

Economic Value

Active Transportation & Tourism



Promoting active transportation in Norfolk County will increase tourism revenue.

What is Active Transportation?

Active Transportation [AT] refers to people-powered transport such as walking, cycling, using a wheelchair, in-line skating or skateboarding.¹



Bicycle tourism is growing in Norfolk County

More than 800,000 tourists visit Norfolk County every year, spending about \$61 million. Of the 250,000 plus tourists who stay at least one night in Norfolk County, 12% of them participate in cycling during their trip. That's a higher percentage than tourists who bird-watch, golf or attend cultural performances.²

Le Tour de Norfolk is an annual bicycle tour that explores the back roads and small towns of Norfolk County. In 2013, approximately 1,200 cyclists participated, 80% of which were visitors from across Ontario and the U.S.³

Velo Quebec's Grand Tour 2014 will see more than 2,000 cyclists tour through Norfolk County in August.

Norfolk County has what it takes to draw bicycle tourists!

Our southern location allows for a long cycling season; we are close to Toronto and London; we have two provincial parks that draw over 240,000 visitors each year; it's like having a European cycling experience without the cost or jet lag.

We have the highest ratio of hard surfaced roads in Ontario [over 3800kms], a Share the Road program, top notch mountain bike trails, a well-connected rail trail system and developed conservation trails.

Ontario's South Coast features conservation areas, historic sites, artists, a diverse agricultural community and the Long Point World Biosphere Reserve.

Destinations which encourage AT attract visitors

Bicycle tourists are generally professional white collar workers, with annual incomes of over \$60,000.⁴

The Trans Canada Trail passes through Norfolk County! Waterford, Simcoe, Port Dover and Delhi are all connected by a rail trail network that allows for safe walking and cycling.

The world-renowned Waterfront Trail is more than 1,400 kilometers long and connects 68 communities from the eastern border of Ontario to Lake St. Clair. Our waterfront has the potential to attract more tourists and make our community an even healthier and more vibrant place to live and work.⁵

Developing strategies to attract tourists who walk or cycle makes sense

The Route Verte is a 4,000+km network of bikeways, created by the Quebec Government to promote cycling tourism.⁶ A 2010 survey of touring cyclists showed that for 85% of them the presence of bicycle paths or roads catering to cyclists was a major factor in their destination choice.⁷

The Ontario by Bike network is a program certifying and promoting bicycle friendly businesses and cycle tourism in a growing number of regions across Ontario. The network is open to accommodations, food services, attractions, cycling related businesses and organizations interested in cycle tourism. Learn more at: <http://ontariobybike.ca>⁸

Ecotourism is big business

More people are choosing to spend their leisure time connecting with nature and make purchasing decisions based on minimizing their own carbon footprint. According to TripAdvisor, the 'green' travel trend is gaining momentum - 71% said they would make environmentally friendly travel choices in the coming year.⁹

Show your support for AT locally:

- Attend community consultations for Norfolk County's Official Plan Review and AT Master Plan.
- Educate your ward councillor about the economic value of AT.
- Challenge local businesses to be bicycle-friendly!
- Visit and promote the Explore Norfolk Trails website: <http://www.norfolktrails.ca/>



Bottom Line: Now is the time to promote cycling and walking opportunities in Norfolk County to attract tourism dollars.

Adapted with permission of Niagara Region Public Health

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- 1** Public Health Agency of Canada. 2010. What is Active Transportation? Retrieved April 17, 2014 from <http://www.phac-aspc.gc.ca/hp-ps/hl-mvs/pa-ap/at-ta-eng.php>
 - 2** Travel Survey of Residents of Canada (TSRC) 2011. Microdata computations by Research Resolutions & Consulting Ltd. on behalf of Norfolk County
 - 3** Le Tour de Norfolk. Frequently Asked Questions. Retrieved March 21, 2014 from <http://www.letourdenorfolk.com/info.php?page=faq>
 - 4** Bike ON Tours. 2011. Characteristics of Bicycle Tourists. Retrieved March 21, 2014 from <http://www.bikeontours.on.ca/tourism.htm>
 - 5** Waterfront Regeneration Trust. 2014. Partner Communication Toolkit. Retrieved March 21, 2014 from <http://www.waterfronttrail.org/partner-resource-center/partner-communication-toolkit>
 - 6** La Route Verte. History of the Route verte initiative. Retrieved April 17, 2014 from http://www.routeverte.com/rv/historique_e
 - 7** Vélo Québec. 2014. Bicycling in Québec in 2010. Retrieved May 12, 2014 from http://www.velo.qc.ca/files/file/vq/VQ_EV2010_en.pdf
 - 8** Ontario by Bike. 2014. About the Ontario by Bike Network. Retrieved April 14, 2014 from <http://ontariobybike.ca/network>
 - 9** TripAdvisor. 2012. TripAdvisor Survey Reveals Travelers Growing Greener press release. April 19, 2012. Retrieved April 17, 2014 from <http://www.multivu.com/mnr/49260-tripadvisor-eco-friendly-travel-survey-voluntourism-go-green>