

Dear Colleague,

I would like to invite you to attend the **Ontario Cycle Tourism Forum, January 23, 2009** at the Fairmont Royal York Hotel in Toronto.

We are offering Early Bird Registration starting today at [www.ontariocycletourismforum.ca](http://www.ontariocycletourismforum.ca)

The Ontario Cycle Tourism Forum will bring together leading cycle tourism stakeholders to discuss business development opportunities and challenges of **this growing tourism market segment in Ontario.**

Confirmed special guest speakers include:

- The Honourable Monique Smith, Ontario Minister of Tourism
- Jean-François Pronovost, Executive Director, Vélo Québec Association
- Lukas Stadtherr, Co-director, Velobüro/Switzerland Mobility
- Eric Nijland, Director, Dutch National Cycling Platform
- Richard Bonds, Executive Director, Pennsylvania Tourism Office

Interactive panel discussions will include:

- Bill Allen, President, Tourism Industry Association of Ontario
- Councillor Brian Baty, Chair, Regional Niagara Bicycling Committee
- Leslie Bruce, Chief Marketing Officer, Butterfield and Robinson Inc.
- Jean Charbonneau, Manager, Lands, National Capital Commission
- Daniel Egan, Manager, Pedestrian and Cycling Infrastructure, City of Toronto
- Anne Marie Forcier, Executive Director, Rideau Heritage Route
- Marlaine Koehler, Executive Director, Waterfront Regeneration Trust
- Michael Lawley, Executive Director, Muskoka Tourism
- Pat Macdonald, General Manager and CEO, St. Lawrence Parks Commission
- Burkhard Mausberg, President, Friends of the Greenbelt Foundation
- Janice Thomson, Executive Director, Niagara-on-the-Lake Chamber of Commerce and Visitor & Convention Bureau

Visit [www.ontariocycletourismforum.ca](http://www.ontariocycletourismforum.ca) to see the full agenda.

The forum will feature presentations from **world-leading cycle tourism organizations** and provide market profiles of specific regions, successful tourist product and marketing examples, business development case studies, best practices in infrastructure and signage, and evaluation of regional growth opportunities.

**Over 150 delegates are expected to attend from across Ontario** representing destination marketing organizations, municipal and provincial government, non-profit organizations, tour operators and established cycling associations.

The forum will be critical for anyone wanting to learn why cycle tourism is growing in Ontario, how to develop your own local market, and what will be the next steps for **establishing Ontario as a leading cycle tourism destination in North America.**

I look forward to welcoming you to this innovative event.

Sincerely,

Justin Lafontaine  
Forum Director  
Ontario Cycle Tourism Forum 2009  
[www.ontariocycletourismforum.ca](http://www.ontariocycletourismforum.ca)