

## CYCLING AND TRAILS IN ONTARIO'S LAKE COUNTRY

Ontario's Lake Country is known as a mountain biking mecca. From the Hardwood Ski and Bike Pan-Am course to the locally maintained Simcoe County Mountain Bike Club trails to the wide network of road cycling and touring routes, there is something for every kind of cyclist. The system is backed by the Simcoe County Forest Trail Network, Gananaska Trail Network and Orillia Waterfront trails. Paved paths, more than 100 km of tough single track, rough hiking and groomed snow-mobile trails suit many types of trail users. Lake Country has plenty of opportunities for cycling or trail businesses to thrive.

## INVESTMENT TRENDS

- In 2010, two-million Canadians were cycling tourists in Ontario and spent \$391 million on those trips.
- 25% of all cycling and trail visitors are interested in guided trail tours and guided day trips from a central hub.
- Since 2013, the Simcoe County Cycling Strategy has included significant investment in road cycling and touring routes in Ontario's Lake Country.

## CONTACT US

### ONTARIO'S LAKE COUNTRY

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# CYCLING & TRAIL BUSINESSES

## INVEST WITH US

Ontario's  
**Lake Country**  
ORILLIA • ORO-MEDONTE • RAMA • RAMARA • SEVERN

Orillia & Area's Four Season Playground!



## CONSUMER PROFILE

- Most frequent Ontario cycle and trail tourist is aged 45-64 with a household income over \$100,000.
- Most cycle and trail tourists travel in groups of two to four individuals.
- Cycle and trail tourists take multiple annual trips and are frequent event participants.
- 69% of cycle tourists in Ontario are overnight visitors.

## INVEST IN ONTARIO'S LAKE COUNTRY

Ontario's Lake Country recognizes that trail tourism continues to be an economic driver for the region, supports healthy and prosperous communities, and contributes to the overall quality of life of residents.

Cycling and trails tourism was identified by stakeholders as a crucial area for both government and industry to work together. There is an opportunity to build on existing cycling products, experiences and infrastructure to enhance Ontario's Lake Country's position as a premier cycling and hiking tourism destination and attract global travellers.

## RECENT INVESTMENT

- Ontario's cycling strategy includes a five-year plan to invest \$225 million in cycling development throughout the province. In addition the Tourism Development Fund and Celebrate Ontario programs provide support for cycling and trail tourism projects, industry capacity building and cycle/trail-related festivals and event.
- Cycle Simcoe and Ontario's Lake Country municipalities have and continue to invest in the growth of its cycling and trail infrastructure. The completion of cycling strategies across the region supports future investors.

