

Cycling Tourism

windsor**eats**.com





Wine Trail Ride

- Mainly between the ages of 30-50
- 51% female, 48% male
- Middle ranking - senior white collar workers
- Higher than average incomes
- 46% yearly income \$75,000+
- Cycle tourists stay longer
- Cycle tourists spend more

Who are Cycling Tourists?

- Bicycle friendly streets and paths
- Access to scenic roads, natural areas, waterfront, cultural & historic attractions
- Good restaurants & accommodations
- Bicycle repair shops, interesting stores
- Adequate and secure bicycle parking
- Theatre, music and arts festivals
- Route maps and effective advertising

Bikeontours.on.ca

What Attracts Cycle Tourists?

- Netherlands
 - 2.5 million overnight stays
 - Spent approximately \$141 million
- Quebec
 - Spent 1.3 times more than typical tourist
 - \$134 million annually
- North Carolina
 - \$60 million each year
 - 43% - cycling was an important factor in their decision to visit the region.

Economic Impact



Local Economic Impact

- 52% between 30-49 years of age
- 83% were visiting a winery for first time
- 94% purchased wine
- 18% purchased 8 or more bottles of wine
- 18% stayed overnight
- 94% would consider returning to the Lake Erie North Shore
- 100% would recommend the Wine Trail Ride to others

Wine Trail Ride



Bike Train

- 72% between 31-50
- 54% annual income over \$75,000
- 93% never travelled to Windsor/Essex to cycle
- 80% brought a friend, family or travelled with a club
- 79% rated overall experience as excellent
- 92% stayed overnight in Windsor; 84% stayed overnight in Leamington

Bike Train

- Great experience, well planned & executed
- Windsor/Essex exceeded expectations!
- Expand bike lanes. Offer alternate, adjoined paths to Greenway
- Extend Greenway all the way into town!
- Cycling route maps
- Better/safer access route to Greenway
- Biking through Windsor was a drag....needs direct connection.

Bike Train Comments



Ecos Region Conservation Authority
CHRYSLER CANADA
GREENWAY

Welcome
Open from dawn to dusk

Please...
Keep paths clear - Carry out your waste
To protect this natural area and respect private property,
please stay on the trail.
Trail work is not maintained to winter
from 1st Nov - 1st Feb

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Thank you!

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