

CycloTouringBC

The "go to" organization for cyclotouring in British Columbia for businesses, governments, media, organizations, cyclists, and the public...



The objective of the CycloTouringBC Sector Initiative is to substantially increase cyclotourism in this province by providing:

- Internet Route Map; GIS tagged local retailers and destinations; other products

- Global Marketing: Regional cyclotouring routes, destinations, retailers, businesses
- Marketing Channels: Internet map, CycloTouringBC Blog, website
- Regional Engagement Program: Cycling-friendly businesses program, cyclotouring route workshop; preparing region for cyclotouring; local economic impact statement
- Resource Centre and Services: Cyclotouring trip planning, custom printed route maps, social media for cyclotourist blogging
- Media Liaison

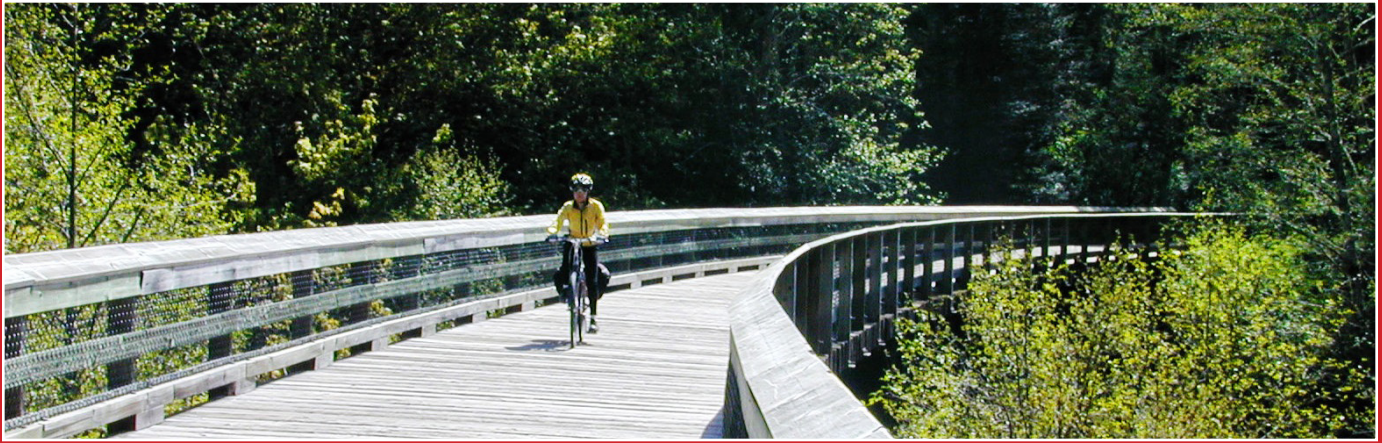


www.cyclotouringbc.com/wordpress



- Consulting Services: Retailers, businesses, governments, consultants, organizations
- Event Services: workshops, training, cycling event.

CycloTouring; Provides significant local economic benefits to retailers and businesses



Visions for Cyclotouring in British Columbia

- A **10,000-kilometre** cyclotouring network, encompassing **all regions** of the province and providing opportunities for cyclists of all levels, from the most casual to the most committed, through an extensive network of provincial roads, rail-trails, off-road transportation-level bike trails, and low-volume, paved municipal and country roads, all designed and maintained to encourage people to **see the province on bicycle**.
- CycloTouringBC, in conjunction with Destination BC, local visitors bureaus, business organizations, retail and hospitality businesses, and local governments collaborate to support and market a **provincial-level cyclotouring sector initiative**.

Who Benefits?

- Cyclotouring provides **economic benefits** to local villages, towns, and cities, especially to local accommodation, eateries, entertainment, food, and bike retailer economies.
- Local, regional, and provincial businesses and their employees and local municipalities benefit from **rapid growth** of cyclotouring in the province.

Goals & Targets

- **Annual cyclotouring days** of **10,000,000 annually** in the province.
- British Columbia is a **global magnate** for cyclotouring and the first choice for annual cyclotouring trips, resulting in provincial highways and byways being crowded with cyclotourists.

Regional Annual Economic Impact

- Annual regional and local economic impact of **\$200 to \$400 million provincially** on accommodation, food, and transportation.
- 10,000 to 20,000 person-years of **employment** generated along the cyclotouring network.
- **\$200 million provincially** for incidental purchases supporting cycling touring, including bicycle purchases, bicycle repairs, cycling clothing, bicycle equipment and touring services.
- Generation of provincial taxes of **\$40 to \$60 million per year**.

Sources: Province de Québec, UQAM Chair de Tourisme, Les Retombées Économiques de la Route Verte, Mars 2003; Vélo Québec Reports, 2000, 2005, 2010; BCCC's CycloTouringBC Report – Paving the Road to CycloTourism in British Columbia, Canada, Aliaa Elkhashab, March 2014
CycloTouringBC, a British Columbia Cycling Coalition Program, ©CycloTouringBC and Photographers, 2014