



Cyclists ride for both the journey and the destination. They focus on self improvement and are always looking to push their limits. They aren't afraid to invest more to ensure a successful trip.

MOST FREQUENT ONTARIO CYCLE TOURIST

- ★ Age 45-64, predominantly male
- ★ Household income over \$100,000
- ★ Well educated (65% are university educated)
- ★ Experienced road cyclist
- ★ Multiple cycling events annually
- ★ Rides in groups of 2 to 4
- ★ Travels in Ontario with bike
- ★ Are green and ecofriendly and are responsive to environmentally conscious options

PLANNING



Cyclists travel in groups, they take overnight trips and are interested in local attractions such as Wineries, Breweries, Museums, shopping and Waterfront activities.



Most cyclists gain information through word of mouth and follow up using websites and social media to plan their trips.



They also use printed cycling guides and maps. They prefer using paved roads and bike paths.

90%+

of cyclists are planning to take a cycling trip in the next 2 years.



More than half of cyclists stayed overnight on their trips.

SPENDING



Cyclists spend money, 97% of cyclists spend 25% of their budget on retail. They also spend more money of food.

STAYING



Cyclists stay in hotels and B&B's but also frequent motels and campgrounds.