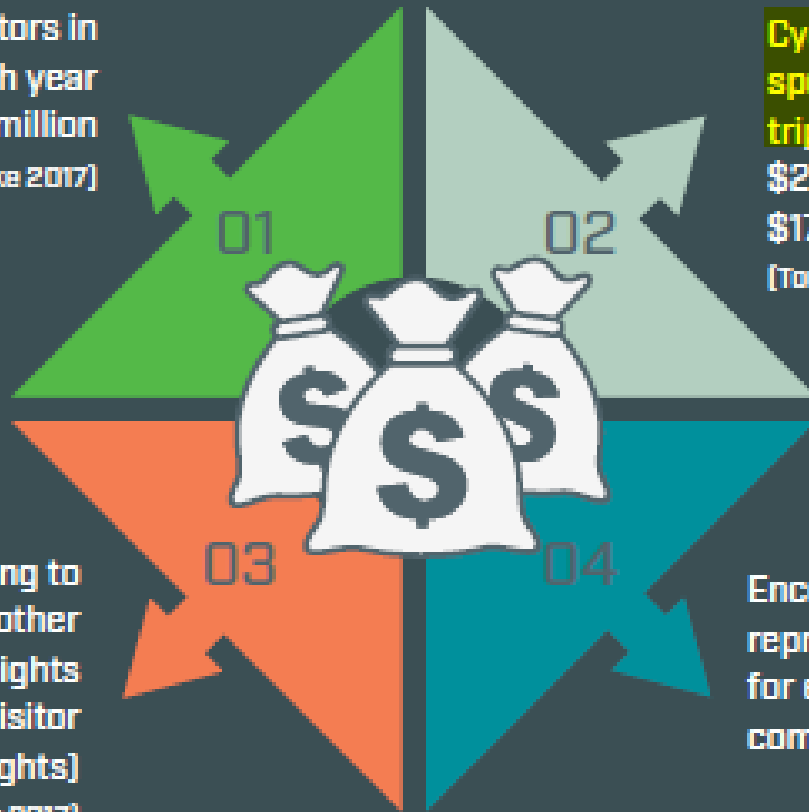


Tourists on Bikes Spend Money!

Existing potential: Almost 2 million bike visitors in Ontario each year spending \$428 million
(Tour by Bike 2017)



Cycling visitors tend to spend more on average per trip than other visitors, \$255/trip compared to \$171/trip
(Tour by Bike 2017)

Cycling tourists coming to Ontario stay longer than other visitors (average of 3.4 nights compared to Ontario total visitor average of 3.1 nights)
(Tour by Bike 2017)

Encouraging cycling tourism represents an opportunity for economic development in communities across Ontario



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