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## PERTH COUNTY, STRATFORD, AND ST. MARYS COLLABORATE TO GROW, ENHANCE, AND PROMOTE CYCLE TOURISM ACROSS THE REGION

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(PERTH COUNTY, ON) Perth County Tourism, Destination Stratford, and the Town of St. Marys have joined forces to grow and promote cycle tourism across the region. These tourism entities recognized that cycle tourism is growing rapidly across the province and are actively collaborating to ensure their destinations can embrace this economic opportunity.

Keen to welcome cyclists, Perth County Tourism, Destination Stratford, and the Town of St. Marys have been working together to develop, enhance, and promote their cycle tourism assets to position their region as a premier cycle-friendly destination in Ontario. The latest exciting development from these efforts is a new and improved joint Cycle Route Map featuring City, Rural, and Gravel Signature Routes. The map showcases 13+ Signature Routes ranging anywhere from 7KM city rides, 75KM mixed gravel/paved rides, and 230KM multi-day rides. Also featuring information on cycle safety, local trails, and notable stops along the routes, the map is a great tool for both new and experienced cyclists.

*“The benefits of cycle tourism – economic, environmental, health, and beyond – are far-reaching, and this strategic partnership is helping to ensure our rural region is equipped to embrace this opportunity. We are excited to see more cyclists choosing our area as a cycling destination, and look forward to building on this momentum into the future”* said Ashley Lansink, Tourism Officer for Perth County.

*“The collaboration to advance cycle tourism in our region continues to grow and bear fruit,”* said Zac Gribble, Executive Director of Destination Stratford. *“Building on the success of the 2021 pocket cycle map, the latest 2023 version further refines the scenic and diverse cycle routes throughout our region while also highlighting our incredible cultural offerings.”*

*“The collaborative effort in the creation of our Cycle Map has helped to make our region a welcoming destination for cyclists, and has resulted in a very positive response from our visitors.”* added Kelly Deeks-Johnson, Tourism and Economic Development Manager for the Town of St. Marys.

You can pick up a hard-copy map at several locations across Perth County, a few of which include:

- Any Municipal Office in Perth County (North Perth, Perth South, Perth East, West Perth)
- Destination Stratford, 47 Downie St, Stratford
- St. Marys Town Hall, 175 Queen St. S, St. Marys

For more information on Perth County, Stratford, and St. Marys as a cycling destination and to explore the Signature Routes, local cycle events, trail information, and more, visit:

- [perthcounty.ca/cycle](http://perthcounty.ca/cycle)
- [visitstratford.ca/cycle](http://visitstratford.ca/cycle)
- [discoverstmarys.ca/cycle](http://discoverstmarys.ca/cycle)



*Cyclist using the Perth County, Stratford & St. Marys Cycle Route Map.*

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