



# Ontario By Bike™

## Cycle Tourism Workshop: Saugeen Shores

Wednesday, April 26<sup>th</sup> 9:30 am - 11:30am  
at The Plex (Rotary Hall),  
600 Tomlinson Drive, Port Elgin, Ontario

**CYCLE TOURISM IS GROWING IN ONTARIO....**  
**Are you interested in attracting cycle tourists to your location?**

### This free 2-hour informative workshop will:



Explain how welcoming cyclists can provide an economic boost to your business or organization



Describe who cyclist tourists are and what they want as visitors and consumers



Highlight what's new and trending in cycling and cycle tourism in Saugeen Shores and the region including local routes, projects and events



Provide insight into marketing, product and networking opportunities



Inform you on how to become, at no cost, a certified bicycle-friendly business and help cyclists find your business

### Who should attend?

The free workshop is open to everyone, but is of particular interest to accommodations, food services, attractions, breweries, wineries, business areas and cycling-related businesses and organizations interested in the development of cycle tourism in Saugeen Shores and the surrounding region.

To register and for more information visit:

[www.ontariobybike-saugeenshores.eventbrite.ca](http://www.ontariobybike-saugeenshores.eventbrite.ca)

[www.OntarioByBike.ca](http://www.OntarioByBike.ca) | 1-866-701-2774



Transportation  
Options