

# CYCLE ONTARIO AND QUEBEC CORRIDOR SUMMARY REPORT

Destination Canada  
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# 01. INTRODUCTION

The Cycle Ontario and Quebec Corridor is a landmark initiative under Destination Canada's Tourism Corridor Strategy Program, created to position cycling as a catalyst for tourism growth, community development, and sustainable mobility. Spanning two provinces and connecting Ottawa, Montreal, and Cornwall, the corridor weaves together world-class cycling routes with rich cultural, natural, and culinary experiences. Anchored by UNESCO-recognized sites such as the Rideau Canal, it links vibrant cities with rural communities, creating a seamless, four-season, and inclusive cycling network.

The development strategy is grounded in robust research and extensive stakeholder engagement, including over 80 partners across municipalities, Indigenous communities, tourism organizations, and businesses. The analysis confirms that the corridor already possesses exceptional assets, growing market demand, and deep community support. However, it also identifies clear priorities for improvement: connecting fragmented routes and experiences, expanding cycle-friendly accommodations and services, strengthening coordination between partners, and developing a shared brand and investment strategy. These findings form the foundation of this strategy, ensuring that the corridor builds on its strengths while addressing key gaps in infrastructure, experience delivery, and governance.

The strategy defines a unifying vision and positioning, supported by guiding principles that emphasize sustainability, Indigenous inclusion, community benefit, and high-quality, safe cycling experiences. Target

audiences include outdoor explorers, cultural seekers, and purpose-driven families, whose travel motivations align with the corridor's offer of authentic, low-carbon, and enriching journeys.

To move from vision to action, the strategy outlines seven interconnected strategic priorities that together provide a comprehensive framework for corridor development and long-term management.

- 1. Signature corridor experiences and activations:** curating experiences and programming that connect communities, celebrate place, and drive year-round visitation.
- 2. Branding, marketing and communications:** driving awareness, engagement, and visitation through compelling, place-based storytelling.
- 3. Industry advancement and capacity building:** Equipping local stakeholders to deliver quality and consistent experiences.
- 4. Infrastructure and access development:** enhancing safety, connectivity, and seamless travel across Ontario and Quebec.
- 5. Accommodation and business diversification and growth:** expanding cycle-friendly lodging and businesses.
- 6. Investment and financing partnerships:** attracting capital, partners, and long-term financial sustainability.
- 7. Sustainability and visitor management:** ensuring responsible growth and balanced community benefit.

Soulanges Canal Park © Cliche Animal



A multi-destination governance model has been established to guide the corridor's implementation. It includes a steering committee, supported by specialized committees focused on experience development, Investment, and Infrastructure. This structure ensures shared oversight, transparent decision-making, and alignment across jurisdictions, with clear roles for public, private, and community partners in advancing the corridor's long-term vision.

Select strategies also introduce Catalyst Projects—high-impact investment opportunities that address core gaps and elevate the visitor experience. An accompanying investment plan provides detailed development concepts, financial forecasts, and funding strategies for each project, demonstrating their feasibility and long-term economic potential.

Piste cyclable Valleyfield © Parc régional de Beauharnois-Salaberry



1. **Cycle-friendly nature wellness lodges** build on the corridor's scenic landscapes and wellness appeal while filling a critical gap in high-quality, year-round accommodations. Combining cycling access with spa and recovery amenities, they attract new visitor markets, extend stays, and strengthen the corridor's position as a premium active-wellness destination.
2. **Cycle-friendly glamping grounds** expand lodging diversity and activate underused trail segments by offering comfortable, eco-friendly overnight options directly connected to cycling routes. They build on the region's natural assets and meet growing demand for accessible outdoor stays, creating new opportunities for family and adventure markets.
3. **Cycle café culture hubs** transform community nodes into vibrant visitor anchors, combining café culture, rentals, repairs, and local retail under one roof. They build on the corridor's strong cycling community and fill a major service gap between rural destinations, enhancing both trip convenience and local vitality.
4. **Smart cycle rest stations** strategically located along priority routes, address gaps in trail amenities and safety infrastructure by providing e-bike charging, shaded rest areas, and digital navigation tools. They build on existing trail networks to deliver a consistent, modern, and connected rider experience across the corridor.
5. **Agritourism and maker market pavilions** celebrate the corridor's agriculture and creative strengths while filling a gap in year-round community gathering spaces. Located near key routes, they connect cyclists directly with local producers and artisans, boosting rural economies and deepening cultural and culinary engagement along the corridor.

The strategy aims to increase visitor spending, extend overnight stays, and create new jobs across the region while strengthening community identity and celebrating local culture through cycling experiences. By expanding low-carbon travel options, improving seasonal balance, and embedding sustainable design standards, it will ensure tourism growth that is inclusive, resilient, and environmentally responsible.

Together with the accompanying Investment Plan and Implementation Plan, this strategy provides a clear roadmap for action—advancing a bold vision to position the Cycle Ontario and Quebec Corridor as one of the world's leading cycling destinations and a national model for sustainable tourism.

# 02. PROJECT BACKGROUND

## Destination Canada’s Tourism Corridor Strategy Program

[Destination Canada’s Tourism Corridor Strategy Program](#) aims to strengthen Canada’s tourism industry by developing interconnected corridors that showcase diverse regional experiences.

Tourism corridors connect clusters of tourism assets and motivate visitors to travel through regions while

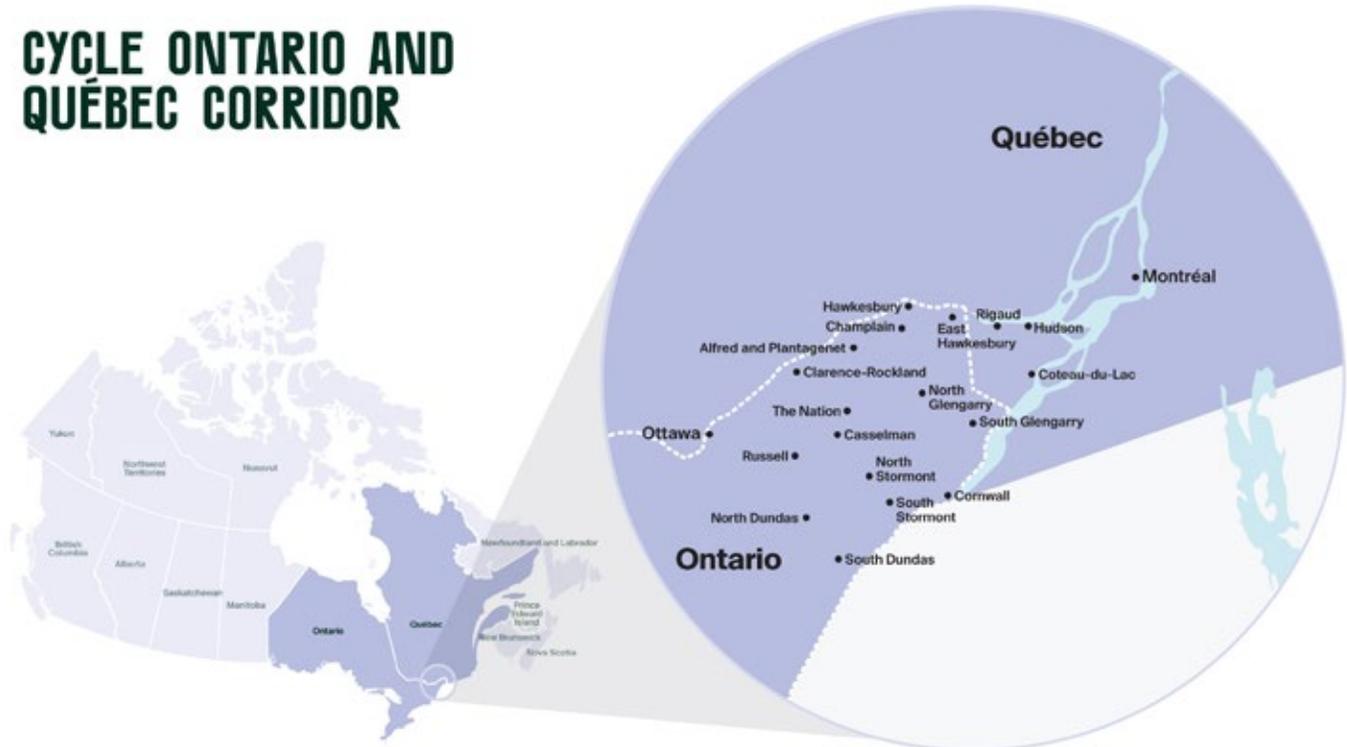
accelerating collaboration among stakeholders. Following the success of three pilot projects in 2023, Destination Canada expanded the program for 2024–2025. This initiative now includes the Northern Sky Corridor alongside other notable projects such as Cycle Ontario and Quebec, Juan de Fuca Corridor, and Field to Fork Agritourism Corridor.

## Cycle Ontario and Quebec Corridor

The Cycle Ontario and Quebec Corridor connects existing and new cycling routes between Ottawa, Montreal, and Cornwall. It aims to create a vibrant, four-season, sustainable, and inclusive cycling tourism corridor that celebrates the unique cultural and natural heritage of the region while providing economic, environmental, and

social benefits. The corridor features the Rideau Canal, a UNESCO World Heritage Site, and offers visitors access to a variety of attractions and local businesses, such as wineries, breweries, artisans, culinary experiences, Indigenous tourism, and agritourism.

### CYCLE ONTARIO AND QUÉBEC CORRIDOR



Find more information about destination development in Canada at: <https://dd.destinationcanada.com/en>

The Corridor Strategy project is co-led by Destination Canada, [RTO9](#), the [Prescott-Russell Recreational Trail](#), and [Vélo Québec](#), with the guidance of Resonance and engagement of industry associations, businesses, government agencies, municipal, provincial, and federal partners, Indigenous partners, transportation providers, institutions, NGOs, global partners, and residents. The corridor extends from Southeast Ontario to Montérégie, Outaouais to the Laurentians, and is anchored by two major cities, Montreal and Ottawa.



Soulanges Canal Park © Cliche Animal

ONTARIO	COUNTIES	HUB CITIES
	<ul style="list-style-type: none"> <li>• Lanark County</li> <li>• Leeds and Grenville (United Counties)</li> <li>• Prescott and Russell (United Counties)</li> <li>• Stormont, Dundas and Glengarry (United Counties)</li> </ul>	<ul style="list-style-type: none"> <li>• Cornwall</li> <li>• Ottawa</li> </ul>
QUEBEC	REGIONAL COUNTY MUNICIPALITIES (MRCS)	HUB CITIES
	<ul style="list-style-type: none"> <li>• Les Collines-de-l’Outaouais</li> <li>• Papineau</li> <li>• Argenteuil</li> <li>• Deux-Montagnes</li> <li>• La Rivière-du-Nord</li> <li>• Les Pays-d’en-Haut</li> <li>• Thérèse-De Blainville</li> <li>• Les Moulins</li> <li>• Beauharnois-Salaberry</li> <li>• Le Haut-Richelieu</li> <li>• Le Haut-Saint-Laurent</li> <li>• Les Jardins-de-Napierville</li> <li>• Roussillon</li> <li>• Vaudreuil-Soulanges</li> </ul>	<ul style="list-style-type: none"> <li>• Gatineau</li> <li>• Laval</li> <li>• Longueuil</li> <li>• Mirabel</li> <li>• Montréal</li> </ul>

# 03. METHODOLOGY AND FRAMEWORK

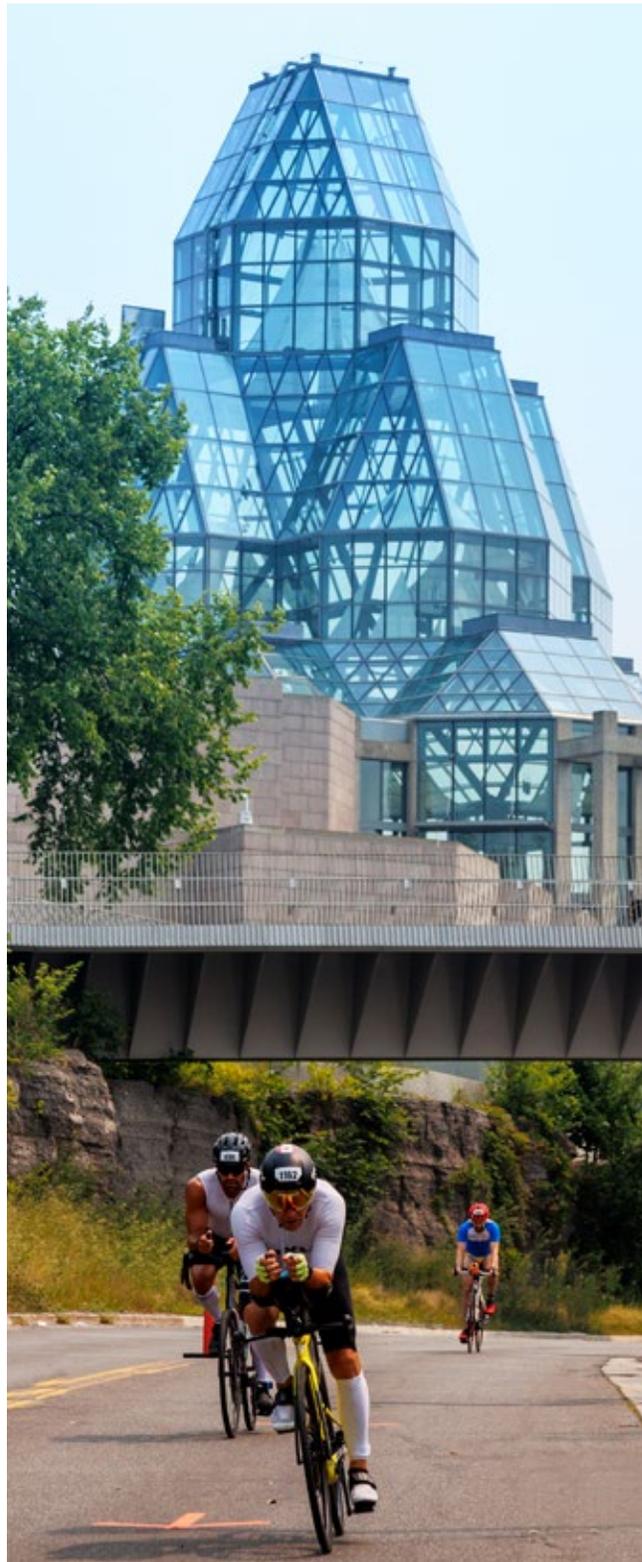
The Cycle Ontario and Quebec Corridor Strategy was executed through a comprehensive six-phase approach designed to systematically assess, engage, and strategize for tourism development along the cycle routes. Each phase built upon the previous, creating an integrated framework that combined extensive stakeholder consultation, a detailed destination assessment, strategic planning, and actionable implementation measures to create a cohesive development roadmap. Conducted from October 2024 to October 2025, this collaborative process engaged over 80 stakeholders from diverse communities, tourism operators, and government agencies to ensure the resulting strategy would authentically represent regional aspirations while delivering market-relevant tourism experiences.

## Phase 1: Onboarding and project launch

The first phase of the Cycle Ontario and Quebec Corridor Strategy focused on building a clear picture of the region's tourism landscape. This began with an in-depth review of existing regional studies, tourism strategies, and development projects, which provided a foundation for understanding current conditions and opportunities. To complement this desk research, the project team undertook a 3-day site visit from Montreal to Cornwall, and then Ottawa, including many places in between. This journey allowed the team to evaluate existing attractions, observe infrastructure, and gather insights directly from local partners and community representatives across the entire corridor. Together, these efforts established the baseline knowledge that informed subsequent phases of research and engagement.

## Phase 2: Industry partners aspirations

Phase 2 focused on exploring community, visitor, and partner aspirations for the corridor through three interconnected activities. Beginning with careful partner and rights holder mapping to identify key stakeholders along the corridor, the project team employed a structured participation matrix ensuring appropriate engagement levels. In total, more than 80 stakeholders were consulted throughout this engagement process.



Iron Man Cycling © Derek Mellon



SDG Counties © Summertown10

### **Phase 3: Market and trend analysis**

Phase 3 centered on identifying key market trends and future visitation patterns for the corridor. The industry trend analysis examined evolving traveller behaviors and preferences through a comprehensive environmental scan of global and national tourism trends. This research was enriched by a survey of cyclists and expert testimonials and an examination of case studies from leading cycling destinations, providing practical insights into successful development approaches. This forward-looking assessment delivered actionable insights tailored to the corridor's unique geographical, cultural, and experiential context, ensuring development strategies would align with emerging traveller expectations and industry best practices.

### **Phase 4: Corridor assessment**

Phase 4 focused on establishing a comprehensive baseline understanding of the corridor's tourism landscape through a comprehensive marketing audit and destination assessment. The marketing audit evaluated the corridor's current positioning, social and content strategy, and key messaging in cycling materials across regional and municipal DMOs. Equally important was the destination assessment, which evaluated the supply of tourism assets throughout the corridor, as well as

the strengths, gaps for cycle tourism infrastructure and experiences, as well as enabling conditions for corridor development and management.

### **Phase 5: Corridor development strategy**

Phase 5 focused on developing a strategic framework and actionable roadmap for the corridor based on insights from previous research phases. Beginning with two in-person visioning workshops—the first in Coteau-du-Lac, and the second in Casselman—that engaged 68 key partners and rights holders from across the corridor. During the workshops, Resonance facilitated collaborative sessions that synthesized findings, established shared aspirations, and identified core values for sustainable development. These workshops informed the development of strategic pillars and specific strategies for achieving corridor objectives, which were subsequently validated and refined through steering committee feedback sessions. The process then identified strategic opportunities capable of driving corridor development, evaluating each based on its potential to create compelling visitor experiences while addressing community priorities and market demands. The culmination of this phase was a comprehensive destination development strategy that outlined the corridor's unique characteristics and established a clear strategic direction.

## Phase 6: Corridor investment and implementation plan

Phase 6 focused on transforming strategy into action through three key deliverables. The implementation plan provided prioritized initiatives with timelines, resources, and partner responsibilities for each strategy. The Investment Plan identified five high-impact catalyst projects—cycle-friendly nature wellness lodges, cycle-friendly glamping grounds, cycle café culture hubs, agritourism and maker market pavilions, and smart cycle rest stations—with detailed development and financial forecasting and funding strategies. A concise summary report and presentation effectively communicated findings and recommendations to decision-makers.

## Destination resilience scorecard

Climate change is reshaping the landscapes, infrastructure, and travel patterns that define the Cycle Ontario and Quebec Corridor. To understand how these shifts may affect the region's long-term sustainability, the project team, through leadership of climate-science experts at RiskLayer, developed a Destination resilience scorecard, evaluating five key dimensions, governance, socio-economic, cultural, infrastructure, and environmental resilience. The scorecard provides a baseline understanding of how prepared corridor communities and assets are to respond to climate-related risks and opportunities, while highlighting pathways to strengthen resilience over time.



Cyclists

# 04. KEY FINDINGS

The Ontario and Quebec Cycling Corridor has strong foundations, growing demand, and deep community support. These findings summarize what's working well and where improvement is needed to make the corridor a truly world-class cycling destination.

## 1. The corridor already has exceptional assets

The corridor already links more than 200 communities through world-class trails such as the Route Verte, Great Lakes Waterfront Trail, and Prescott–Russell Trail, framed by the gateway cities of Ottawa and Montréal. Canal paths, heritage towns, and agritourism landscapes create a setting few regions can match.

- **Strengths to build on:** A large network of proven, high-quality cycling routes already exists, connecting major cities and diverse rural areas. The corridor benefits from strong brand recognition through established trail systems that visitors already know and trust.
- **Opportunities for improvement:** Unify these routes under a single, clearly branded corridor identity and develop simple wayfinding and trip-planning tools that help visitors understand the full journey between Ontario and Quebec.

## 2. Cycling tourism demand is growing fast

Cycling tourism is expanding rapidly as more people seek active, low-carbon vacations. In Quebec alone, cycling generates over C\$800 million in spending each year, proving the economic value of safe, well-serviced networks.

- **Strengths to build on:** Both provinces already attract large numbers of cyclists and have strong reputations for safe, scenic, and sustainable travel experiences. Demand for cycle tourism is backed by measurable growth and proven visitor spending.
- **Opportunities for improvement:** Develop more multi-day itineraries, themed routes, and bookable packages that appeal to diverse visitor segments, while ensuring consistent service standards and amenities across the corridor.



Gatineau, Musée Canadien de l'histoire © Myriam Baril-Tessier



SDG Counties © Summertown10

### 3. Experiences are strong but disconnected

From riverside trails and canal routes to farm-to-table stops and Indigenous cultural sites, the corridor offers authentic cycling and general tourism experiences. Yet these experiences remain disconnected, with limited itineraries and uneven trip-planning tools.

- **Strength to build on:** The corridor already offers a wide variety of experiences, from cultural attractions and local cuisine to scenic nature trails, that can appeal to different cycling markets.
- **Opportunities for improvement:** Connect these assets through coordinated storytelling, shared itineraries, and improved digital navigation tools that make it easy for visitors to plan and book trips across regions.

### 4. Visitor services and lodging are uneven

Bike rentals, repairs, and guided tours are easy to find in Ottawa and Montréal but scarce between them. The same pattern applies to accommodations, where long rural stretches lack year-round, cycle-friendly places to stay.

- **Strengths to build on:** Both provinces have strong foundations for cyclist services through programs like Ontario By Bike and Bienvenue cyclistes!, which set clear quality standards. Successful pilots such as the Prescott–Russell e-bike network show how local businesses can collaborate to expand rentals and visitor mobility.
- **Opportunities for improvement:** Fill critical service gaps between gateway cities by increasing the number of certified cycle-friendly accommodations, developing new rental and repair hubs, and supporting local operators who can offer guided tours and luggage transport.



Winterbiking, South March Highlands © Ottawa Tourism

## 5. Trail connectivity still has gaps

The primary routes within the corridor are close to being continuous, but some on-road sections, bridge crossings, and highway segments interrupt the flow. Signage and rest areas differ between regions, and options to combine cycling with train, bus, or ferry travel remain limited.

- **Strengths to build on:** Major investments have already improved trail quality, amenities, and rest areas, particularly along canal corridors and community-managed routes. There is strong local stewardship and technical expertise to build on.
- **Opportunities for improvement:** Complete missing trail links, improve signage and route continuity between provinces, and expand multimodal options (such as trains or shuttles) to make the corridor more accessible and family-friendly.

## 6. Climate change brings risks and opportunity

Hotter summers and heavier rainfall threaten trail conditions, but longer spring and fall seasons also extend the cycling year.

- **Strengths to build on:** Communities across the corridor are leading the way in sustainability, integrating climate resilience and green design into infrastructure projects. This creates a strong foundation for a low-carbon, climate-adapted cycling corridor.
- **Opportunities for improvement:** Incorporate heat mitigation, drainage, and shade design into future trail upgrades, and promote the extended spring and fall seasons as ideal times for cycling tourism.

## 7. Local partnerships are strong but need coordination

Municipalities, DMOs, and cycling groups already champion their local routes. The next step is connecting these strong local efforts into one coordinated system.

- **Strengths to build on:** There is a highly motivated network of local governments, DMOs, and community organizations that have delivered successful cycling projects and earned public trust.
- **Opportunities for improvement:** Establish a formal cross-provincial governance structure or steering committee to align investment priorities, share visitor data, and coordinate promotion and maintenance activities.

## 8. Policy conditions are favorable, funding opportunities may be limited

Governments at all levels emphasize active transportation, sustainability, and community tourism. Businesses, from wineries to lodges and outfitters, are eager to participate.

- **Strengths to build on:** Federal and provincial policies directly support active mobility and tourism development, while several funding programs are available to help expand infrastructure and marketing.
- **Opportunities for improvement:** Develop a coordinated investment strategy that positions the corridor as a binational flagship for sustainable tourism, enabling partners to pursue joint funding and private investment.

Vaudreuil-Soulanges bike path © Mathieu Lacesse



# 05. CORRIDOR VISION AND POSITIONING



Tulip Festival © Ottawa Tourism

## Vision

The Cycle Ontario and Quebec Corridor takes riders of all levels on a journey of discovery into great cities and along the grand riverways and countrysides that connect Canada's two biggest provinces. Safe, highly-developed itineraries offer easy access to the cultural and national capitals of Montreal and Ottawa, along with stops in historic towns, meetings and tastings with passionate growers and makers, and an unforgettable immersion in Canada's English, French and Indigenous communities. This is some of Canada's best cycling, even short routes quickly reward effort with spectacular landscapes and authentic experiences. Guided by principles of stewardship and sensitivity, our routes are as enjoyable as they are enriching, expanding horizons and wellbeing for riders, and creating sustainable value for communities and operators along the way.

## Positioning

### CYCLE ONTARIO AND QUEBEC

*A Canadian immersion between rivers and cultures*

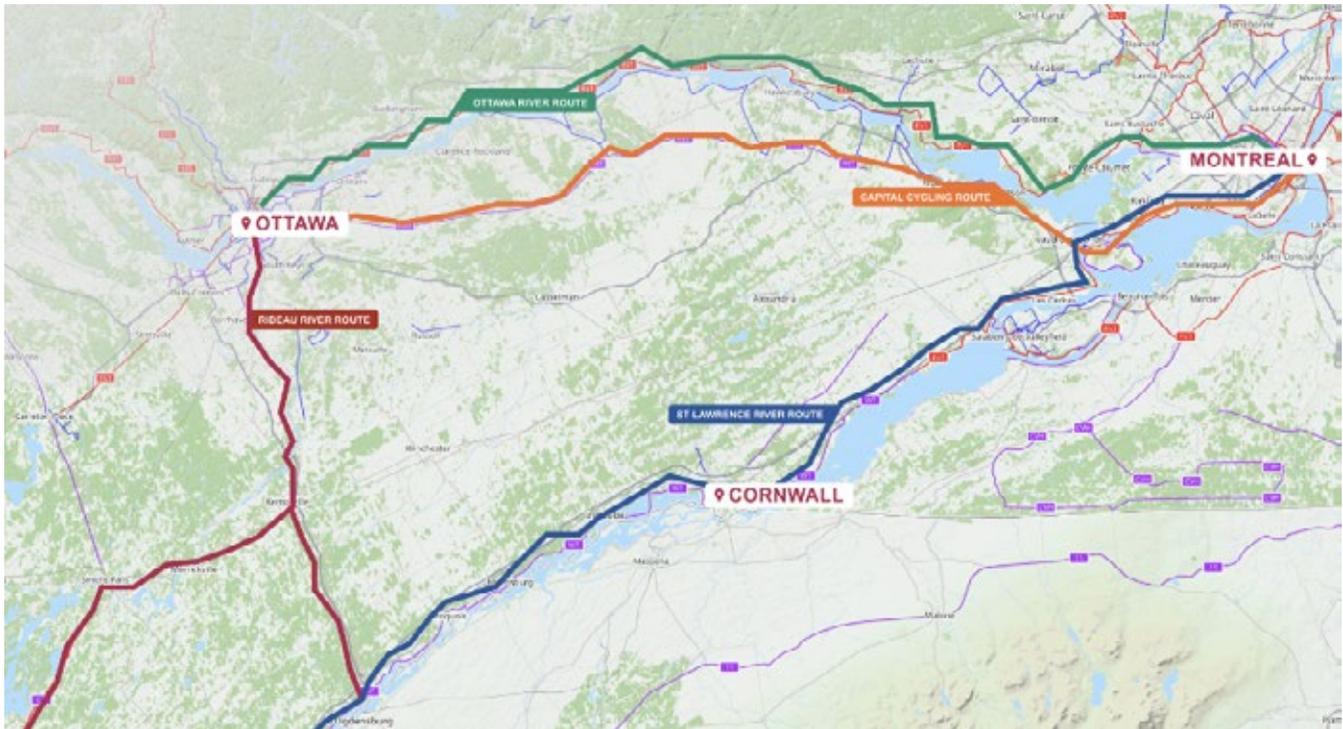
From the national capital of Ottawa or the cultural capital of Montreal, cyclists explore regional paths that let them discover the convergence of French and English culture, regional specialties, and friendly locals in Canada's two biggest provinces.

## Guiding Principles

The Cycle Ontario and Quebec Corridor is guided by seven principles shaped through regional consultation, global best practices in cycle and sustainable tourism, and the shared vision of communities throughout the region.

These principles inform not only the types of experiences developed but also how investment is directed, ensuring long-term value for communities, visitors, and the environment.

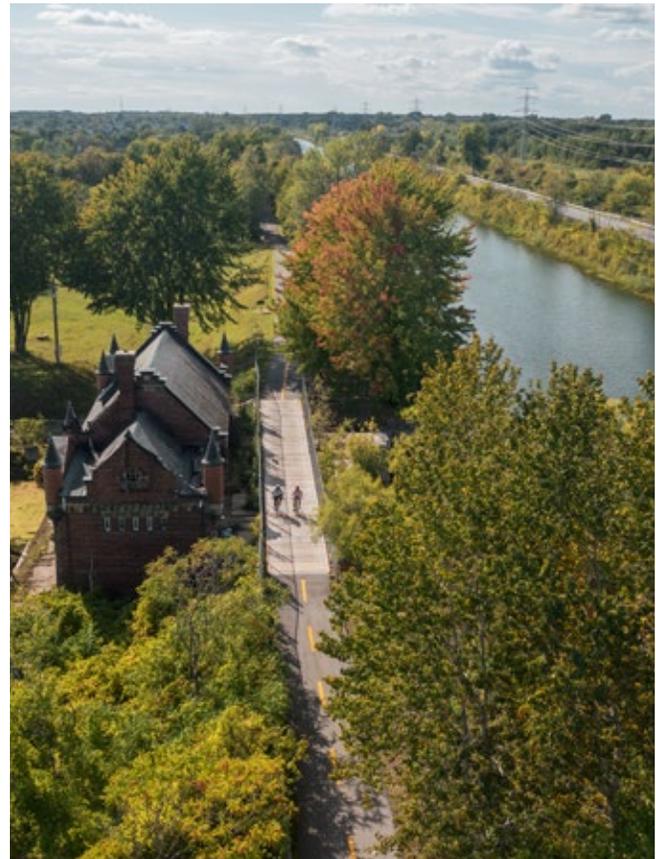
<b>SUSTAINABILITY FIRST</b>	Every investment advances climate action by promoting low-carbon mobility, reducing environmental impacts, and positioning the corridor as a model of regenerative tourism.
<b>INDIGENOUS INCLUSION AND PARTNERSHIP</b>	The corridor will be developed in collaboration with Indigenous First Nations and organizations, recognizing their leadership, territories, and cultural heritage, and supporting Indigenous-led tourism and authentic visitor experiences that advance reconciliation.
<b>SEAMLESS CONNECTIVITY</b>	The corridor design will build on existing routes to become an integrated network linking trails, attractions, and communities, with smooth connections to regional and public transport systems.
<b>COMMUNITY IMPACT</b>	Tourism development should strengthen local economies, support small businesses, and enhance quality of life for residents along the route.
<b>YEAR-ROUND POTENTIAL</b>	Investments encourage seasonal extension, ensuring that cycling experiences thrive in all seasons and support steady economic activity beyond the summer peak.
<b>HIGH-QUALITY OFFER</b>	From leisure and cultural cycling to gravel and adventure routes, the corridor provides experiences that meet international standards of safety, accessibility, and service.
<b>COLLABORATIVE LEADERSHIP</b>	Strong governance, shared responsibility, and collective promotion ensure that investments reflect community priorities while elevating the corridor on the global stage.



Cycle Ontario and Quebec: proposed signature corridor cycle routes

## Signature corridor cycle routes

Building on destination assessment and stakeholder input, the consulting team has proposed a framework of four overarching signature corridor routes to connect and organize the region’s many existing and emerging cycling trails. These routes align with existing travel patterns across Ontario and Quebec and were well received in consultations as a useful framework for future coordination and visitor experience development. Over time, they can support cohesive branding, infrastructure investment, and route packaging under a unified corridor vision.



Soulanges Canal Park © Cliche Animal

# 06. STRATEGIC PRIORITIES

There are seven strategic pillars that outline how the Cycle Ontario and Quebec Corridor will move from vision to action. The strategic pillars are designed to enhance visitor experiences, improve infrastructure, strengthen industry capacity, attract investment, and ensure sustainable, inclusive growth across the corridor. Together, the strategies and priority actions provide the framework for building a world-class cycling tourism region that connects communities, supports local businesses, and protects cultural and natural assets.

<b>1. SIGNATURE CORRIDOR EXPERIENCES AND ACTIVATIONS</b>	1.1 Corridor experience development 1.2 Event and activations 1.3 Seasonality and dispersal
<b>2. BRANDING, MARKETING AND COMMUNICATIONS</b>	2.1 Corridor brand platform 2.2 Campaigns and media activation 2.3 Local storytelling 2.4 Cycle-friendly business promotion
<b>3. INDUSTRY ADVANCEMENT AND CAPACITY BUILDING</b>	3.1 Cluster and ecosystem development 3.2 Training and professional development
<b>4. INFRASTRUCTURE AND ACCESS DEVELOPMENT</b>	4.1 Bike trail infrastructure 4.2 Multi-modal transportation
<b>5. ACCOMMODATION AND BUSINESS DIVERSIFICATION AND GROWTH</b>	5.1 Product development and innovation 5.2 Infrastructure enhancements and incentives
<b>6. INVESTMENT AND FINANCING DEVELOPMENT</b>	6.1 Investment and capital attractions 6.2 Financing models and partnership structures
<b>7. SUSTAINABILITY AND VISITOR MANAGEMENT</b>	7.1 Sustainability standards and impact monitoring 7.2 Resident engagement and visitor management 7.3 Data intelligence and performance optimization

# 1. Signature corridor experiences and activations

## ***Curating experiences and programming that connect communities, celebrate place, and drive year-round visitation.***

The Cycle Ontario and Quebec Corridor will come to life through a coordinated portfolio of experiences and events that showcase the region's diverse landscapes, cultures, and communities. This integrated approach combines itinerary development, agritourism and cultural programming, Indigenous partnerships, and seasonal activations to create a distinctive visitor offer that is both authentic and inclusive. By connecting cycling with food, culture, nature, and community celebration, the corridor will transform from a route network into a living destination—one that attracts new markets, supports small businesses, and inspires travel throughout the year.



© Nicholas Seguin Creative

## **1.1 Corridor experience development**

*Develop a coordinated portfolio of multi-day and thematic experiences that integrate cycling with culture, food, and nature.*

Building on the corridor's existing trails and attractions, this strategy focuses on developing multi-day itineraries and thematic routes that highlight the cultural, natural, and culinary richness of the region. Through partnerships with Indigenous communities, agritourism producers, and local operators, the corridor will deliver market-ready experiences that invite visitors to explore more deeply and stay longer. Enhancing outdoor recreation linkages, creating digital trip-planning tools, and introducing bilingual signage will make it easier for visitors to discover and navigate the corridor's diverse offerings, strengthening its identity as a connected, visitor-ready destination.

### **1.1 Priority actions**

- Develop and enhance multi-day itineraries connecting key routes, attractions, and accommodations across the corridor communities.
- Pilot select itineraries with operators and refine using visitor feedback.
- Partner with Indigenous communities to co-create guided cycling and cultural experiences grounded in shared leadership and respect for territories.
- Maintain a seasonal product calendar (e.g., spring blossom, fall colours, winter cycling) to promote year-round travel.
- Curate new agritourism "Taste the Trail" routes linking wineries, breweries, farms, and artisanal food producers.
- Expand outdoor recreation linkages, combining cycling with paddling, hiking, and nature-based activities.
- Standardize bilingual signage and wayfinding to strengthen corridor identity.
- Launch digital trip-planning tools with interactive maps, route downloads, and booking links.

## 1.2 Event and activations

*Bring the corridor to life through coordinated festivals, rides, art, and cultural programming that strengthen identity and drive visitation.*

Events and activations will animate the corridor, transforming it into a year-round stage for cycling, culture, and community celebration. From large-scale cycling competitions to farm-to-table rides and mural festivals, coordinated programming will highlight the corridor's character and connect communities under a shared identity. By aligning existing events, supporting new ones, and providing branded toolkits and sponsorship frameworks, this strategy will elevate the region's visibility, foster collaboration, and generate sustained visitation across both provinces.

### 1.2 Priority actions

- Create a corridor-wide annual events calendar featuring pro-cycling, community, and family-friendly festivals.
- Develop event toolkits with logos, messaging, and signage to ensure consistent branding.
- Align existing culinary, cultural, and arts festivals with corridor itineraries and cycling themes.
- Build sponsorships and partnerships with DMOs, cycling associations, and private sector partners.
- Pilot flagship events such as *Ride the Corridor Week or Cycle + Culture Weekends* connecting multiple communities.
- Host cross-community activations like farm-to-table rides, photography tours, and night or stargazing rides.
- Install temporary and permanent art along key routes to animate spaces and create shareable moments.
- Track event impacts (attendance, spending, dispersal, satisfaction) to guide future programming.

## 1.3 Seasonality and dispersal

*Strengthen year-round visitation by activating new routes and communities.*

Encouraging visitors to explore beyond the summer peak and well-known hubs is central to the corridor's long-term success. This strategy focuses on activating lesser-known routes and communities through shoulder-season events, targeted marketing, and coordinated scheduling across regions. By highlighting the unique character of spring, fall, and winter experiences, such as fat-biking, harvest weekends, and early blossom rides, the corridor will balance visitor flows, extend the tourism season, and build resilience for local economies. Data-driven evaluation will guide future activation efforts, ensuring equitable growth and sustainable dispersal across the network.

### 1.3 Priority actions

- Activate underused routes and communities through targeted events.
- Pilot off-season experiences such as winter fat-bike festivals, blossom rides, and harvest weekends.
- Launch local tie-ins (e.g., business promotions, pop-up markets) alongside corridor activations.
- Coordinate event scheduling across communities to balance visitation year-round.
- Run seasonal marketing campaigns promoting lesser-known routes and shoulder seasons.
- Use data tracking to monitor visitor flows and refine activation strategies.

## 2. Branding, marketing and communications

### ***Driving awareness, engagement, and visitation through compelling, place-based storytelling.***

A strong, cohesive brand platform is essential to positioning the Cycle Ontario and Quebec Corridor as a leading cycling tourism destination. By building a unified identity, amplifying its presence through targeted campaigns, and equipping local businesses and communities with storytelling tools, the corridor will cultivate recognition and inspire travelers across Canada and international markets.

#### **2.1 Corridor brand platform**

*Establish a cohesive bilingual brand and digital hub that unites partners and guides the visitor journey.*

The development of a unified brand identity, voice, and visual toolkit will provide the foundation for how the corridor is presented to the world. A bilingual web and digital hub with trip planning features will serve as the central entry point for visitors, offering seamless navigation of itineraries, accommodations, and events. Together, these tools will deliver a clear, compelling, and user-friendly brand experience that builds trust, inspires travel, and strengthens corridor-wide alignment.

#### **2.1 Priority actions**

- Begin to develop a unified brand system with logo, tagline, design templates, and a bilingual digital hub integrating itineraries, accommodations, and events.
- Embed interactive trip-planning tools (maps, itineraries, booking links, filters) to improve visitor navigation.
- Provide brand training and governance protocols to ensure consistent use and alignment across partners.



© George Fischer



Coteau de lac © Tourisme Montérégie

## 2.2 Campaigns and media activation

*Drive awareness and engagement that showcase the corridor's experiences and values.*

Strategic marketing campaigns will bring the brand to life and connect with target audiences. Seasonal campaigns will be designed to appeal to outdoor explorers seeking adventure and culture seekers looking for immersive experiences. Partnerships with travel influencers, journalists, and media outlets will extend reach, while innovative pilots, such as a digital visitor passport with badges and rewards, will encourage deeper engagement, repeat visitation, and user-generated content that amplifies the corridor's visibility.

### 2.2 Priority actions

- Launch seasonal marketing campaigns for key visitor segments, including Outdoor Explorers, Culture Seekers, and Family Travelers, supported by media, influencer, and paid digital partnerships.
- Monitor performance using KPIs such as reach, engagement, bookings, and economic impact to guide future campaigns.
- Introduce a digital visitor passport with gamified features such as badges, check-ins, and rewards to encourage engagement and repeat visits.

## 2.3 Local storytelling

*Empower communities and businesses to share authentic local stories and actively contribute to corridor marketing.*

To ensure authenticity and resonance, the brand platform will empower local businesses and communities to become active storytellers. Storytelling kits distributed across the corridor will provide guidance on brand voice, visual assets, and narrative themes, enabling partners to align their own marketing with the broader corridor identity. By equipping stakeholders with these tools, the corridor will foster consistency while elevating diverse local perspectives, ensuring the brand remains both unified and grounded in place.

### 2.3 Priority actions

- Feature community and business stories on corridor channels, highlighting local voices and diverse perspectives.
- Encourage user-generated content through shared hashtags and storytelling campaigns.
- Develop a shared content library of photos, videos, and maps for partner use.
- Provide partners with storytelling kits, workshops, and digital training to strengthen local marketing capacity.

## 2.4 Cycle-friendly business promotion

*Strengthen visibility and booking readiness of corridor accommodations and businesses.*

To make the corridor easier to book and explore, this strategy will connect cycle-friendly businesses into coordinated promotional and digital platforms. Partnerships with OTAs, DMOs, and business associations will spotlight certified accommodations, cafés, rentals, and attractions through joint campaigns and curated travel packages. A new online cycle-friendly business directory and booking hub will link visitors directly to local services, while promotions will highlight sustainability and inclusivity credentials to appeal to conscious travellers. These efforts will raise visibility, streamline trip planning, and drive bookings across the corridor.

### 2.4 Priority actions

- Collaborate with booking platforms to create corridor-specific listings featuring cycle-friendly businesses and accommodations.
- Promote sustainability and inclusivity credentials in all marketing campaigns.
- Partner with DMOs, OTAs, and business associations on joint campaigns showcasing the corridor's network in domestic and international markets.
- Package and promote themed itineraries that bundle lodging, dining, and experiences such as cycle + wine or farm-to-table rides.
- Build an integrated cycle-friendly business directory and booking hub on the corridor website linking visitors to local stays, rentals, cafés, and attractions.

Little Italy © Bike Tours Ottawa



# 3. Industry advancement and capacity building

## ***Equipping local stakeholders to deliver quality and consistent experiences.***

The long-term success of the Cycle Ontario and Quebec Corridor depends on the strength and capacity of its industry partners. By investing in professional development, encouraging collaboration, and fostering innovation, the corridor will ensure that stakeholders are equipped to deliver exceptional, consistent, and market-ready visitor experiences.

### **3.1 Cluster and ecosystem development**

*Strengthen collaboration across the corridor by developing sector clusters and partnerships.*

Strengthening industry networks and partnerships will enhance collaboration and unlock new opportunities for product development. By nurturing business clusters that link complementary sectors, such as agrifood, cultural experiences, and trail services, the corridor will create integrated offerings that deliver added value to visitors. This ecosystem approach will deepen cross-sector collaboration, increase competitiveness, and support a resilient tourism economy that benefits communities across Ontario and Quebec.

#### **3.1 Priority actions**

- Map clusters of existing businesses and assets across agriculture, cultural, outdoor, and tourism sectors.
- Facilitate cross-sector networking sessions to build relationships and uncover collaboration opportunities.
- Develop partnership models for joint packaging and cross-promotion of clustered experiences.
- Secure small grants or seed funding for collaborative projects that demonstrate integrated offerings.

### **3.2 Training and professional development**

*Build the knowledge, skills, and innovation capacity of operators, entrepreneurs, and community partners.*

Ongoing training will provide corridor stakeholders with the tools and knowledge needed to remain competitive in a fast-evolving tourism landscape. Regular product development workshops will inspire innovation and align experiences with market demand. Corridor-specific training modules, covering topics such as cycle tourism, and service excellence, will build sector-wide expertise and consistency. Peer learning exchanges and innovation labs will encourage the sharing of best practices, spark collaboration, and accelerate the adoption of new ideas across the corridor.

#### **3.2 Priority actions**

- Deliver corridor-specific training on cycle tourism, service excellence, accessibility, sustainability, and digital readiness.
- Use online platforms to expand training access across both rural and urban areas.
- Partner with tourism colleges, associations, and experts to co-deliver specialized modules.
- Provide tailored capacity-building and funding support for Indigenous tourism entrepreneurs.
- Host regular workshops, peer exchanges, and site visits to foster product innovation and collaboration.
- Create innovation labs to pilot new business models and technologies.
- Offer recognition or certification for participants completing training to demonstrate quality and readiness.

## 4. Infrastructure and access development

### ***The physical systems that enable seamless, safe, and connected movement***

Ensuring safe, accessible, and seamless connections across the region will establish the corridor as a premier cycling destination and unlock new opportunities for visitation and economic activity. By investing in trail upgrades, wayfinding, rest amenities, accessibility enhancements, and multi-modal transport integration, the corridor will provide a frictionless experience for cyclists of all abilities while strengthening links between communities.



Cornwall triathlon © PMC Photography

### **4.1 Bike trail infrastructure**

*Ensure a safe, connected, and inclusive cycling corridor through coordinated upgrades and maintenance.*

A comprehensive audit and systematic upgrade of trail infrastructure will ensure continuity, safety, and quality across the corridor. Standardized bilingual wayfinding signage will improve navigation, while the creation of rest nodes with essential amenities will enhance comfort and encourage longer stays. Accessibility upgrades, including adaptive cycling access, will make the trail system more inclusive and broaden its appeal to diverse user groups. Integrating live trail condition data and digital navigation tools will further modernize the corridor, creating confidence and ease for cyclists planning their journeys.

#### **4.1 Priority actions**

- Conduct a full audit of trail surfaces, safety, signage, and connectivity with municipal and cycling partners.
- Prioritize upgrades to fix safety issues, surface quality, and missing route links across Ontario and Quebec.
- \*\*Design and install smart cycle rest station shelters with e-bike charging along priority routes.
- Standardize bilingual wayfinding using corridor-wide design guidelines to strengthen identity and navigation.
- Integrate accessibility improvements such as adaptive rentals, widened trails, curb cuts, and rest areas.
- Launch a live trail conditions platform with maps, apps, and GPS tools for real-time updates.
- Coordinate ongoing maintenance protocols to sustain quality and consistency across jurisdictions

\*\*Catalyst Project

## 4.2 Multi-modal transportation

*Improve connectivity between cycling routes, rail, road, and transit networks, expanding seamless, low-carbon travel.*

Seamless connections between cycling and other modes of travel are essential to expanding the corridor's reach and usability. Expanding VIA Rail's bike integration and service year-round will provide a critical backbone for long-distance travel. Gateway hubs equipped with EV parking, trail access points, and rental services will anchor key nodes along the corridor. Shuttle services and park-n-ride systems will reduce barriers for regional visitors, while one-way rental depots across strategic zones will allow for flexible trip planning. Together, these investments will create a connected, accessible, and future-ready transportation ecosystem that supports sustainable mobility and enhances the overall visitor experience.

### 4.2 Priority actions

- Work with VIA Rail to expand bike integration with roll-on/roll-off service, added storage, and year-round schedules.
- Connect corridor access to urban transit so bikes can travel easily on buses, trams, and subways.
- Enable one-way trips through coordinated rental depots and outfitter partnerships across key zones.
- Develop gateway hubs at major entry points with EV parking, rentals, transit links, and direct trail access.
- Pilot shuttle and park-and-ride systems linking communities, attractions, and trailheads.
- Add intermodal signage and trip-planning tools to simplify connections between rail, shuttle, and trail routes.

Gatineau - Sentier de la capitale © Richère David



# 5. Accommodation and business diversification and growth

## ***Creating diverse stay options and businesses that enhance cycling experiences and strengthen local economies.***

Expanding both accommodations and cycling-related businesses is essential to realizing the corridor's full tourism potential. This strategy focuses on diversifying lodging and developing new visitor hubs that integrate rentals, retail, dining, and guided experiences. By encouraging innovative, sustainable concepts the corridor will broaden its appeal and economic impact. Incentives, certification programs, and retrofit toolkits will help operators upgrade services, enhance quality, and ensure that every community along the route, from urban centres to rural nodes, benefits from corridor growth.

### **5.1 Product development and innovation**

*Develop new, sustainable accommodation and business concepts that reflect local character and meet the needs of cycling visitors.*

This strategy focuses on fostering innovative, sustainable lodging and cycling-oriented businesses that reflect the diversity and character of local communities. By identifying opportunity zones and piloting new concepts, from boutique wellness lodges and glamping grounds to cycle cafés, and agritourism-maker markets, the corridor will expand both its accommodation base and its visitor experience offer. These projects will serve as models of design excellence and community benefit, enhancing quality of stay, creating gathering spaces, and supporting the growth of local entrepreneurship across the corridor.

### **5.1 Priority actions**

- Identify and map priority zones along the corridor where accommodation and business gaps exist (e.g., rural nodes, trail junctions, underserved communities).
- Facilitate feasibility studies and pilot developments for new cycle-friendly lodging and business concepts that integrate sustainability, community benefit, and design excellence.
- Develop cycle-friendly nature wellness lodges that combine boutique accommodations with spa, wellness, and recovery facilities—extending visitor stays and driving year-round travel\*\*.
- Establish cycle-friendly glamping grounds with eco-domes or cabins that offer direct trail access and immersive outdoor experiences for adventure and family markets\*\*.
- Create cycle café culture hubs that serve as anchor gathering places—offering food, drinks, premium rentals, local retail, and a launch point for guided tours, to celebrate cycling culture and enrich community life\*\*.
- Construct agritourism and maker market pavilions that showcase local producers, vineyards, and artisans in bike-accessible market settings, strengthening rural economies and culinary tourism\*\*.
- Support Indigenous-led tourism enterprises in planning and developing accommodation or business projects that reflect cultural integrity and stewardship values.

## 5.2 Infrastructure enhancements and incentives

*Strengthen the quality, visibility, and capacity of accommodations along the corridor.*

Improving the consistency and visibility of cycle-friendly services across the corridor will be key to visitor confidence and satisfaction. Rather than creating new certification systems, this strategy will strengthen collaboration between existing programs—Bienvenue Cyclistes! in Quebec and Ontario by Bike in Ontario—to promote shared standards and recognition. Supporting cross-promotion, training, and joint marketing will increase participation and make it easier for visitors to identify trusted, bike-friendly options. At the same time, corridor partners will connect business owners with grants, loans, and incentive programs to support upgrades such as secure storage, charging stations, and repair tools. By clustering accommodations and services near trailheads and hubs, and by helping operators retrofit existing properties, the corridor will deliver a more consistent, convenient, and high-quality visitor experience.

## 5.2 Priority actions

- Streamline information about cycle-friendly certifications for accommodations and businesses, defining minimum service standards (bike storage, repair kits, healthy meals, route info).
- Identify and share grants, loans, or tax incentive opportunity information with business owners to encourage upgrades such as storage rooms, charging stations for e-bikes, and bike rental additions.
- Encourage accommodation clustering near trailheads and hubs to create convenient cycling stopovers.
- Assess the readiness of accommodations and businesses and provide practical retrofit toolkits to help operators implement affordable, cyclist-friendly upgrades.

Velo Quebec Grand Tour © South Eastern Ontario



## 6. Investment and financing partnerships

### ***Attracting capital, partners, and long-term financial sustainability.***

By developing a compelling investment narrative, cultivating relationships with public and private funders, and building innovative financing models, the corridor will unlock the resources needed to deliver infrastructure, experiences, and amenities at scale. These efforts will not only advance economic growth and community development but also position the corridor as a benchmark for sustainable investment.

#### **6.1 Investment and capital attraction**

*Position the corridor as an attractive, investment-ready destination for sustainable and regenerative tourism projects.*

A unified corridor-wide prospectus will clearly communicate the value proposition of investing in the Cycle Ontario and Quebec Corridor to investors, government funding programs, and other public sources. The investment narrative will showcase opportunities across infrastructure, accommodation, and experiences, while highlighting the corridor's role in advancing regional prosperity, sustainability, and cross-border collaboration.

#### **6.1 Priority actions**

- Develop an investment prospectus showcasing infrastructure, accommodation, and experience opportunities supported by market data.
- Craft a unified investment narrative highlighting the corridor's economic, cultural, and environmental value.
- Identify and prioritize funding programs across all government levels and international sources.
- Share grant and incentive information to support corridor upgrades.
- Host investor roundtables, webinars, and roadshows to attract partners and build confidence.
- Produce case studies of successful corridor or peer-destination investments.
- Launch a digital investor hub with prospectus materials, data, and project pipelines.



Plaisance National Park © Camille Labonté

#### **6.2 Financing models and partnership structures**

*Establish sustainable financing and partnership mechanisms that enable delivery of key projects and long-term corridor management.*

Innovative financing approaches and collaborative structures will be critical to scaling development across the corridor. Public-private partnerships will enable the delivery of catalytic projects such as signature accommodations, and anchor experiences. The creation of shared investment vehicles will ensure financial sustainability while strengthening collaboration among stakeholders. Together, these models will provide the flexibility and resilience needed to support long-term corridor growth.

#### **6.2 Priority actions**

- Develop public-private partnership frameworks to finance and deliver key infrastructure projects.
- Explore blended financing models combining public, private, and philanthropic capital to enable shared investment and community participation.
- Formalize partnership structures that ensure transparency, fair benefit-sharing, and long-term accountability.
- Create pooled investment funds to help small businesses, Indigenous enterprises, and community organizations develop new cycle experiences, assets and services.

# 7. Sustainability and visitor management

## ***Ensuring the corridor develops responsibly and inclusively.***

Monitoring progress and impact is critical to ensuring that the Cycle Ontario and Quebec Corridor grows in ways that strengthen communities, protect natural and cultural assets, and deliver measurable benefits for residents and visitors alike. By establishing clear standards, engaging local communities, and leveraging data intelligence, the corridor will ensure that growth is managed strategically, impacts are understood and mitigated, and opportunities are maximized to deliver a resilient and thriving cross-provincial visitor economy.



Vaudreuil-Soulanges

## **7.1 Sustainability standards and impact monitoring**

*Embed sustainable and regenerative tourism principles into the design, operation, and management of the Cycle Ontario and Quebec Corridor.*

Clear sustainability guidelines will provide operators, businesses, and infrastructure partners with a framework for regenerative development. Standards will address areas such as trail construction, energy use, waste management, and biodiversity protection, ensuring alignment with national and global best practices. Ongoing monitoring of environmental impacts and trail usage will provide critical insights into carrying capacity, maintenance needs, and long-term ecological stewardship, safeguarding the corridor for future generations.

### **7.1 Priority actions**

- Develop shared sustainability guidelines for cycling infrastructure, operators, events, and municipalities, aligned with Destination Canada, Vélo Québec, and national standards.
- Implement a sustainability monitoring system with environmental and social indicators using trail counters, e-bike sensors, and digital feedback tools.
- Publish an annual sustainability report summarizing trail performance, community benefits, and visitor impacts.
- Deliver training and support to help trail managers and operators apply sustainability practices in operations and visitor education.

## 7.2 Resident engagement and visitor management

*Balance cycling visitation and community well-being.*

Residents are central to the success of the corridor and must benefit from its development. Engagement tools and respect campaigns will foster positive relationships between visitors and local communities, ensuring mutual understanding and appreciation. Visitor management strategies will include dispersal to less-visited nodes and the promotion of off-season travel, reducing pressure on popular areas while supporting equitable economic uplift across the corridor.

### 7.2 Priority actions

- Gather visitor sentiment data through surveys, online reviews, and social listening tools to assess satisfaction and areas for improvement.
- Develop resident engagement tools such as surveys, town hall meetings, and digital platforms for feedback on corridor development.
- Introduce dispersal strategies such as signage, itineraries, and promotions that direct visitors to lesser-known routes and communities.



Navette fluviale les Cèdres © Tourisme Montérégie

## 7.3 Data intelligence and performance optimization

*Strengthen corridor management through coordinated data collection, performance tracking, and adaptive decision-making.*

Harnessing the power of data will enable more informed decision-making and continuous improvement. Anonymized mobility and sentiment data will reveal visitor patterns, preferences, and community perspectives, informing corridor planning and management. Tracking return on investment (ROI), optimizing itineraries, and refining marketing segmentation will ensure that resources are deployed effectively and outcomes are measurable. By embedding a culture of data-driven performance management, the corridor will adapt dynamically to evolving market trends and community needs

### 7.3 Priority actions

- Build partnerships with regional organizations for ongoing data analysis and innovation in visitor management.
- Collect mobility data (GPS, mobile, trail counters) to analyze visitor flows, duration, and dispersal patterns.
- Establish a performance dashboard to monitor KPIs such as ROI, length of stay, seasonal balance, and dispersal rates.
- Use data to refine marketing and tailor campaigns to high-value and underrepresented visitor groups.
- Apply insights to optimize itineraries and product offerings, ensuring alignment with demand, capacity, and sustainability goals.

# 07. INVESTMENT OPPORTUNITIES APPROACH

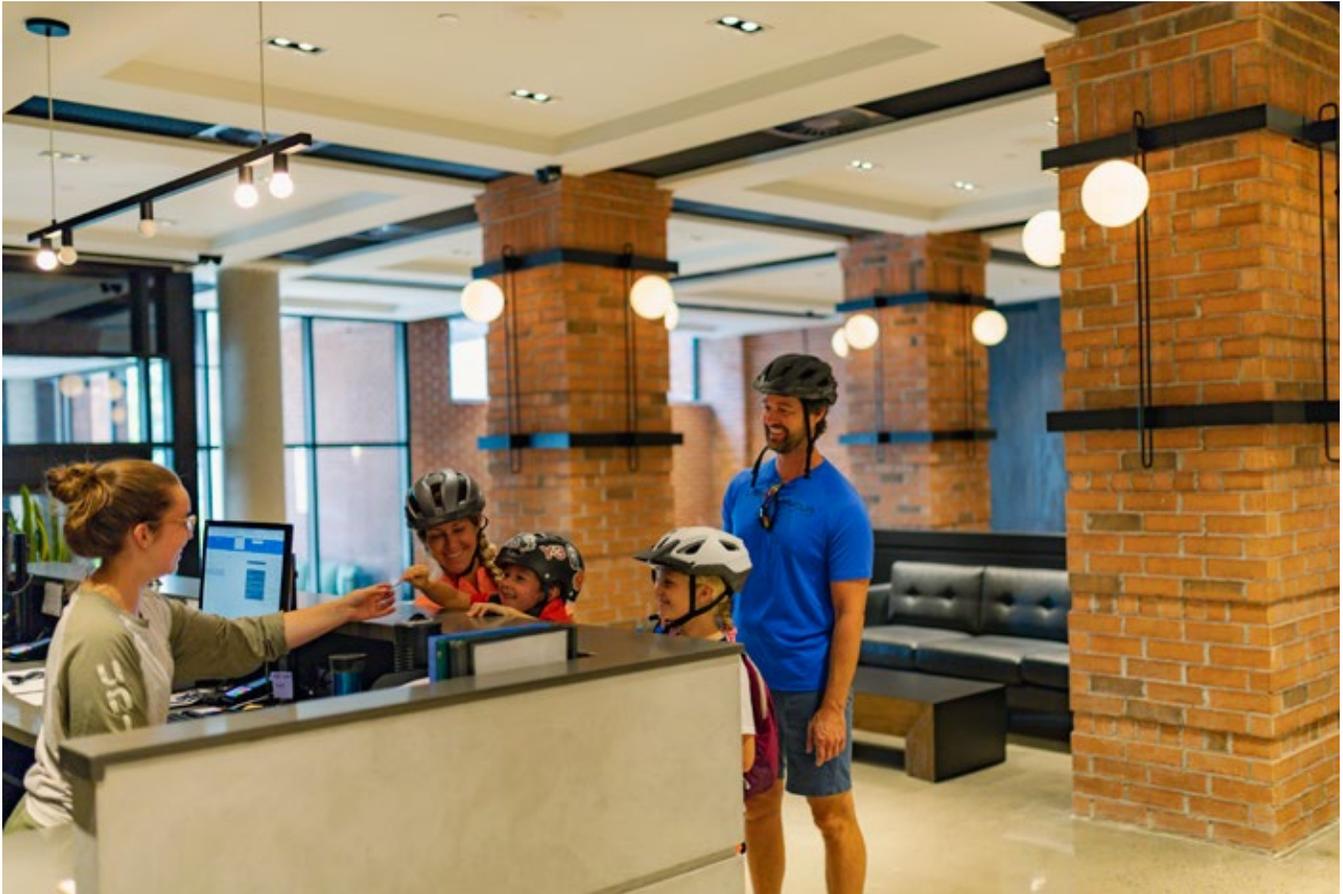
**To translate these strategic priorities into opportunities for development, the Cycle Ontario and Quebec Corridor team used a prioritization framework to identify projects with the strongest potential for corridor-wide impact. The prioritization framework drew on stakeholder input, destination data, tourism, mobility and economic development plans, international cycle tourism best practice research, and guiding principles established in the Cycle Ontario and Quebec Corridor development strategy.**

Each project was evaluated against the corridor's guiding principles and assessed using the following criteria:

- 1. Strategic alignment:** Projects were prioritized based on their ability to advance the corridor's strategic priorities, including experience development, infrastructure investment, accommodation diversification, and the creation of memorable, safe, place-based cycling experiences.
- 2. Demand and market readiness:** Initiatives were selected for their potential to meet demonstrated visitor demand, particularly from high-value segments such as Outdoor Explorers, Cultural Seekers, and Purpose Driven Families. Projects that addressed known experience and safety gaps, such as cycle-friendly accommodations, bike rental, repair, and recharge, and connectivity to other tourism experiences such as agritourism, culture and heritage, wellness, culinary, and events received higher prioritization.
- 3. Seasonal and geographic dispersion:** Priority was given to projects that extend tourism beyond urban cores, distribute visitation more evenly across rural areas, and strengthen winter and shoulder-season appeal. Catalyst projects were evaluated for their contribution to both spatial and temporal balance.
- 4. Community and industry support:** Each project reflects input from local operators, industry stakeholders, and municipal governments gathered through consultations and steering committee sessions. Opportunities with strong local buy-in and potential to deliver shared community benefits ranked higher.
- 5. Enabling conditions:** Feasibility was assessed by looking at route distances, amenity spacing, existing partnerships, and connectivity. Projects that build on existing assets or leverage enabling conditions were prioritized.
- 6. Competitive differentiation:** Each catalyst project was designed to offer a distinctive visitor proposition that establishes the corridor as a globally premier cycle region.
- 7. Economic and social impact potential:** The prioritization process emphasized investments that can generate meaningful economic benefits, including visitor spending, job creation, and small business opportunities, alongside social and cultural value.
- 8. Climate risk:** A corridor-wide climate risk assessment was used to inform project selection, helping to identify potential vulnerabilities and opportunities that could influence development feasibility, cost, maintenance, and long-term resilience.

This integrated evaluation approach ensures that catalyst projects are not only responsive to the corridor's current challenges but also strategically positioned to drive long-term cycle tourism growth that is sustainable and transformative.

# 08. INVESTMENT OPPORTUNITIES SUMMARY



Hotel MOCO Valleyfield

## Cycle-friendly nature wellness lodges

Boutique nature-lodges designed with cycle tourists in mind, combining midscale extended-stay comfort with distinctive wellness and outdoor amenities. Architecturally distinctive, integrated into local landscapes, these would anchor overnight stays along the corridor. Sites will include food and beverage service through a café, as well as wellness centres or boutique spas offering hydrotherapy, physiotherapy, massage, and relaxation tailored to cyclists, but also open to other leisure visitors and locals. While rooted in the cycling market, the concept also serves wellness-oriented leisure travellers, local residents, and small retreat groups. The revenue model is led by room revenue at ADRs above standard extended-stay benchmarks, complemented by food, beverage, and wellness services. Lean staffing and limited food and beverage hours help contain operating costs, even as spa and pool facilities introduce some additional complexity.

The development of wellness-focused lodges along the Cycle Ontario and Quebec Corridor directly responds to market demand and amenity gaps in the current accommodation landscape. Accommodation and food and beverage led the way for Quebec's C\$803M generated by cycle tourism, showing clear evidence of the revenue potential for well-positioned properties. At the same time, wellness is one of the fastest-growing drivers of hospitality value, with hotels that integrate wellness amenities earning double the RevPAR of traditional properties. Yet large stretches of the corridor remain underserved. Purpose-built lodges with spa and wellness features will fill larger stretches of the corridor that remain underserved, while aligning with the motivations of cycle holidaymakers. Beyond a single property, the corridor has capacity and demand for multiple wellness-focused lodges that can anchor rural economies, extend the visitor season, and capture higher-yield international segments.



Vignoble le Bourg des Cèdres © Tourisme Montérégie

## Cycle-friendly glamping grounds

A collection of nature-based glamping sites purposefully designed for cyclists, blending stylish comfort with direct trail access, with full access May through October, and limited winter openings. Spacious safari tents with real beds, cozy lighting, and private terraces provide a restorative overnight experience, while low-impact, eco-friendly constructed social spaces emphasize sustainability and authenticity. By creating places that encourage riders to pause, rest, and reconnect with the landscape, the sites extend visits beyond a single day and add new layers of value to the corridor, for visitors travelling on any range of budgets.

The concept resonates broadly with adventure-oriented leisure travellers, families seeking outdoor experiences with comfort, and small retreat groups drawn to unique venues in natural settings. The operating model is lean, with revenue led by ADR from overnight stays, complemented by retail sales of essential goods, along

with income from retreats and special events. Low fixed costs and modest staffing requirements allow for efficient operations while delivering a distinctive product that meets traveller expectations.

Glamping has emerged as one of the fastest-growing hospitality segments worldwide (11.5% CAGR in Canada), combining the adventure of outdoor travel with the comfort of real beds, private terraces, and practical amenities. For cyclists, this model is especially well-suited. Studies of popular European routes show that cycle tourists disproportionately choose experiential and alternative lodging over standard hotels, more frequently opting for camping, campervans, BandBs/guesthouses, and homestays. By adding purpose-built glamping sites, the corridor can extend overnight stays, support international cycle tourists who expect comfort and design, and distribute economic benefits to rural communities situated between major gateways such as Montréal, Ottawa, and Cornwall.

## Cycle cafe culture hubs

The cycle café culture hubs are envisioned as vibrant “third places” that bring together everything cyclists and travellers enjoy most—good food, good drinks, community, and culture. More than a cafe or bike shop, the hub functions as a social anchor and experience driver: a place to start and finish rides, to gather for events, to repair or rent bikes, and to immerse in a lively cycle-inspired atmosphere. With flexible indoor-outdoor spaces, live performance opportunities, and curated local retail, the hubs become both a visitor gateway and a community gathering spot, strengthening local identity while catering to the needs of adventure travellers and culture seekers alike.

At the heart of the concept is a diversified revenue model that balances stability with seasonal opportunities. The cafe and bar provide a year-round foundation, ensuring daily activity regardless of weather or season. Bike rentals and guided tours—anchored by a premium, multi-type fleet—fill a critical amenity gap in rural areas, peaking in the spring through fall riding season. Repair services, accessory sales, and retail goods deliver additional revenue, while events, performances, and community programming serve as catalysts for visitation. This mix of food and beverage stability, high-margin rentals, and experiential offerings positions the hubs for strong

profitability, resilience to seasonality, and appeal to multiple customer segments.

In the Ontario–Quebec corridor, most rental businesses remain clustered in Montreal, Ottawa, and a few mid-corridor nodes such as Cornwall, leaving long stretches underserved. This fragmentation limits the ability of the region to disperse visitation, support one-way cycling trips, and unlock the full value of its trail network. Meanwhile, seasonal closures among existing rental businesses highlight the challenge of building sustainable year-round businesses to provide rental and repair services.

Within cycle tourism, food and beverage is consistently one of the highest-margin categories of spending - one Ontario study found that 55% of cyclists spent more than \$26 per day on food and beverage, and 23% spent over \$50 - yet very few businesses are designed to integrate café culture, rental services, and community activation into a single entity. Cycle-culture hubs directly address these gaps by pairing high-margin food and beverage operations with rental, repair, retail, and events in a model that is both visitor-facing and locally relevant. Additionally, by strategically developing multiple hubs along the corridor, investors can catalyze a seamless one-way cycling experience, extend visitor stays, diversify rural revenue streams, and anchor a more resilient year-round visitor economy.

Café sur la rive



## Smart cycle rest stations

Strategically placed along high-use trail segments and key junctions, the shaded rest stations provide e-bike and phone charging, digital wayfinding kiosks, and essential safety tools, ensuring that riders can recharge, reorient, and ride with confidence. The stations serve as a public good and help establish the corridor as a well-connected cycling destination, offering a blend of comfort, technology, and safety for both residents and visitors.

The financial sustainability of the stations depends on a multi-stream revenue model that blends direct user fees with broader partnership opportunities. While e-bike charging fees represent a modest source of income (mirroring EV charging trends) greater revenue potential lies in advertising and sponsorships, where corridor-wide branding deals can offset development and operating costs. Premium subscription plans can add incremental income from frequent local users, though adoption is likely to remain limited outside urban hubs. Structuring the stations around multiple revenue streams enhances long-term sustainability and positions the concept well as a public-private.

The development of smart cycle rest stations along the Cycle Ontario and Quebec Corridor responds to both the surge in e-bike adoption and the motivations of today's cycle tourists. Riders are increasingly motivated to participate in cycling activities, yet their experience is often limited by barriers such as crowding, insufficient

infrastructure and signage, and safety concerns. At the same time, e-bikes are expanding accessibility, enabling longer trips and attracting new visitor segments, including older riders, families, and international leisure travellers. The stations directly address these needs by offering shaded areas to safely recharge both people and bikes, digital wayfinding kiosks to improve navigation, and safety tools. Investing in the stations ensures there is adequate infrastructure to serve the growing ridership of residents and visitors, by strengthening safety, accessibility, and the overall rider experience.

## Agritourism and maker market pavilions

Dynamic market pavilions located near or easily accessible to popular cycling routes and trails, providing permanent, open-air venues for farmers, artisans, and makers, while doubling as flexible event spaces for concerts, festivals, and community gatherings. Woven into bike-friendly settings, they position the corridor as a destination for food, craft, and culture. With roofed shelter, utilities, restrooms, and storage, the pavilions sustain local producers, foster small business growth, and create vibrant year-round gathering places that contribute to community vitalization. Complete with cyclist amenities including sufficient parking, a maintenance and repair station, and lockers.

The financial model is modest but sustainable, relying on a mix of vendor stall fees, seasonal holiday markets, community events, private rentals, and sponsorship opportunities. While municipalities typically lead capital investment, funding is often blended with provincial grants and community fundraising. Over time, pavilions generate steady revenue, with greater economic value realized through indirect visitor spending and entrepreneurship.

Agritourism and maker market pavilions meet rising demand for authentic local food and culture, particularly among cycle tourists who increasingly seek “ride-to-taste” experiences. The success of Quebec's Vélouroute Gourmande shows how food-and-wine themed cycling drives visitation and supports producers, and similar assets already line routes in Prescott-Russell, Montérégie, and SDG Counties. By creating permanent, year-round venues that showcase farmers, artisans, and events, municipalities can transform fragmented offerings into coordinated hubs that extend market seasons, attract new spending, and position the corridor alongside leading European cycling destinations.



Vignoble Le Bourg des Cèdres\_© Tourisme Montérégie

## Investment summary table

PROJECT	ESTIMATED CAPITAL INVESTMENT (CAD)	ANNUAL REVENUE (YEAR 10)	ANNUAL OPERATING COST (YEAR 10)	PRIMARY COST DRIVERS	PAYBACK PERIOD	IRR	FINANCIAL VIABILITY SIGNAL
Cycle-friendly nature wellness lodges	\$8.35M	\$2.82M	\$1.19M	Staffing, food supply costs, retail supply costs	6 years	27%	Consistent surplus; moderate payback period; attractive to higher-yield investors
Cycle-friendly glamping grounds	\$1.41M	\$0.83M	\$0.50M	Staffing, food supply costs, retail supply costs	6 years	13%	Solid surplus; moderate payback period; appeal to niche investors
Cycle café culture hubs	\$1.2M	\$1.7M	\$1.3M	Staffing, COGS for cafe and bar, retail and bike parts, bike rentals	5 years	19%	Reliable surplus with short payback; strong year-round appeal
Smart cycle rest stations (10 stations)	\$1.1M	\$0.05M	\$1.95M	Structure maintenance, staffing, and admin	10 years	15%	Low standalone margin; viable primarily through public investment and corridor-wide sponsorships
Agritourism and maker market pavilion (1 pavilion)	\$1.3M	\$0.15M	\$0.06M	Maintenance and cleaning, utilities, staffing	15 years	4%	Limited financial return; strongest rationale is community development and vendor benefit

RemicRapids Park © National Capital Commission



# 09. CORRIDOR GOVERNANCE AND IMPLEMENTATION



© Nicholas Seguin Creative

## Corridor governance

Effective governance is essential to ensuring that the Cycle Ontario and Quebec Corridor achieves its vision of becoming a vibrant, sustainable, and inclusive cycling tourism network that delivers lasting economic, social, and environmental benefits. A regional governance model has been established to foster collaboration, align stakeholder interests, and provide coordinated oversight for corridor development and implementation.

## Implementation timeline and phases

While the full realization of the Cycle Ontario and Quebec Corridor will unfold over the next 10 years, the current strategy sets a foundation for corridor development, establishing governance, catalyzing early wins, and preparing communities and partners for deeper engagement and long-term growth over the next five years. To guide sequencing and resource allocation, implementation actions are grouped into four planning horizons: 1–2 years, 2–4 years, 4+ years, and ongoing. This structure balances ambition with realism, ensuring that delivery is phased, adaptable, and responsive to the corridor's unique regional context.

### 1-2 Years (2026–2027): early actions and mobilization

The first phase focuses on building the foundation for delivery and establishing corridor-wide alignment. Key priorities include formalizing the governance structure, and confirming committee membership. Early actions will emphasize initiatives that demonstrate visible progress and build partner confidence, such as pilot itineraries, corridor-wide event planning, and Indigenous partnership development. Foundational work will begin on experience design, trail and business readiness audits, and the development of shared sustainability and branding guidelines. Prefeasibility assessments will identify priority sites for future investments, including smart cycle rest stations, cycle café culture hubs, and the first cycle-friendly accommodation concepts. This phase is focused on mobilization, trust-building, and proof of concept, showing

that the corridor is real, credible, and delivering early wins that strengthen momentum for the years ahead.

### **2-4 Years (2027-2029): strategic expansion and delivery**

In this phase, the corridor's presence and impact will expand significantly. Infrastructure improvements such as standardized signage, trail upgrades, gateway hubs, and digital trip-planning tools will enhance the visitor experience and connectivity between routes and communities. Signature experiences, events, and seasonal programming will be activated across the corridor under a unified identity. These include coordinated festivals, thematic itineraries, and four-season cycling experiences supported by targeted marketing campaigns, media partnerships, and local storytelling initiatives. Training programs and certification systems will strengthen business and workforce capacity, while investor engagement and capital attraction activities advance catalyst projects such as cycle-friendly lodges, glamping grounds, and agritourism and maker market pavilions. This phase marks the transition from planning to broad-scale implementation and delivery.

### **4+ Years (2030 - beyond): long term development and stewardship**

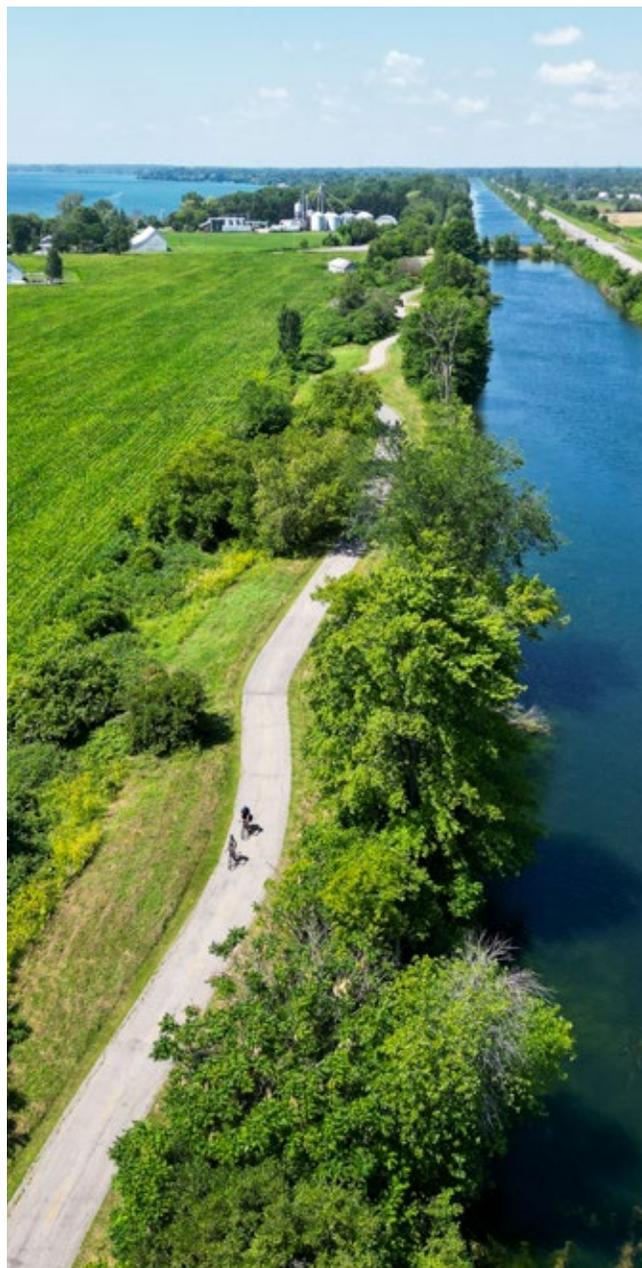
This phase focuses on projects that require extended timelines, significant investment, or complex coordination. Major developments such as large-scale accommodations, fully built smart cycle rest stations, enhanced multi-modal transportation networks, and integrated data systems will reach maturity. Attention will shift toward maintaining quality, embedding regenerative tourism principles, and securing long-term funding and governance continuity. Indigenous-led tourism experiences, corridor-wide shuttle and gear transfer services, and advanced digital systems for monitoring and visitor management will become established features of the corridor. This phase positions the corridor for sustained growth, continuous innovation, and deeper collaboration across provinces and communities.

### **Ongoing collaboration and care**

Certain actions will continue throughout and beyond the five-year plan. These include stakeholder engagement, sustainability monitoring, brand and content updates, and performance tracking. Ongoing coordination across committees will ensure that the corridor remains

aligned with community values and visitor expectations. Continuous learning and adaptation will help maintain momentum while long-term projects advance at different paces. These efforts will ensure that the Cycle Ontario and Quebec Corridor evolves as a living, collaborative system rooted in stewardship, inclusion, and shared benefit.

This timeline acknowledges the corridor's complexity while offering a roadmap for initiating change. The first five years are an opportunity to establish systems, demonstrate value, and set the stage for transformational growth over the next decade and beyond.



Vaudreuil-Soulanges Piste cyclable Soulanges © Tourisme Monteregie-Prets