



Riders tend not to ride for the destination but rather the journey, time spent on their bike and the open road. They aren't afraid to spend a little more money to ensure a memorable trip.

MOST FREQUENT ONTARIO RIDER

- ★ Motorcyclists are predominately male
- ★ Aged 40-54
- ★ Household income of more than 80k
- ★ 60% of enthusiasts travel as a couple
- ★ 41% are part of a MC (Motorcycle Club)
- ★ Most will stop to take in local attractions.

GROWTH



Percentage of female riders is increasing every year.



Increase in motorcycle purchases in recent years.

STAYS



Of those traveling down to Port Dover for Friday the 13th most spent 2 nights.



Spent at least 1 night.

One night stays spent \$15 more than the average tourist.

Riders tend to favour smaller family run businesses and stay in a range of accommodations. The majority stay in hotels but also frequent B&B's and campgrounds.

ORIGIN

The pie-chart below reflects a survey of riders who traveled in Ontario's Southwest.

