



**Case Studies:
Impact of Cycle Tours
Ontario By Bike Rides
2017 & 2016**

*T*ransportation
Options



Case Study: Impact of Cycle Tours

Ontario By Bike 'Rides'

1000 Islands St. Lawrence River Ride (August 2017)

- Gananoque to Cornwall / 150km+ / overnight Brockville & Morrisburg
- 35 participants (*Recreational cyclists aged 15-85*)
- Economic Impact of \$530pp and approx. \$20,128 total for 3 days & 2 nights
- Downloadable self-guided legacy itinerary available
- www.ontariobybike.ca/rides



Case Study: Impact of Cycle Tours

Ontario By Bike 'Rides'

Uxbridge Kawarthas Rail Trail Ride (September 2017)

- Uxbridge to Lakefield / 100km / overnight in Lindsay
- 36 participants
- Economic Impact of \$253pp and approx. \$9,093 total for 2 days & 1 nights
- Downloadable self-guided legacy itinerary available
- www.ontariobybike.ca/rides



Case Study: Impact of Cycle Tours

Ontario By Bike 'Rides'

Simcoe County Trail Ride (September 2016)

- Barrie to Orillia Loop / 108km / overnight in Midland
- 39 participants
- Economic Impact of \$244pp and approx. \$9,514 total for 2 days & 1 nights
- Downloadable self-guided legacy itinerary available
- www.ontariobybike.ca/rides





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