

Welcome Cyclists Network

Fact Sheet – April 2010



Welcome Cyclists Network Overview

The **goal** of the Welcome Cyclist project and workshops is to create a network of businesses that together enhance a regions cycle tourism product and collectively Ontario's cycle tourism sector.

The Network is open to the following businesses:

- *Accommodation providers*
- *Food service*
- *Tourist attractions*
- *Other cycling related businesses* and organizations interested in cycle tourism

Rationale

- Cycling and cycle tourism is growing area.
- Exploring Southern Ontario's Greenbelt and surrounding areas by bike is a natural fit.
- The workshops and Network will help businesses attract more cyclists and tap into this growing market.
- The Welcome Cyclists workshops are free to attend.
- Networks similar to the Welcome Cyclists Network new in Ontario are successful in Germany, Bett and Bike (5000 business members), Quebec, Bienvenue Cyclists (450 accommodation members) and elsewhere.

Project Coordinators

- Transportation Options is a not-for profit organization
- Other projects include the Bike Train www.biketrain.ca

Project Partners

The Welcome Cyclists Network and workshop series is a FREE service made possible with funding and assistance from a number of valued partners. A full listing of all regional and provincial partners can be found at www.welcomecyclists.ca

Network Update

- As of April 2010, there are 100 Welcome Cyclists member locations
- The Network currently covers Niagara Region and the County of Frontenac
- 165 registered to attend 6 workshops in both areas
- Extensive website development and re-launch with member locations and listings plus regional cycling information on-line www.welcomecyclists.ca
- 6 Welcome Cyclists workshops planned for May/June across Greenbelt areas

Upcoming Welcome Cyclists Workshops

- **Hamilton & Greenbelt Areas** – Thursday, May 13 – 10am to noon

Parks Canada Discovery Centre, 57 Discovery Drive, Hamilton

- **Northumberland & Greenbelt Areas** – Monday, May 17 – 10am to noon

County Council Chambers, 555 Court House Road, Cobourg

- **Halton & Greenbelt Areas** – Tuesday, May 18 – 10am to noon

Kelso Conservation Area – Main Chalet, 5234 Kelso Road, Milton

- **Peel Region & Greenbelt Areas** – Wednesday, May 26 10am to noon

Caledon Community Complex, 6215 Old Church Road, Caledon East

- **Durham Region & Greenbelt Areas** – Thursday, May 27 - 10am to noon

Hilton Garden Inn, 550 Beck Crescent, Ajax

- **York Region & Greenbelt Areas** – Thursday, June 3, Thursday, June 4

In co-junction with York Sports Tourism Symposium

Joy Ride 150, 150 Bullock Drive, Markham

Benefits of Welcome Cyclists Network Membership:

- Welcome Cyclists Network Tool Kit, summarizing workshop series tailored to region
- Improved product knowledge, regional cycling information
- Listing on Welcome Cyclists website
- Decals highlighting participation as a member
- Access to growing cycle tourism market in region
- Inclusion in group marketing promotions and materials and information on additional marketing opportunities
- Being a part of the formation of a larger network in the region, and across Ontario

On-Line Network Membership Registration is Now Available

Membership Option A.) Free Network Membership

- Attend Welcome Cyclists Workshop
- Complete registration package completed
- Meet minimum requirements criteria checklists

Membership Option B.) Paid Network Membership

If Unable to attend a workshop and region is currently offering the Welcome Cyclists Network program, membership is available providing the following:

- Payment of \$40 Network registration fee
- Complete registration package completed
- Meet minimum requirements criteria checklists

For More Information:

www.welcomecyclists.ca

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