

Ontario By Bike Cycle Tourism Workshop

London, Ontario - Workshop Agenda

April 17th, 2015 (9:45am to 1:30pm)

1. Opening Remarks – Tourism London
2. Introduction & Overview
3. Ontario By Bike Network Program
4. Industry Standards & Criteria Checklist
5. Promotional & Marketing Opportunities
6. Who Are Cycle Tourists?
7. Why Welcome Cyclists?
15 Minute Coffee Break
8. Why London? Guest Speakers - Local/Regional Experts
8. Destination Development
9. Next Steps for Businesses
10. City of London – Cycling Programs and Master Plan Update
11. Lunch and Mingle (12:30pm – 1:30pm)



Guest Speakers

- **Jay Stanford** – Director of Environment, Fleet & Solid Waste, City of London
- **Jessika Gunton** – Programs Director, Boler Mountain

