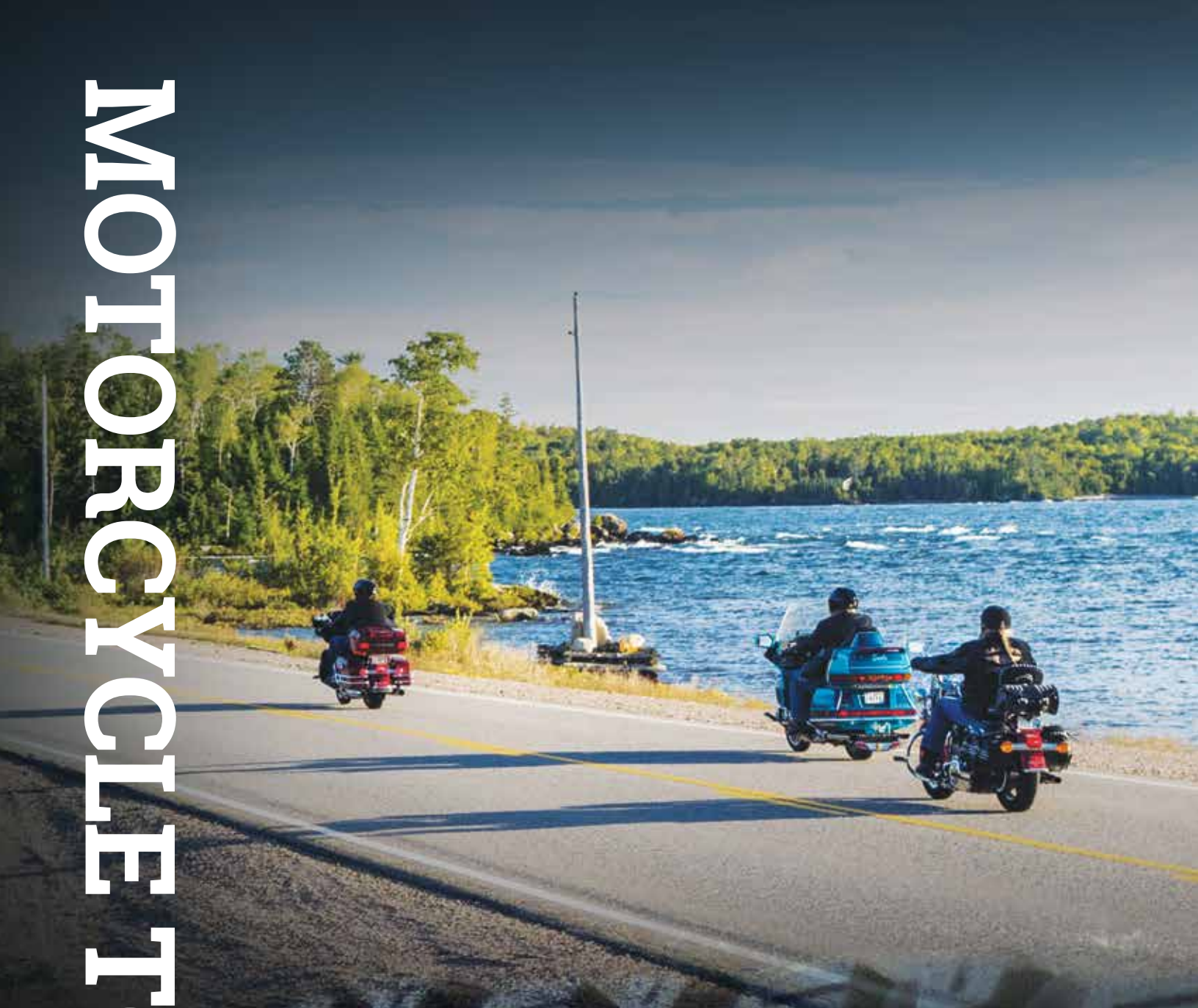
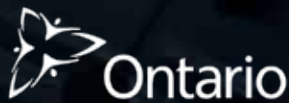


MOTORCYCLE TOURING



**NORTHERN ONTARIO
MOTORCYCLE
TOURING PRODUCT
DEVELOPMENT STRATEGY**



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Vision

Northern Ontario will be a unique and distinctive tourism destination wherein high-quality products and experiences resonate with consumers, entrepreneurship is valued, and tourism provides local, regional and global connections for the entire region.

Mission Statement

Destination Northern Ontario will take a leadership role to strategically guide and champion growth in Northern Ontario's tourism industry, through strong communication, collaboration and partnerships with industry.

Values

Destination Northern Ontario's Board is committed to focusing on the vision in an "innovative, results-based, effective and fiscally responsible manner, with a foundation of strong governance and management leadership." Destination Northern Ontario's Board also recognizes the following values as important aspects of the strategic plan:

- **Accountability**
- **Leadership**
- **Collaboration**
- **Integrity**
- **Transparency**
- **Innovation**
- **Teamwork**

Goals for Northern Ontario Tourism Sector

- Innovation and entrepreneurship are supported by research/educational tools
- Critical mass of high-quality products/ experiences are brought to market
- Realistic/sustainable tourism development (i.e., product-market match) is underway
- Streamlined services for operators are available

Destination Northern Ontario's Roles in achieving Sector Goals

- Leadership
- Communication
- Strategy
- Relationship-building
- Champion for industry growth (bringing the operator perspective to government)
- Professionalism (setting a standard of high quality for the industry)

Product Development Plan & Research

Destination Northern Ontario has taken a priority approach to research in the last five years and has focused its efforts by defining strategic priorities based on this research. This strategic approach has led DNO to focus on creating meaningful visitor experiences through both quality and culture shifts in the Northern Ontario tourism industry. This focus has led to a reallocation of resources, placing more effort on product development and moving resources from the more traditional marketing practices with the forethought of creating a stronger, more powerful tourism region in the long run.

Research summaries completed for DNO by Research Resolutions & Consulting provide a situation analysis with an in depth look at the market and its size in Northern Ontario.

The reports focus on the following areas:

- North American Motorcycle Tourists (2014)
- North American Hunters (2014)
- Attraction Tourists (2014)
- Festivals & Event Tourists (2014)
- Snowmobile Tourists (2014)
- High Yield Nature/Outdoors Tourists (2013)
- High Yield Anglers (2013)

When the above research reports are compared in the summary report *Overview of Tourism Opportunities for Northern Ontario*, the following findings are drawn¹:

- The outdoors is a salient if not core element in the lure of Northern Ontario for tourists in each segment.
- Many Canadian tourists are near locals who billet with friends and relatives, stay in their private cottages or in campgrounds in Northern Ontario. Conversely, American tourists in each segment tend to rely on paid roofed lodging during their stay.
- Some activities offered in Northern Ontario are more apt to be the reason for taking a trip whereas others tend to be one-of-many activities a tourist engages in during a trip driven by other purposes. Fishing, hunting and motorcycle touring are segments with strong motivational elements whereas festivals and events or attractions more commonly provide tourists with things to see and do on a trip taken to see friends and relatives or for general pleasure purposes.
- The physical realities of distance from major population centres, limited transportation corridors and climate restrict the size of potential markets for Northern Ontario.

¹ Research Resolutions & Consulting, Overview of Tourism Opportunities for Northern Ontario (RTO13), July 2014.

The *Northern Ontario Product Development Strategy*, also completed in 2014 examined not only current tourism products that were available, but also experiences that were under development and future product opportunities. It matched these experiences with priority markets to determine where Northern Ontario should focus its product development efforts in the coming years as follows:

PRIMARY FOCUS	SECONDARY FOCUS	TERTIARY FOCUS
Fishing	Motorcycle Touring	Boating/Great Lakes Cruising
Nature & Adventure	Hunting	ATV
Auto/RV Touring		Snowmobile
Gateways & Urban Communities		Indigenous

Recommendations in the report not only focused on the tourism experiences in Northern Ontario, but encouraged an administrative shift to focus more resources on product development and increasing the quality of available experiences.

As a result of recommendations in the *Product Development Strategy*, six Northern Ontario Product Development Committees were formed in 2015. These teams aid and advise Tourism Northern Ontario on the enhancement and development of their product area in Northern Ontario.

Motorcycle Touring – the Current Context & Research Findings

Case Studies Ontario
& Across North America

1 Ride Lake Superior (RLS)

Ride Lake Superior was built upon excellent scenery and motorcycle product. It started in 2011 as a priority project and a partnership between Thunder Bay Tourism, Algoma Country and Destination Northern Ontario (then Tourism Northern Ontario). The motorcycle touring market, which hadn't had a lot of attention during this time, was a niche market and a good fit for the Lake Superior route. A brand was developed and a plan to implement Ride Lake Superior as the ultimate riding destination around Lake Superior was created. Provincially-established criteria were utilized to ensure that operators around the lake who were recommended by the program were qualified and motorcycle-friendly.

The project had a team travel around Lake Superior and build a database of attractions, restaurants, rest stops etc. that would appeal to riders. Once the route and its products had been determined, the marketing plan focused on leveraging the natural assets and Ride Lake Superior brand to garner North America-wide attention for the route. The authenticity of the product is the route's biggest competitive advantage and continues to create real compelling stories that riders want to be a part of. Backed up with consumer tactics and a lure-based website, Ride Lake Superior is one of the next biggest attractions in the motorcycle community.

www.ridelakesuperior.com

2 Port Dover Friday the 13th Ride

The Friday the 13th Motorcycle Rally is a motorcycle rally held every Friday the 13th in Port Dover, Ontario, Canada since 1981. Its typical summer attendance exceeds 100,000 bikers. Port Dover's Friday the 13th (PD13), when held during the summer months (e.g. July 13, 2018), challenges to become the world's largest motorcycling event. With motorcycles and people flocking to PD13 from all over North America, a Mardi Gras atmosphere creates a street party like no other on the continent.

www.pd13.com

3 Aventure Nord

In 2016, the communities of Cochrane, Smooth Rock Falls, Kapuskasing, Hearst and Dubreuilville embarked on an initiative aimed at targeting the Quebecois power sports riding market, which included developing a brand: Aventure Nord Ontario, and developing an off-road/ off-trail power sports touring map available in print and online in GPS download format. The partnership has also initiated a training program to educate operators on catering to this niche market.

www.adventurenord.ca

4 Sturgis Motorcycle Rally

The Sturgis Motorcycle Rally is an American motorcycle rally held annually in Sturgis, South Dakota, for ten days during the first full week of August. In 2015, the City of Sturgis officially expanded the dates to have the rally start on the Friday before the first full week of August and end on the second Sunday. The first Sturgis Motorcycle Rally took place in August 1938 and was created by the Jackpine Gypsies Motorcycle Club and Clarence Hotel, owner of the Indian Motorcycle Shop in Sturgis. In 1991, the Black Hills Motor Classic, as it had been called up to that point, officially changed its name to the Sturgis Rally and Races. Attendees of the rally had always known it as "Sturgis", but the organizers responsible for the name changes wanted to emphasize the rally's historical roots of racing.

In 2002, the City of Sturgis formed the city's Rally Department within the city government to take the place of all prior contract labor hired to promote and organize the Sturgis motorcycle rally. All local employees are in charge of setting up the banners, street signs, traffic lights, driving lanes and street

blocks as well as managing the massive amount of garbage that the Sturgis rally creates.

Many visitors to the Sturgis rally do not ride their bikes the entire way. Many choose to fly or drive in and have their bikes delivered to them via trailer or airplane. Once they get near South Dakota, many take their bikes out and ride the remaining miles into Sturgis.

Attendance at the Sturgis Rally has skyrocketed since its humble beginnings. In 1938, the first year the rally took place; just 200 people were in attendance. During the 1940s, that number grew to 5,000. In the 1980s, attendance for the rally was at nearly 30,000 people. By 1993, that number grew to 150,000. Attendance has usually been around 500,000 people, reaching a high of over 700,000 in 2015. In 2009, the average rally attendee spent more than \$1,000 in Sturgis. The event generates around \$800 million in revenue.

www.sturgismotorcyclerrally.com



Ohio's Windy 9

In Southeast Ohio, Athens county provides the hub for 9 half-day routes, totalling over 1,500 km through rolling hills, open road and well maintained roads. The nine tours vary in length and attractions. The path was devised after research, looking into other parts of the state that have curated motorcycle paths, and consulting a few avid riders in the Athens area. The trail itself is built around State Route 555, also known as the "triple nickel," which runs through southeastern Ohio. The visitors bureau selected several other roads that feed into or out of the area around State Route 555 to build the map for the route, looking to create a motorcycling experience that would be challenging yet exciting for all experience levels of motorcyclists.

www.windy9.com

Motorcycle Touring in Canada & Ontario

Motorcycling generated \$2.68 billion in Canada in 2014. There are over 700,00 motorcyclists across Canada. Most registered motorcyclists are in Quebec, Ontario and Alberta. Canadians spend \$702 million annually on on-road motorcycle equipment and parts. They also spend \$110 million annually on off-road motorcycle safety gear. Motorcyclists raise \$11.8 million annually for Canadian charities through locally organized fundraising events.

In 2014, Motorcyclists Confederation of Canada commissioned a socio-economic study to take a close look at the economic impact of both on-road and off-road motorcycling from a provincial and national level. In August 2015, Smith-Gunther completed its comprehensive report "Recreational Motorcycling in Canada and its Provinces – 2014-2040"². The study forecasts that the annual direct and indirect economic impact of recreational motorcycling will climb to \$4 billion annually by 2040.

MOTORCYCLING IN CANADA	OFF-ROAD	ON-ROAD
Safety Apparel (includes the purchase of protective gear and clothing)	\$110 Million spent	\$114 Million spent
Gasoline (spent when using a motorcycle for transportation)	\$102 Million spent	\$63 Million spent
Equipment and Parts (purchase of new and used motorcycles, equipment and parts)	\$321 Million	\$702 Million spent
Accommodations (spent by motorcyclists when travelling)	\$3.3 Million	\$15 Million
Food and Beverage (spent by motorcyclists when travelling)	\$4.6 Million	\$5 Million
Jobs (full-time equivalent jobs dependent on the motorcycling industry)	10,794	12,306

² <https://www.motorcycling.ca/wp-content/uploads/2017/01/Recreational-Motorcycling-in-Canada.pdf>

Northern Ontario's Current Motorcycle Touring Situation

In 2014, Destination Northern Ontario commissioned Research Resolutions & Consulting to undertake the study *North American Motorcycle Tourists in Northern Ontario (RTO 13) Situational Analysis*.² Highlights from the research show that:

- ▶ **One-fifth of Canadian motorcycle tourists or about 107,000 have travelled in Northern Ontario over a two-year period.**
 - There are approximately one half million Canadians who say they ride motorcycles while on overnight pleasure trips (543,000) and about one fifth of them have travelled in Northern Ontario over a two-year period.
 - Because so many Canadians travel near where they live, it is not surprising that Northern Ontario attracts riders who live in Ontario at an especially high rate.
- ▶ **Only a fraction of American tourists who ride motorcycles while on trips have Canadian travel experience.**

While there are about 5.1 million motorcycle tourists in the U.S.A., those who travel anywhere in Canada represent about 844,000 or 16%.
- ▶ **The potential Canadian and U.S. markets for Northern Ontario share some demographic characteristics.**
 - Most are men, concentrated in the middle age and recently-retired age groups. The Canadian market is concentrated in the 35 to 44-year age bracket (39%) whereas almost half of the Americans are between 45 and 64 years of age (47%). These differences result in a somewhat older motorcycle touring market among Americans (45 years, on average) than Canadians (39 years of age, on average).
- ▶ **American motorcycle tourists to Ontario are somewhat less affluent than the corresponding Canadians.**
 - Half of Canadian motorcycle tourists travelling in Northern Ontario have household incomes of at least \$100,000 (54%) whereas less than one third of the Americans are in this income group (29%). Industry analysts suggest that the many American motorcycle tourists are recent retirees or nearing retirement from primarily industrial occupations.



Photo: Destination Ontario – taken by Martin Lortz

- Motorcycling is the primary reason for the trip to take place for about half of the potential Canadian and American markets.

 - Motorcycle tourists do not seem drawn to many of the North's signature experiences. For example, comparatively few of them engage in outdoor adventure pursuits such as fishing, hiking, viewing wildlife or flora and the like.
- Based on surrogate estimates, approximately 47,000 to 58,000 North American motorcycle tourists would have been travelling in RTO13 over the course of a year.

 - About half of these overnight motorcycle tourists are estimated to be Canadians (53%) and the balance are Americans (47%). Each of RTO13's sub-regions are estimated to attract overnight motorcycle tourists, with about one quarter of the market spending nights in 13A, one third in 13B and two fifths in 13C.
- These motorcycle tourists are estimated to have spent between \$16.0 million and \$20.0 million in Northern Ontario over a year.

 - Because American tourists spend appreciably more in RTO13, on average, than do their Canadian counterparts, they represent a much larger share of spending (71%) than they do of motorcycle tourist volume (47%) in the region.
 - Region 13C is the most successful sub-region in drawing American motorcycle tourists. Because it attracts a higher share of Americans and Americans spend more money, on average, than do Canadians, 13C is estimated to attract over half of the estimated motorcycle tourist spending in RTO13. One fifth of Northern Ontario's motorcycle tourists' dollars would have been spent in 13A and about one quarter in 13B.

³ <https://destinationnorthernontario.ca/wp-content/uploads/2018/09/RTO13-Motorcycling-Report-Final-Mar-112014.pdf>

What we know about the motorcycle tourist⁴:

- Motorcycle tourists are difficult to pigeon hole. They come from every walk of life, travel individually, in groups or with a partner; take day rides and touring holidays; they plan their trips in advance or make impromptu decisions about where and when to travel.
- Many motorcycle tourists seek winding back roads and beautiful vistas.
- Camaraderie and fraternity are important to many motorcyclists.
- Many motorcycle tourists favour smaller, family-owned businesses.
- Being “motorcyclist-friendly” means understanding the practicalities of travelling on a motorcycle.

Northern Ontario's spectacular vistas and winding roads appeal to the motorcycle touring segment. And indeed, this segment has long been identified as a promising market for Northern Ontario. In conjunction with Destination Ontario (formerly Ontario Tourism Marketing Partnership Corporation), Northern Ontario has devoted considerable effort to developing routes and promotional materials to attract motorcycle tourists.

Each of RTO13's sub-regions has developed motorcycle touring routes, either wholly contained within the region or in conjunction with neighbouring jurisdictions. For example, the Lake Superior Circle Tour traverses roadways in Northern Ontario, Michigan, Minnesota and Wisconsin while Ride Manitoulin is fully contained in Ontario on Manitoulin Island.

⁴ <https://destinationnorthernontario.ca/wp-content/uploads/2018/09/RTO13-Motorcycling-Report-Final-Mar-112014.pdf>

Northern Ontario Motorcycle Touring Routes include:

- Ride Lake Superior
- Georgian Bay Coastal Route
- Ride Algoma
- Manitoulin Island Tour
- Georgian Bay Coastal Route
- Great Legends Circle Tour
- Lake Temiskaming Tour
- Lake Nipissing Circle Tour
- Tour Deer Trail
- Grand Algoma Tour
- St. Joseph Island
- Nor 'Wester Tour



Photo: Ride Lake Superior, Algoma Country , taken by Colin Field

The Case for Motorcycle Touring in Northern Ontario

Several factors make motorcycle touring a product for further development in Northern Ontario:

- The Northern Ontario Product Development Strategy lists motorcycle touring as a product area for focus; however, the level of focus is identified as secondary, indicating this product needs less investment due to its phase of product development or because the market potential is more narrow for Northern Ontario than those in the primary focus areas. However, with the existence of several highly successful motorcycle touring routes/products in Northern Ontario and the growing popularity of this method of travel (including adventure riding), it is timely that this sector is given the focus it deserves.
- Development of motorcycle touring product is in direct alignment with the DNO 2017-2020 marketing strategy that includes touring as a priority area for marketing resources.
- There is a provincial marketing focus on avid consumers and travellers as connected with 'powersports' which has led to substantial media and marketing attention in the promotion of motorcycle touring in Ontario.
- Northern Ontario has established successful motorcycle touring product development initiatives that showcase the rugged beauty and long-winding roads of the region. The touring routes have room for growth and can provide best-in-class templates for other route development.

Motorcycle Touring Work Plan for Northern Ontario

The following work plan has been prepared from the input received from the Northern Ontario Motorcycle Touring Product Committee. There are several steps required to further develop motorcycle touring in Northern Ontario.

Six Steps to Develop Motorcycle Touring in Northern Ontario:



Photo: Temiskaming Shores Destination Ontario, taken by Rob Stimpson



STEP 1: Best-in-Class Criteria

Utilizing the already provincially-established motorcycle tourism criteria for various operator types and route types, the Northern Ontario Motorcycle Touring Product Team should review and refresh these established criteria to ensure they are still relevant and up-to-date. From this best-in-class criteria, a self-assessment tool will be created and utilized as part of the Tourism Excellence North (TEN) training program.



STEP 2: Asset Inventory & Market-Readiness Assessment

It is recommended that the next step in the work plan for motorcycle touring tourism in Northern Ontario is to complete an inventory of all the existing motorcycle touring assets in Northern Ontario. This inventory will create an understanding of the product that exists in the region that may need enhancement and allow for a more coordinated effort for regional development. Inventory should include:

- A review of current/established touring routes for Northern Ontario
- Motorcycle-friendly operators through existing touring programs

Once the inventory has been completed, a market-readiness assessment of key Northern Ontario motorcycle touring assets and opportunities will allow Destination Northern Ontario and the Northern Ontario Motorcycle Touring Product Development Committee to choose best bet assets to focus efforts on.



STEP 3: Address Future Training Opportunities

To make the Northern Ontario motorcycle touring experience exceptional, tourism assets that support the focus being pursued should be on quality, market-ready establishments. Encouraging operators to partake in the TEN Self-Assessments tools, Fast Track to Success and/or group learning training and development solutions will help to ensure the operators are focused on the quality of their establishments and providing the best possible experience to travelers.



STEP 4: Identify Product Development Opportunities

Implementing product enhancements to make the assets fully market-ready takes time and money. Starting with the best bet operators, gaps in market-readiness should be addressed. Often during this stage, partners are eager to jump into marketing. Ensuring the changes are implemented before marketing will ensure market-readiness.

Product development opportunities can include:

- Investigating the creation of adventure riding opportunities off main touring routes in partnership with stakeholders utilizing the secondary roads.
- Supporting the expansion and refinement of existing touring route programs.
- Encouraging the creation of multi-day motorcycle touring related events which can include rallies, rides, etc.

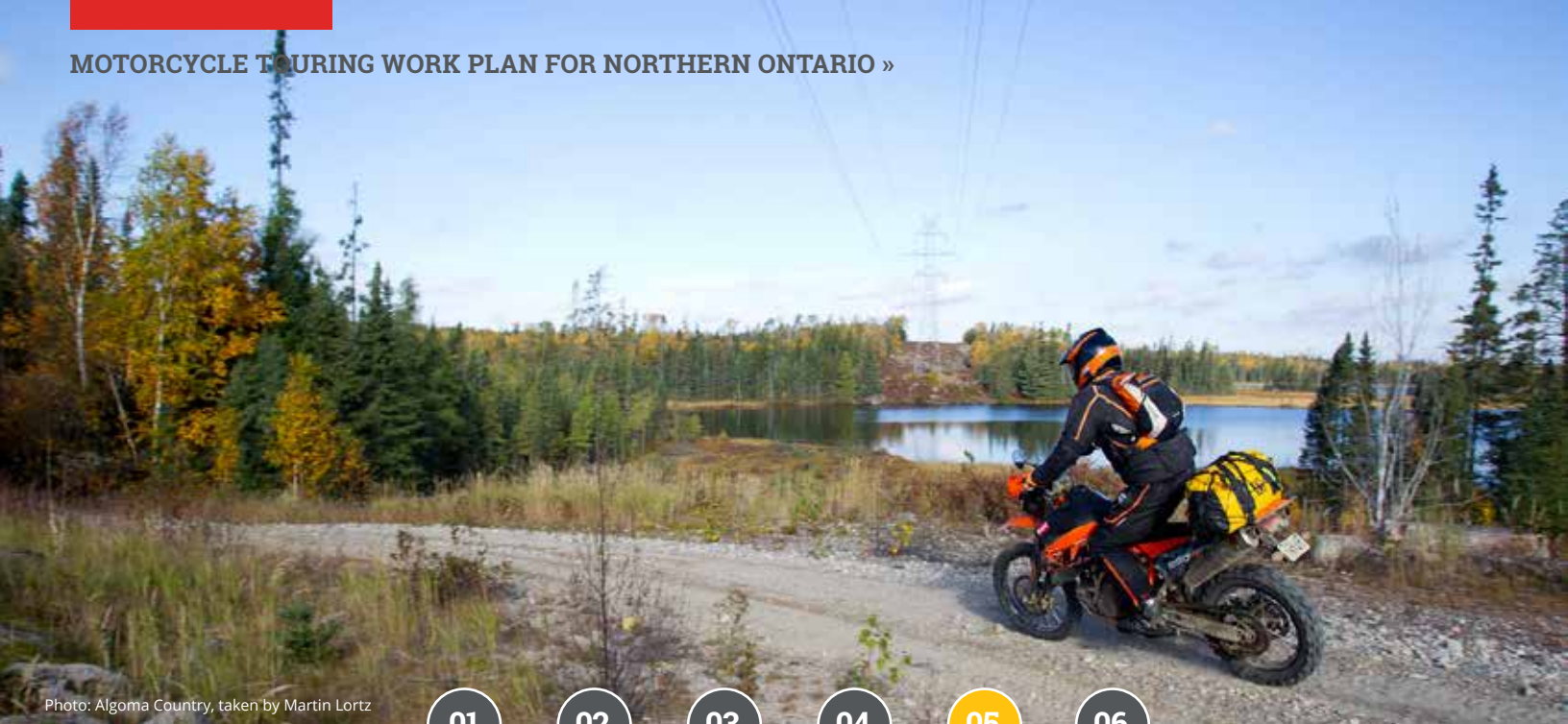


Photo: Algoma Country, taken by Martin Lortz

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STEP 5: Marketing & Communications

Once product development has been completed, the experiences can be marketed. Collateral materials such as photography and video may be needed. It is essential that the marketing efforts focus on storytelling and differentiate from the market clutter where all the destinations look similar. Utilizing drone technology and showcasing the rugged landscape will be essential in marketing visuals. A pan-Northern motorcycle touring marketing plan should outline tactics to be used to push the appropriate focused experiences to consumers. Care should be given to ensure that the tactics align with and leverage the provincial powersports tourism marketing efforts.

The Northern Portal (northernontario.travel) showcases motorcycling as a product, and features many stories on key motorcycle touring routes in Northern Ontario. This website will continue to play a large supportive role with future marketing efforts. In addition, the Online Trip Planner, an interactive touring tool, allows consumers to discover current motorcycle routes and plan all of the details surrounding their trip (accommodations, attractions, etc.). This tool will be essential as new routes are created. The inventory, created from step two, will go into the Northern Ontario tourism database and will connect with the trip planner, capturing all businesses with relative product to a tour/experience.

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STEP 6: Leverage Partnerships

It is essential that, in order to improve and grow motorcycle touring in Northern Ontario, Destination Northern Ontario continues to work with and support established motorcycle touring tourism programs such as Ride Lake Superior, Ride the North, Ride Algoma, Lake Temiskaming Tour, and Adventure Nord.



Photo: Northeastern Ontario, Destination Ontario, taken by Virgil Knapp



SWOTT ANALYSIS

In 2019 a Motorcycle Tourism focus group session was held with six participants in attendance. Their input regarding questions posed about trends and opportunities was as follows:

What is the biggest shift you are seeing in motorcycle touring?

Photo: Algoma Country, taken by Colin Field

- › Adventure bikes in touring (more flexibility with it), younger demographics.
- › Market is growing older (big Harley riders).
- › Women riders, riding in groups.
- › Aging demographic, younger riders coming in but not at the same age.
- › Importance of riding schools.
- › Insurance industry not insuring new riders unless they take courses.
- › Insurance expenses are through the roof.
- › The 25 and under market is nowhere to be seen coming into the system due to lack of affordability. This is a huge barrier to growth.
- › US market, 'hipster riders'.
- › Marketing and messaging towards product development geared towards women riders.
- › Adventure bikes are popular, Harley sales are down. Shift towards smaller bikes as well.
- › Printed map is not dead, solid part of the equation. Souvenir, right of passage.
- › GPS on a bike is important but difficult to follow sometimes while riding.
- › Consumer shows are still very valuable.
- › Trip planners are important but so are one-on-one conversations with potential consumers.
 - *Can obtain feedback from previous visitors*
 - *Tour operators and media attend*
- › Facebook is still really engaging for trip planning and the social community. Instagram not a larger role.
- › People reading lots of content online.
- › Magazines are important for the dreaming phase, Harley magazine an important one. Overland magazine.
- › Online trip planning tools – manufacturers, Destination Ontario, Kawasaki, Harley all have apps for dreaming and planning of trip.
- › Friends and family play a large role in influencing trip decision.
- › Back roads map for adventure riding.
- › Price point is easier to get into adventure riding.
- › Riders want flexibility to go on and off road.
 - *riders at multiple levels.*
- › Food and drink play a large role to riders.

- › Attractions must be easy to get to.
 - *Waterfalls, light houses, easy to get to off highway*
- › People are not checking bikes, tires and brakes break down often
- › Bikers are stopping every hour, hour and a half.
- › Still big tour bikes at hotel, groups of 3-5 bikes. Once they park for the night they are done. Lots of walking at destination.
- › Guests are arriving earlier and staying. Get up and leave at first light, early.
- › Clubs still play an important role. Group rides.
- › Food within walking distance or at accommodations (walkability important).
- › People want to ride during daylight hours and stop early.
- › Groups and clubs have a lot of potential.
- › City folks wanting to do 3-day tour (Temiskaming Loop) over the weekend.
- › International riders coming through (cross Canada/North America)
- › Events, Friday the 13th Port Dover. Bikers Reunion in New Liskeard used to travel to.
- › Horizons Unlimited events, adventure riders are drawn to this
- › Technology, riders can talk to each other, infotainment systems, mapping applications – pre-loaded.
 - *Head's up displays for helmets, Bluetooth helmets*
- › Electric bikes are going to be popular.
- › Lots of fair-weather riders but the advancements in clothing that's comfortable and waterproof allows for safer riding in various weather conditions. Heated equipment.
- › Riders are packing smartly.
- › Season still June – September, possible growth with the adventure riders May and October off-season.
- › Accommodation availability during peak time, riders that didn't have a reservation is very challenging. Riders are reluctant to book in advance; weather can be the determining factor.
- › Younger people are not getting licenses.
- › Georgian Bay Moto Run is popular.
- › Manufacturers need to make it easier to access and provide exposure to bikes – virtual, hand's on experience, price point.
- › Clubs play large role, display at shows, growing. Club meetings. Distribution of information an important role (ride in groups of 5-20 bikes).
- › No insurance for bike rentals in Ontario, creates issues for the whole province in expanding product.
- › Trikes are gaining in popularity. Older bikers can't stabilize themselves, but some are buying trikes.
- › Interest in motorcycling isn't diminishing. People are just looking to do it for cheaper.
- › Trip planner tools are important. VR films of motorcycle destinations will be important in the next 5 years.
- › Adventure riding is cheaper, and the aesthetic is cheaper motel stays anyway, rather than hotels. Works for young and old.
 - Might be able to attract younger riders with signature hipster events for café racer/home brew bikes
 - 3-day tours are very popular, could target urban centres: 3-day Kenora ride for Winnipeg market, 3-day Thunder Bay ride for Duluth market, 3-day Temiskaming for Toronto/GTA market, 3-day Algoma ride for Michigan market, 3-day Manitoulin ride for Detroit market.
 - There's an issue with adventure riding on Algoma back roads - some lodges don't want bikes or ATVs on those roads. We need to be sensitive to that.



Photo: Algoma Country, taken by Martin Lortz

What is one new product or experience that Northern Ontario can deliver to attract visitors in the next 3 years?

- › Logging roads, back country roads.
- › Develop off road routes could offer world class multi-day experiences.
- › Lodge-to-lodge riding in the backcountry should be explored and current angling and hunting operators need to be consulted along with other stakeholders (e.g. logging, MTO, etc.).
 - *Needs to be mapped out*
- › Shipping bikes internationally.
- › Millennial riders (café racers), need to get out touring, get them from the big city, repeat visitors, social element huge, need to get them on longer trips and rides and will be repeat visitor in the future.
- › Rental market (insurance issues are the biggest barrier). Fly and ride market.
- › Rider-friendly welcoming experience. Culinary experiences.
- › Education/product development on current rides.
- › Gap for food, attractions, rest stops.
- › Travel trade having a hard time booking accommodations during peak season (could not get trade rate).
- › Foundations of routes are there and in varying states of maturity but the attractions and stuff to do once the bike is parked is the most memorable and most important. Work with operators to become awesome.
- › Training for operators – VIP parking, etc. Need to be connected.
- › Softness on the brand in Northeastern Ontario touring routes.
- › Revisit the best-in-class criteria to ensure we have all the right people involved. Pay to play? Skin in the game?
- › Adventure Route to promote and develop! Hub and spoke model. Treat it like boon docking such as in Wawa.
 - *Guided and self-guided tour options*
- › Aventure Nord has some routes; mapping has been done. Could benefit from Chris Hughes, need brand/operator involvement. 25 operators throughout the system that are approved as preferred supplier (accommodations, food, supplier). That's only for Francophone markets. Aventure Nord program is champing at the bit to get the Anglophone side of their product going.
- › Could support annual event that would bring folks over longer distances. Group rides.
- › Would be nice to see an adventure route built onto the RLS brand.
- › Urban riders are the up and coming group definitely wanting to travel, but have smaller bikes and less time and less money, thus tailoring options to them based on those criteria could work- especially for developing an existing motorcycle event (such as Ride Manitoulin).

Strengths

- A real strength is that there is a motorcycle product development process that ensures businesses and routes are ready to accept riders. Riders notice the effort and are blown away that regions would take the time to do this. This is a big piece of leverage if we keep reviewing, refining and making it better...not just selling it.
- Established product, Ride Lake Superior. Big asset is that it is a loop that has cadence, very important for riders. Loops are very appealing.
- Scenery, water, waterfalls.
- Asphalt quality on major highways, in decent shape including secondary roads.
- Parks (provincial, federal).
- Communities, Northern hospitality.
- Lack of congestion, open spaces are very important to US riders.
- Amount of water, connection to water, riding around water.
- Ability to access remote wilderness easily.
- Quality of gas, premium gas in most towns.
- Loops and hub and spoke opportunities.
- Lots of motorcycle champions in Northern Ontario that are connected to accommodations
- Lots of crown land for dirt riding.



Photo: Algoma Country, taken by Colin Field

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Weaknesses

- Long distances between destinations.
- Lack of road side stops and attractions.
- Weather, shorter season.
- Operators such as accommodations, restaurants and attractions providers do not adhere to the Motorcycle Market-Readiness Criteria.
- Hard to get specialized services, premium gas.
- Price of gas.
- Restrooms.
- Lack of paved shoulders.
- Lack of cell service
- Wayfinding – reinstating circle tour route on Canadian side.
- Some crown land is actively logged, and loggers don't like bikes on their roads. Needs constant interaction with the forestry companies.



Opportunities

- › Customer service training for motorcycle-friendliness.
- › Ensure partners are meeting or exceeding motorcycle market-readiness criteria.
- › Promote best in class operators on routes that really appeal to riders.
- › Expand on programs like Club RLS that gives reasons for riders to stop and collect.
- › RLS has the ability to attract riders from Across US...could expand marketing efforts i.e. Florida.
- › Large opportunity for Northeastern Ontario to get back in the game with revisiting market-readiness and routes and get them back in the market.
- › Aventure Nord is ready but needs a little refinement of its brand and to be marketed in English.

Threats

- › Limited accommodations during peak season, two-night minimums.
- › Short season (three weeks are sell-outs in a lot of communities during peak season).
- › Declining ridership of the big touring bike market, riders on older bikes, smaller bikes, can't go as far.



Purpose of the Motorcycle Touring Product Team

The purpose of the Motorcycle Touring Product Team is to provide advice to DNO through a process of discussion and analysis of the available research and ongoing development in motorcycle touring across Northern Ontario. DNO will capitalize on members' knowledge of motorcycle touring as a tourism product in Northern Ontario and utilize the feedback and advice to action this product niche. The team will focus on how to:

- Monitor the development of motorcycle touring with the perspective that community stakeholders and operators are needed for motorcycle touring.
- Use the current developments in motorcycle touring as models to recommend future undertakings that complement existing products.

Role

- The team members will share their collective wisdom on how to best approach motorcycle touring tourism in the context outlined in the purpose above.
- Encourage activities that support motorcycle touring as a tourism product that is complimentary and coordinates well with other product niches in a sustainable way.
- Input will flow from the working group to the DNO staff in the form of information, feedback, and recommendations which will be used to map the implementation of initiatives.
- Additionally, the Motorcycle Touring Product Team will be instrumental in advising the DNO staff on the best avenues for focused community engagement and communication of critical information.
- Final decision-making authority rests with the DNO Board of Directors

Skills & Attributes

In the interest of putting together the best possible team of individuals, identification, selection and appointment of team members will center on the following attributes:

- An above average understanding of the tourism landscape of Northern Ontario.
- A very good understanding of tourism that will make excellent experiential offerings to the motorcycle tourism niche.
- Good knowledge of federal, provincial and municipal policies and regulations that impact motorcycle development.
- A track record of being involved in innovative and sustainable tourism product development.

Motorcycle Touring Product Development Committee Members:

NAME	ORGANIZATION
Paul Pepe	City of Thunder Bay
Rob LaRue	Algoma Kinniwabi Travel Association
Mike Jacobs	The New Business
Claude Aumont	Destination Ontario
Ann Noble Auxier	Ride Manitoulin Motorcycle Rally
Chris Hughes	BC Hughes
Ray Nadeau	Victoria Inn
Bernadette Lindsay	Northeastern Ontario Tourism



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