

Regional Tourism Organization 8

**MEDIA RELEASE
FOR IMMEDIATE RELEASE
April 8, 2011**



**Peterborough
&
THE KAWARTHAS**
TOURISM



REGION 8 INVITES CYCLING ENTHUSIASTS TO PARTICIPATE IN CYCLE TOURISM STRATEGY DISCOVERY SESSIONS

The City and County of Peterborough, City of Kawartha Lakes and Northumberland County have recently formed an incorporated provincially recognized tourism partnership known as Regional Tourism Organization 8 (RTO8). RTO8 has completed their Premier-ranked Tourist Destinations Projects where **Cycle Tourism** was identified as an opportunity.

Through a consultative process, RTO8 hopes to obtain an assessment of Region 8 cycle tourism product which will assist in developing a strategy to improve cycling experiences that enhance Region 8's competitiveness as a visitor destination. Also, a cycling tourism education tool kit for business operators will be developed to promote and develop cycle-friendly culture within Northumberland County - City and County of Peterborough - City of Kawartha Lakes.

To begin this process RTO8 will be hosting two Discovery Sessions which will assist in developing a cycling touring strategy for tourism Region 8:

**April 19th, 2011
2 - 5 pm
Black Diamond Golf Course
705 Pontypool Rd
Millbrook
*Golf Course will be open**

**April 20th, 2011
2 - 5 pm
Best Western Cobourg
Ballroom A
930 Burnham Street
Cobourg**

The sessions will be group discussions facilitated by Howard Pulver of Bike on Tours. Howard has been directly involved in developing and promoting bicycle touring throughout the Ontario since 1996. He is the owner and operator of Bike On Tours, managing the popular bicycle touring web site www.bikeontours.on.ca. Howard is instrumental in the development of the *Ontario Bicycle Touring Atlas*, which has been published annually since 2008. He participated in the 2008 Ontario Trails Conference in Sarnia where he made a presentation entitled "Become a Bicycle Touring Destination" talking about how to get ready for bicycling tourists and become a well-known destination. In 2010 Howard developed the new Bicycle Ontario www.bicycleontario.ca web site to provide convenient access to complementary bicycle touring information with links to sources such as city and regional bicycling network maps, off road trails, rides organized by charities and other non profit groups, bicycle clubs and regional tourism web sites.

The objective of these Cycle Tourism Discovery Sessions is to identify regional partnerships (Northumberland County, City and County of Peterborough and City of Kawartha Lakes) and link cycling networks through the collaboration of trail builders, cycling clubs and enthusiast. The sessions will focus on what exists. It will assist in identifying the existing infrastructure and resources, how they are being used, strengths and weaknesses. One of the goals is to gain insight on what appeals to touring cyclist and what would be attractive to a visiting cyclist. We will also ask about other places that they have visited to cycle and how they compare with our region. Suggestions for desirable improvements or new infrastructure will emerge from this discussion. There is no better way of learning about how to attract visitors than through the experience of those who are current users. The end product from the sessions should be a list of strengths and weaknesses of the region for cyclists and this will provide a basis for developing a cycle touring strategy.

RTO8 is looking for participation from:

- Cycling organizations and committees
- Recreational, competitive and touring cyclists, representing those that bicycle primarily on roads, on bike paths and off road mountain bikers
- Anyone currently organizing cycling tours in the region or assisting outside groups with tours should be included

We look forward to working with you to make our region Ontario's Cycle Region.

If you plan to attend please contact Christine 705-743-0777 ext. 2131 or send an email to: christineRTO8@gaedc.on.ca. Feel free to visit www.RTO8.com for more information about this event and the RTO8 in general.

-30-

*For additional information please contact
Colleen Collins, Marketing Communications Coordinator, 705-743-0777 Ext. 2161 or
colleenRTO8@gaedc.on.ca*

Supported by

