunities, we encourage you to connect with us to learn how we can support your efforts.

Contact Bev Scott, Manager, Business and Visitor Experience Development
bev.scott@theheartofontario.com



Discover Cycling Surprises Across Hamilton Halton Brant

WHO KNEW?



Scan for details on ride routes, trip itineraries, and more.

Hamilton Halton Brant's incredible collection of paved paths, gravel trails, time-tested road routes, and popular cycling events, makes it effortless to find your preferred way to pedal. Add in cycle-friendly restaurants and hotels and GO Train service from Toronto that invites you to bring your bike along for the ride, and you've got a recipe for easy, affordable riding getaways that always feels like a true escape.

- The HamBur Loop
- Hamilton to Brantford Rail Trail
- Mattamy National Cycling Centre Velodrome
- The Leathertown Spin in Halton Hills
- Kelso Conservation Area Mountain Bike School & Race Series
- Paris to Ancaster Spring Cycling Classic | April 2026
- Share The Road Gran Fondo | September 2026

Discover
BRANTFORD
discoverbrantford.ca

Visit
HaltonHills
visithaltonhills.ca

Burlington
ECONOMIC DEVELOPMENT + TOURISM
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Halton
REGION
halton.ca

TOURISM HAMILTON
tourismhamilton.com
hamilton.ca

Good Times in
BRANT
brant.ca

HAMILTON HALTON BRANT
FIND YOUR WAY TO THE HEART OF ONTARIO

ONTARIO
Yours to discover

Industry Website: Media Release

FOR IMMEDIATE RELEASE

Regional Partners Promote Cycling Tourism Through Ontario By Bike 2026 Magazine

Hamilton Halton Brant Region, Ontario – RTO3 Hamilton Halton Brant, in partnership with regional Destination Marketing Organizations - Visit Halton Hills, Halton Region, Tourism Burlington, Tourism Hamilton, Tourism Brantford, and County of Brant Tourism has launched a coordinated cycle tourism development and marketing initiative to strengthen cycle tourism visitation in 2026.

As part of this collaboration, regional partners have co-invested in a full-page advertisement in the 2026 *Ontario By Bike Magazine*, a leading cycling tourism publication that reaches enthusiasts across Ontario and Quebec.

The initiative highlights the Hamilton Halton Brant region as a premier cycling destination by showcasing diverse and memorable routes and experiences across the region. Through a unified regional message, the campaign promotes cycling-friendly communities, and three-season outdoor opportunities designed to appeal to a wide range of riders, from recreational cyclists to experienced touring cyclists.

This collaborative market development effort aligns with RTO3's 5-Year Regional Product and Experience Development Framework (2026–2030), which identifies cycling as a key regional tourism product with strong potential to drive sustainable visitation and support the continued growth of outdoor recreation experiences.

"Cycling tourism continues to grow as a powerful opportunity for our region," said Bev Scott, Manager of Business and Visitor Experience Development at RTO3. "By working together with our municipal tourism partners and Ontario By Bike, we can showcase the exceptional cycling routes and welcoming communities that make Hamilton Halton Brant an ideal destination for cyclists."

The initiative also supports ongoing collaboration with Ontario By Bike to encourage and expand participation in the Ontario By Bike business certification program, helping tourism operators become more cycle-friendly and better equipped to serve visiting cyclists. Increasing the number of certified businesses enhances the visitor experience, strengthens the regional cycling ecosystem, and drives economic benefits to local communities.

Cyclists represent a high-value tourism market, often travelling longer distances and supporting local economies through spending on accommodations, restaurants, attractions, retail, and bike-related services. By increasing awareness of cycling assets throughout the region, including scenic trails, rural routes, waterfront and river pathways, and urban-to-nature connections, the campaign aims to inspire new trips and encourage cyclists to explore Hamilton Halton Brant.

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The guide promotes cycling destinations across the province in both English and French and includes the Hamilton Halton Brant regional advertisement on page 21, along with additional ride guide content highlighting cycling experiences.

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Opportunities for Tourism Businesses

As cycling continues to grow as a key tourism opportunity, RTO3 welcomes conversations with tourism businesses and community partners interested in developing or enhancing cycle-friendly experiences. Businesses interested in improving their cycling offerings or pursuing Ontario By Bike certification are encouraged to connect with RTO3 to explore opportunities for collaboration and support.

Media Contact:

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