

# Ride the Highlands 101

Expand Your Knowledge



The logo consists of a blue icon of a shopping bag with a handle, positioned to the left of the text 'BC Hughes'.

# BC Hughes

Tourism Development, Management & Marketing





# Agenda

Why Ontario's Highlands  
What do Riders Want?  
How RTH Was Born  
Development  
10 Years Later...  
RTH by Numbers  
How to be a RTH Operator  
Obligations  
Wrap Up  
End



# Why Ontario's Highlands?









# How Ride the Highlands Was Born

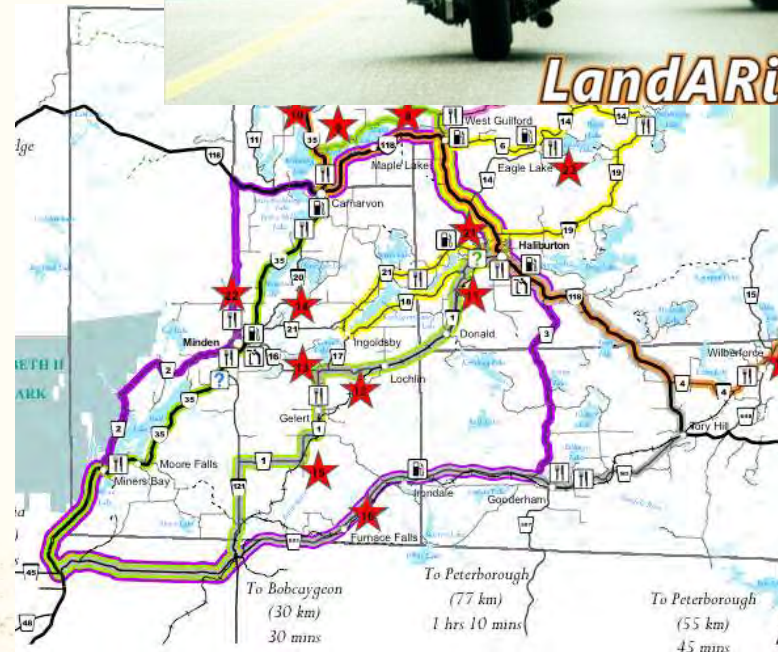


Motorsports, specifically motorcycle touring was identified as having significant growth potential for the region





Several sub regions were already developing motorcycle routes and product





# Goal # 1

Create Happy Riders



## Goal # 2

To increase the tourism spending in Ontario's Highlands through the development and refinement of motorcycle tourism.



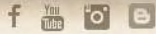












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[MUST SEES](#)

[SADDLE BAG](#)

# Ride the Highlands Loop

1000 kms of incredible handcrafted roads >



# ATTRACTION SCORECARD



		YES (1 POINT)
01	Public washrooms?	
02	Motorcycle-specific parking? (area marked specifically for motorcycles only)	
03	Discount for riders?	
04	Paved parking lot?	
05	Paved road to business from main route?	
06	Hosts motorcycle events?	
07	Run by a motorcyclist?	
08	Lockable storage for bikes?	
09	Storage for helmet and gear indoors? (jackets, rain gear, boots)	
10	Showcase motorcycle in promotional material? (pictures of motorcycles in brochures, on websites, etc.)	
11	Known as rider friendly within the riding community?	
<b>TOTAL</b>		

## SCORING

- 7 - 11** Include on recommended itinerary for the motorcycle route. Businesses scoring at this level should be ambassadors for the motorcycle route, and should be consulted each year on the route's development and maintenance.
- 4 - 6** Ideal alternate, or recommended, depending on the total number of highly ranked businesses on the route.
- 1 - 3** Not on the recommended route. Further development of attraction should be undertaken if this establishment wishes to attract the motorcycle market.

## NOTES

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Ontario's  
HIGHLANDS







10 years later...





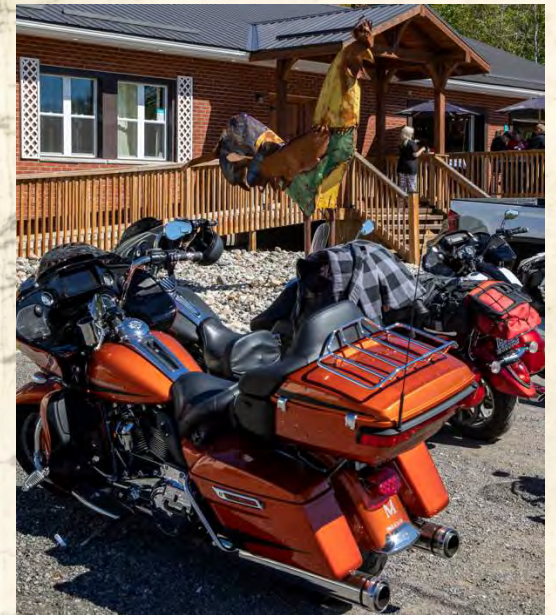
## Number of Operators:

60 Attractions

80 Accommodations

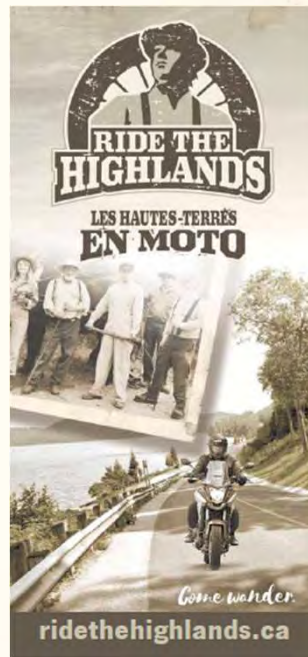
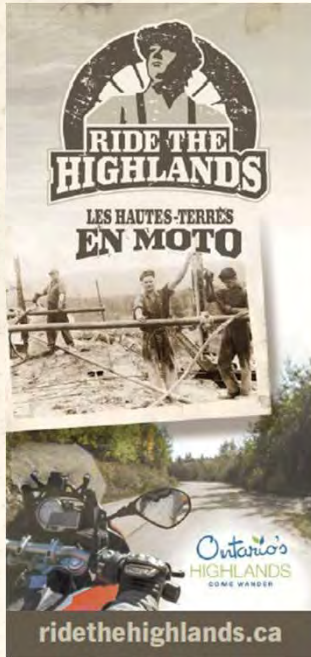
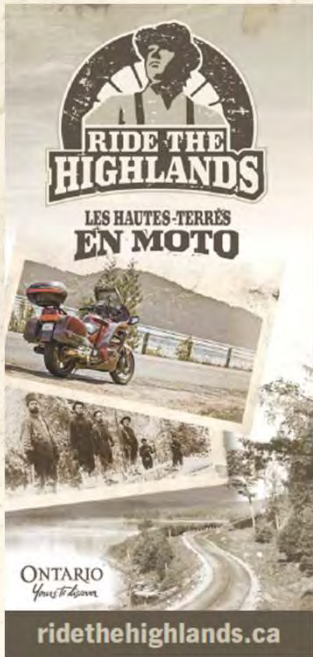
68 Restaurants

16 Rest Areas





# Motorcycle Map





# Number of Maps Distributed by Direct Mail: 34,105





# Number of Kick Stand Pads, Railroad Spikes & RTH Patches Distributed:



2635



950



927





# 500 limited edition 10<sup>th</sup> Anniversary Patches in 2023







**1000KMS OF  
HANDCRAFTED  
ROADS TO DISCOVER**



A person wearing a blue helmet and a black jacket with "B.R.M.C." and a skull logo on the back is sitting on a blue Suzuki motorcycle. The motorcycle has the number "79" on the front fender. The background shows a scenic view of rolling hills and a road.

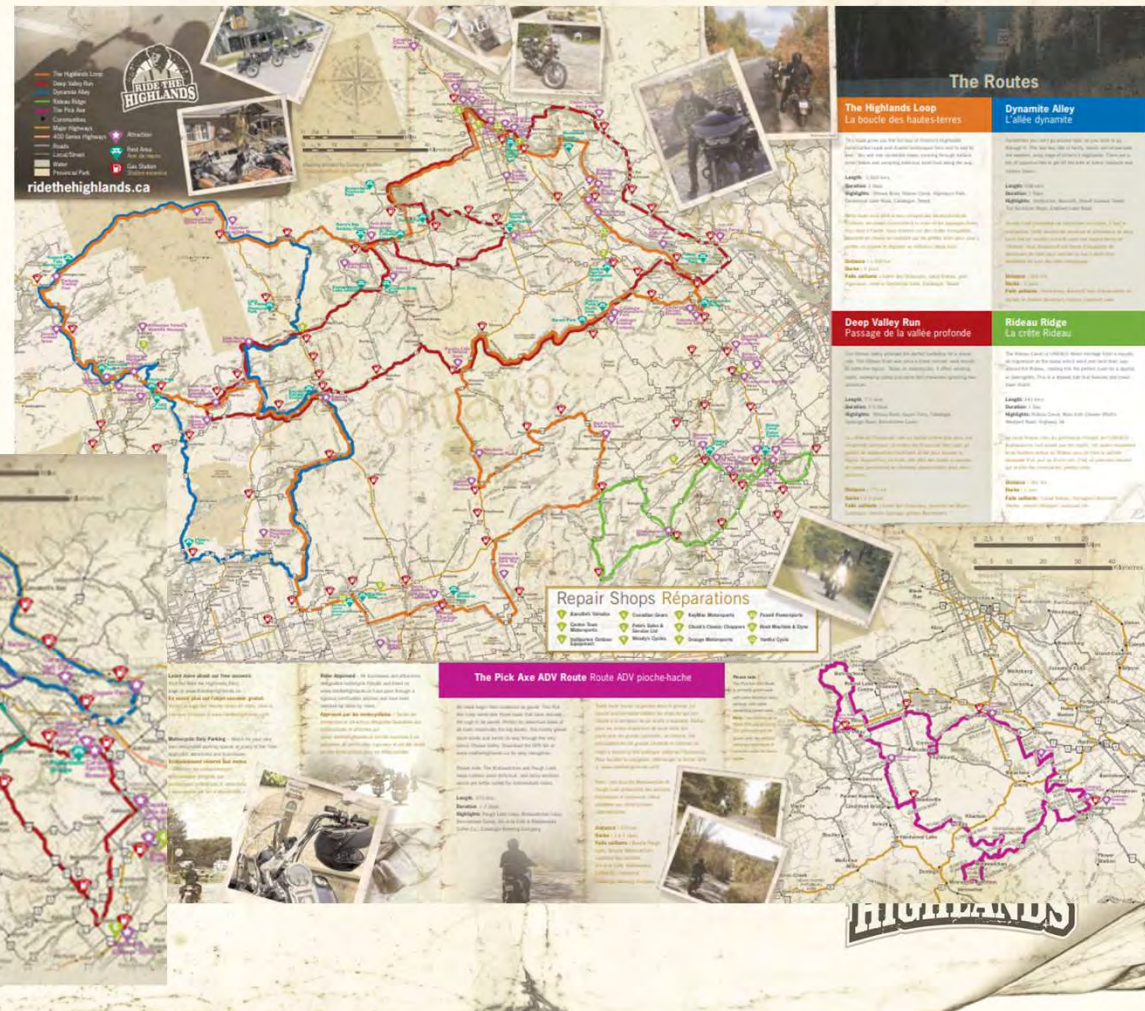




# Routes: 12 + Top 10 Roads

## 12 Motorcycle Routes

- 4 Main themed routes
- 2 Specialty routes
- 5 Local Rides
- 1 Adventure Route



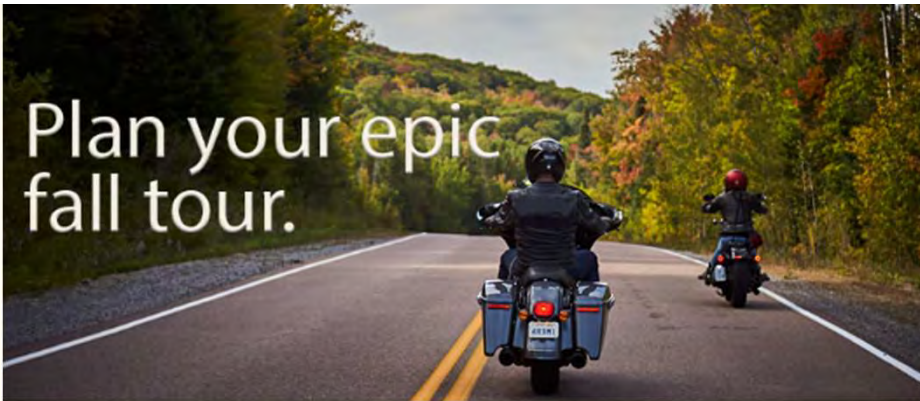


## **New:** Pick-Axe Gravel Route (2023)





**Newsletter: 8,838**  
subscribers



Plan your epic  
fall tour.

We probably say it every year, and we'll say it again, this is the BEST time to ride Ontario's Highlands. After this last heatwave, we welcome the cooler temps and epic fall colours that will soon line our curvy roads. Get inspired for your fall moto adventure below.

### **PLANNING YOUR FALL RIDE?**

Fall is an exciting time to explore Ontario's Highlands by motorcycle. Check out these great fall motorcycle reads for your upcoming tour:

- [Five Roads for Fantastic Fall Riding.\(NEW\)](#) - Add these five roads to your autumn riding tour.
- [10 Things you Need to Know About the Fall Loop](#)
- [Fall Motorcycle Run: Ride the Highlands this Fall](#)
- [Fiery Fall Colour Views](#)
- [High-Octane Coffee Stops](#)





16,417 Facebook followers  
3,786 Instagram fans



Handcrafted roads.

**Ride the Highlands**  
15K likes · 16K followers

Sign Up Message Live

Posts About Mentions Reviews Followers Photos More

**Intro**  
Ride the Highlands is an adrenaline-pumping destination to explore by motorcycle. It includes four th

Page · Local & travel website  
(855) 629-6486  
info@ontarioshighlands.ca  
ridethehighlands.ca  
Open now  
Rating · 4.7 (54 Reviews)

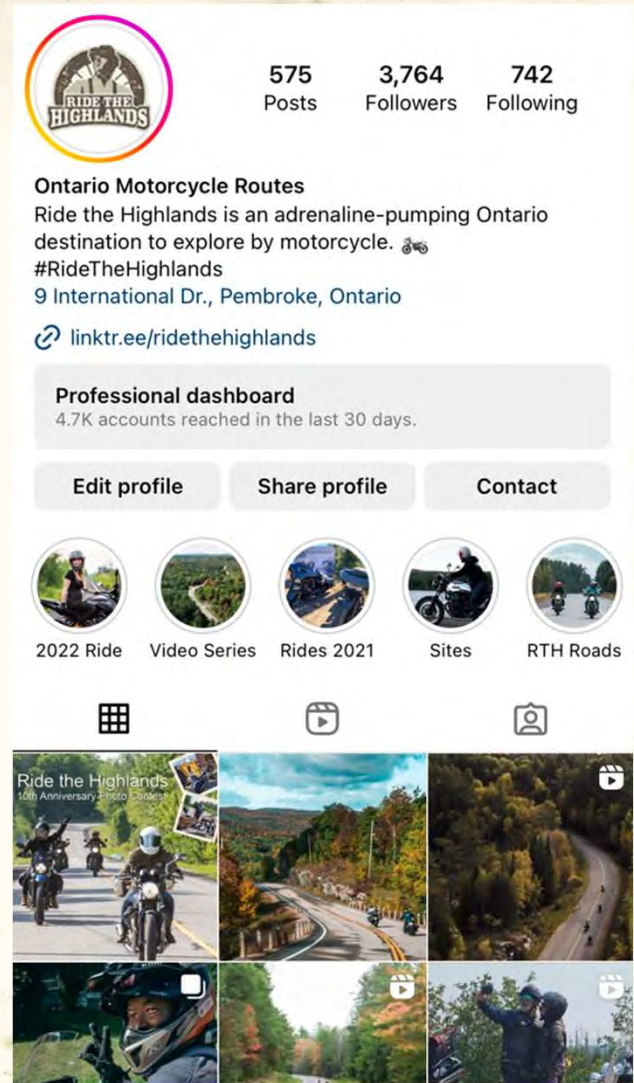
**Posts**

Ride the Highlands  
Yesterday at 2:19 PM · 📍

Have you entered our contest yet? It's easy. Just upload a photo you've taken on this year's Ride the Highlands trip to be entered. Don't worry, you don't need to be a professional photographer. Winners will be drawn randomly on October 13th, which also means you still have lots of time if you're planning a fall ride this year. We will be announcing the other prize packages in the coming weeks. If you've seen the Grand Prize, you better believe the other packages will be good... See more

RTH Photo Contest

RIDEHIGHLANDS.CA  
Ride the Highlands Photo Contest



**RIDE THE HIGHLANDS**

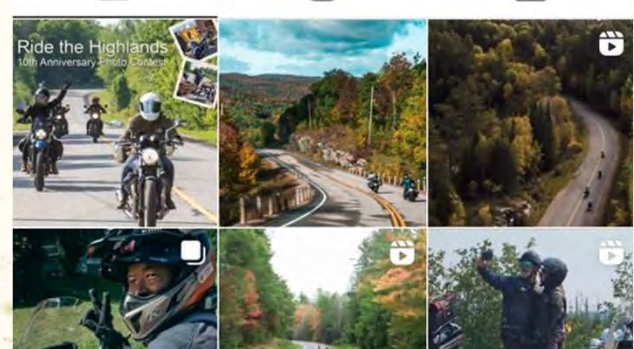
575 Posts 3,764 Followers 742 Following

**Ontario Motorcycle Routes**  
Ride the Highlands is an adrenaline-pumping Ontario destination to explore by motorcycle. 🏍️  
#RideTheHighlands  
9 International Dr., Pembroke, Ontario  
[linktr.ee/ridethehighlands](https://linktr.ee/ridethehighlands)

**Professional dashboard**  
4.7K accounts reached in the last 30 days.

Edit profile Share profile Contact

2022 Ride Video Series Rides 2021 Sites RTH Roads





# 3,129 Facebook group members



Group by Ride the Highlands

## Ride the Highlands Official Riders Forum



Discussion   Featured   Rooms   Members   Media

David Camilo Eraso Agudelo  
2d · 🌐

"A sunny day on the road, adventures on my motorcycle, and at the end of the journey, a well-deserved reward: a patch symbolizing my passion for two-wheeled freedom! 🏍️🏆  
#MotorcycleJourney"

The collage consists of three photographs. The top photo shows a black motorcycle parked at a gas station with a sign that says "GIBSONS". The bottom-left photo shows a motorcycle parked in front of a wooden building with a sign that says "RIDE THE HIGHLANDS". The bottom-right photo shows a motorcycle parked in front of a building with a sign that says "NO VACANCY".

👍❤️ Chris Hughes and 23 others



# Media Tours



2017



2021



2018



2022

**HIGHLANDS**



It's Your Turn





What Makes me Motorcycle  
Friendly?





# Motorcycle Market Readiness Checklists





# ATTRACTION SCORECARD



		YES (1 POINT)
01	Public washrooms?	
02	Motorcycle-specific parking? (area marked specifically for motorcycles only)	
03	Discount for riders?	
04	Paved parking lot?	
05	Paved road to business from main route?	
06	Hosts motorcycle events?	
07	Run by a motorcyclist?	
08	Lockable storage for bikes?	
09	Storage for helmet and gear indoors? (jackets, rain gear, boots)	
10	Showcase motorcycle in promotional material? (pictures of motorcycles in brochures, on websites, etc.)	
11	Known as rider friendly within the riding community?	
<b>TOTAL</b>		

## SCORING

- 7 - 11** Include on recommended itinerary for the motorcycle route. Businesses scoring at this level should be ambassadors for the motorcycle route, and should be consulted each year on the route's development and maintenance.
- 4 - 6** Ideal alternate, or recommended, depending on the total number of highly ranked businesses on the route.
- 1 - 3** Not on the recommended route. Further development of attraction should be undertaken if this establishment wishes to attract the motorcycle market.

## NOTES

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Ontario's  
HIGHLANDS





# ATTRACTION

## SCORECARD

YES  
(1 POINT)



- |    |   |  |
|----|---|--|
| 01 | Public washrooms?   |  |
| 02 | Motorcycle-specific parking?<br>(area marked specifically for motorcycles only)                           |  |
| 03 | Discount for riders?  |  |
| 04 | Paved parking lot?  |  |
| 05 | Paved road to business from main route?   |  |
| 06 | Hosts motorcycle events?  |  |
| 07 | Run by a motorcyclist?  |  |
| 08 | Lockable storage for bikes?   |  |
| 09 | Storage for helmet and gear indoors?<br>(jackets, rain gear, boots)                                       |  |
| 10 | Showcase motorcycle in promotional material?<br>(pictures of motorcycles in brochures, on websites, etc.) |  |
| 11 | Known as rider friendly within<br>the riding community?   |  |

**TOTAL**





# ACCOMMODATION SCORECARD



		YES (1 POINT)
01	Public washrooms?	
02	Motorcycle-specific parking? (area marked specifically for motorcycles only, or directly in front of room)	
03	Discount for riders?	
04	Paved parking lot?	
05	Paved road to business from main route?	
06	Run by a motorcyclist?	
07	Lockable storage for bikes?	
08	Roofed accommodation? (riders generally prefer this to camping)	
09	Showcase motorcycle in promotional material? (pictures of motorcycles in brochures, on websites, etc.)	
10	Wash station for motorcycles? (can use snowmobile wash stations)	
11	Known as rider friendly within the riding community?	
<b>TOTAL</b>		

## SCORING

- 8 - 11** Include on recommended itinerary for the motorcycle route. Businesses scoring at this level should be ambassadors for the motorcycle route, and should be consulted each year on the route's development and maintenance.
- 5 - 7** Ideal alternate, or recommended, depending on the total number of highly ranked businesses on the route.
- 1 - 4** Not on the recommended route. Further development of attraction should be undertaken if this establishment wishes to attract the motorcycle market.

## NOTES

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Ontario's  
HIGHLANDS





# ACCOMMODATION SCORECARD

YES  
(1 POINT)

- |    |   |  |
|----|---|--|
| 01 | Public washrooms?   |  |
| 02 | Motorcycle-specific parking?(area marked specifically for motorcycles only, or directly in front of room) |  |
| 03 | Discount for riders?  |  |
| 04 | Paved parking lot?  |  |
| 05 | Paved road to business from main route?   |  |
| 06 | Run by a motorcyclist?  |  |
| 07 | Lockable storage for bikes?   |  |
| 08 | Roofed accommodation?<br>(riders generally prefer this to camping)  |  |
| 09 | Showcase motorcycle in promotional material?<br>(pictures of motorcycles in brochures, on websites, etc.) |  |
| 10 | Wash station for motorcycles?<br>(can use snowmobile wash stations)                                       |  |
| 11 | Known as rider friendly within the riding community?  |  |

**TOTAL**





# RESTAURANT SCORECARD



	YES (1 POINT)
01 Public washrooms?	
02 Motorcycle-specific parking? (area marked specifically for motorcycles only)	
03 Discount for riders?	
04 Paved parking lot?	
05 Paved road to business from main route?	
06 Run by a motorcyclist?	
07 Safe parking? (bikes within view of tables)	
08 Showcase motorcycle in promotional material? (pictures of motorcycles in brochures, on websites, etc.)	
09 Motorcycle-themed decor or food?	
10 Known as rider friendly within the riding community?	
<b>TOTAL</b>	

## SCORING

- 7-10** Include on recommended itinerary for the motorcycle route. Businesses scoring at this level should be ambassadors for the motorcycle route, and should be consulted each year on the route's development and maintenance.
- 4-6** Ideal alternate, or recommended, depending on the total number of highly ranked businesses on the route.
- 1-3** Not on the recommended route. Further development of attraction should be undertaken if this establishment wishes to attract the motorcycle market.

## NOTES



Ontario's  
HIGHLANDS





# RESTAURANT SCORECARD

YES  
(1 POINT)



- 01 Public washrooms?
- 02 Motorcycle-specific parking?  
(area marked specifically for motorcycles only)
- 03 Discount for riders?
- 04 Paved parking lot?
- 05 Paved road to business from main route?
- 06 Run by a motorcyclist?
- 07 Safe parking?  
(bikes within view of tables)
- 08 Showcase motorcycle in promotional material?  
(pictures of motorcycles in brochures, on websites, etc.)
- 09 Motorcycle-themed decor or food?
- 10 Known as rider friendly within the riding community?

**TOTAL**





**IRON ROOSTER**



*Rotisserie & Grill*

## *Sandwiches*

**\$14.99**

*All sandwiches are made with our fresh, tender and delicious house rotisserie chicken. Served on your choice of a fresh specatelli bun or flour tortilla.*

*Accompanied by your choice of sweet potatoe fries, onion rings or fresh cut fries*

*Substitute for a house salad add \$3.99*

*Substitue for Greek or Ceaser Salad \$4.99*

*Poutine your fries add \$3.99*

*Rooster Fries \$4.99*

### **The Iron Rooster**

Rotisserie chicken, sauteed mushrooms, onions and peppers with bacon, monterey jack cheese and chipotle mayo.

### **The FAT Boy**

Chicken smothered in a rich chicken gravy topped with garlic cheese curds and red onions.

### **The Cannonball**

Rotisserie chicken tossed in a spicy Caribbean Jerk sauce with red onion, red and yellow peppers and a pineapple cream cheese.

### **The Evel Knievel**

Our rotisserie chicken is blended with a spicy sriracha cream cheese, topped with banana peppers, tomato, red onion and havarti cheese.

### **The Provini**

Chicken topped with a creamy and rich parmesan alfredo sauce topped with sauteed mushrooms, onions and mozzarella cheese.

### **The Rossi**

Rotisserie chicken tossed in pesto mayo with tomato, avocado and havarti cheese.

### **The Vintage**

Chicken, smoky bacon, lettuce, tomato, cheddar and mayo, the old fashion way!

### **The Athens**

Rotisserie chicken tossed in a Greek-style dressing with feta cheese, tomato, red onion and black olives, served with a side of tzatziki.

### **The Steel Chariot**

Romaine lettuce mixed with rotisserie chicken, smoky bacon and creamy garlic ceaser dressing.

### **The Costello**

Rotisserie chicken, tossed in a medium hot sauce with sauteed onions and peppers with cheddar cheese. Served with a side of salsa and sour cream.

### **The Kavala**

Chilled rotisserie chicken, cucumbers, tomato, red onions, feta and tzatziki sauce.

### **King of the Road**

Chicken smothered in our Southwest in a sweet & savoury BBQ sauce topped with aged cheddar & a crunchy creamy slaw.





# The Task

To get you excited about attracting riders to your business.





# Task

Provide a best in class rider experience.





# Task

Continue to make riding in Ontario's Highlands a significant part of the province's signature motorcycle routes.





# Operator Obligations





1. Commit to being rider friendly
2. Adhere to checklists
3. Re-evaluate each year
4. Support media tours
5. Understand rider needs / expectations
6. Be accommodating
7. Designate motorcycle parking
8. Display Ride the Highlands window sticker
9. Put Ride the Highlands logo on website



# It's all About the Little Details





# Contact Us

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[luisa.sorrentino@ohto.ca](mailto:luisa.sorrentino@ohto.ca)

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Tourism Development, Management & Marketing

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[kristin@bchughes.ca](mailto:kristin@bchughes.ca)

