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Media Release

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Local Business Wins Bicycle Friendly Award Helping Build Cycle Tourism

Serenity Ranch Bed and Breakfast in Ancaster was selected as one of 13 award recipients during the inaugural Bicycle Friendly Business Awards, held in conjunction with the Cycle Tourism Conference Canada hosted in Toronto on March 1st.

The awards were presented by Ontario By Bike, whose network of certified bicycle friendly tourism businesses is now 1,500 strong. The certification program has criteria that helps ensure cyclists are welcomed at businesses they choose to stop at whether it be as a cycle tourist, on a longer trip, or while biking closer to home. The Network is free for businesses to participate in and the information on the each location plus cycling trails and road routes in the region is easily accessible online.

Cycle tourism is a growing sector within the tourism industry. In Ontario, cycling tourism is valued at over half a billion dollars each year. According to Ontario's Ministry of Tourism, Culture and Sport, in 2016, cycling visitors in Ontario spent \$517 million, much of which is being spent at local businesses such as accommodations, attractions, cafes and restaurants.

A growing number of businesses across the province are recognizing this increasingly lucrative tourist market and are taking steps to position themselves as 'bicycle friendly', providing the services and amenities that cater to cyclists.

"Serenity Ranch Bed and Breakfast, nestled in the Greenbelt in Ancaster, is close to many trails and lots of great cycling. As an Ontario By Bike certified business, we enjoy accommodating cyclists from across the province and the country as the cycling industry has grown in our region. The cycling tourist market assists in generating revenue while promoting local and regional tourism. We pride ourselves on our hospitality," states Shane Burry, co-owner of Serenity Ranch Bed and Breakfast and award recipient for Best Bicycle Friendly Business in the Hamilton Halton Brant tourism region.

Each of the 13 award recipients was invited to the conference to share their experience serving the cycle tourism market to over 150 industry professionals in attendance. They also had a chance to learn from an impressive line-up of international experts presenting their experience and best practises from around the world. Hosted by Ontario By Bike, a program of non-profit organization Transportation Options, representatives from top cycling destinations around the world including Germany, Italy, the United States and Australia joined speakers from across Canada and Ontario.

"It's with great pleasure that we are able to recognize the award winners and showcase their commitment in serving this growing market at our recent conference. Cyclists appreciate the extra care and attention, and are increasingly choosing to spend their dollars at certified bicycle friendly businesses. The 13 winners are the best-of-the-best in terms of businesses who welcome cyclists and

are also actively contributing to growing cycle tourism in their region." states Louisa Mursell, Executive Director of Transportation Options.

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About Ontario By Bike™

Ontario By Bike™ works with a variety of partners to develop and promote cycling and cycle tourism across Ontario. Administering a Network of over 1,500 certified bicycle friendly businesses and providing a comprehensive portal of information, Ontario By Bike is inspiring visitors and residents to explore more of the province by bike. Ontario By Bike is a program of Transportation Options, a non-profit organization dedicated to fostering sustainable transportation and tourism solutions in Ontario.

- Ontario By Bike – www.ontariobybike.ca
- Transportation Options – www.transportationoptions.org

About the Awards

A nomination and selection process was put forward in December 2018 to help Ontario By Bike identify 13 businesses, one from each of Ontario's 13 tourism regions, which excel at welcoming cyclists and building a cycle tourism market in their region.

- For a full list of award winners visit: www.ontariobybike.ca/2019awardwinners
- To learn more about the conference program visit: www.ontariobybike.ca/ctc19
- To find out about Ontario's 13 tourism regions visit: www.mtc.gov.on.ca/en/regions/regions.shtml

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