

Motorcycle Route Information: **ATTRACTIONS**

Use this form to update your business's information with your RTO if you wish to be included on the motorcycle route in your area. Use the scorecard on the back to assess your business's market readiness. All fields must be completed unless noted.

ATTRACTION INFORMATION

NAME *The name of the attraction as it should appear to the public*

DESCRIPTION *Highlight what is unique about your attraction and how it serves the MC market (25 words max)*

CATEGORY *Select one*

LOCAL FLAVOUR	PARKS	ATTRACTIONS & ENTERTAINMENT	TRAILS, HIKING, & SCENIC OUTLOOKS
MUSEUMS, HALLS OF FAME, & GALLERIES	RECREATION & ACTIVITIES	POOLS, BEACHES, & MARINAS	FILM, THEATRE, & MUSIC
CULTURAL EXPERIENCES	CURIOSITIES & ECCENTRICITIES	HISTORICAL SITES, STATUES, MONUMENTS, & MEMORIALS	

LOCATION & CONTACT INFORMATION

LATITUDE AND LONGITUDE *In decimal form (i.e. 46.232481, -79.147854)* _____

ADDRESS *Use mailing address if no street address*

CITY _____ PROVINCE _____ POSTAL CODE _____

TELEPHONE NUMBER () - _____ TOLL FREE *If available* _____

E-MAIL _____ WEBSITE _____

TOURIST INFORMATION

SEASON START DATE _____ SEASON END DATE _____

HOURS OF OPERATION _____

AVERAGE ADMISSION COST FOR ONE ADULT (\$) _____

PAYMENT TYPES *Select all that apply* CASH DEBIT MASTERCARD AMEX VISA

SCORECARD

YES
(1 point)

1	Public washrooms?	
2	Motorcycle-specific parking? <i>(area marked specifically for motorcycles only)</i>	
3	Discount for riders?	
4	Paved parking lot?	
5	Paved road to business from main route?	
6	Hosts motorcycle events?	
7	Run by a motorcyclist?	
8	Lockable storage for bikes?	
9	Storage for helmet and gear indoors? <i>(jackets, rain gear, boots)</i>	
10	Showcase motorcycle in promotional material? <i>(pictures of motorcycles in brochures, on websites, etc.)</i>	
11	Known as rider friendly within the riding community?	
TOTAL		

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

Please return the completed form to your local or regional route coordinator:

For Route Development Information, read the Route Development Manual at
WWW.GOTOURONTARIO.CA/ADMINISTRATOR
or email INFO@GOTOURONTARIO.CA