



Bienvenue cyclistes!

Tourist Establishment Guide

Certified by



**Vélo
Québec**

Tourist Establishment Guide

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Welcome!

Welcome to our growing network of Bienvenue cyclistes! attested establishments across Quebec.

This is a win-win partnership between cyclists and tourist establishments. More than 1.2 million cycle tourists from here and abroad travel across Quebec each year and are looking for safe places that are suited to their needs. Both cycling excursionists and tourists opt for **longer stays** and **spend more** than the average tourist.

In this guide, you will find all the information you need to take advantage of your attestation and contribute to the development of active and sustainable tourism throughout Quebec.



Obligations as an attested establishment

As an attested establishment, you agree to:

- ✓ Maintain the **attestation criteria** detailed in your [specifications](#) at all times.
- ✓ Provide **courteous service that is attentive** to the specific needs of cyclists.
- ✓ Complete your **self-declaration form** within three months of joining. This step is essential to confirm that your establishment meets the attestation criteria. Access the form in your [Client account](#).

*«Cyclists associate the Bienvenue cyclistes! logo with good service.
They are loyal customers who come back year after year.»*

Pascal, owner of Auberge Au virage, Magog



Tips for getting the most out of your attestation

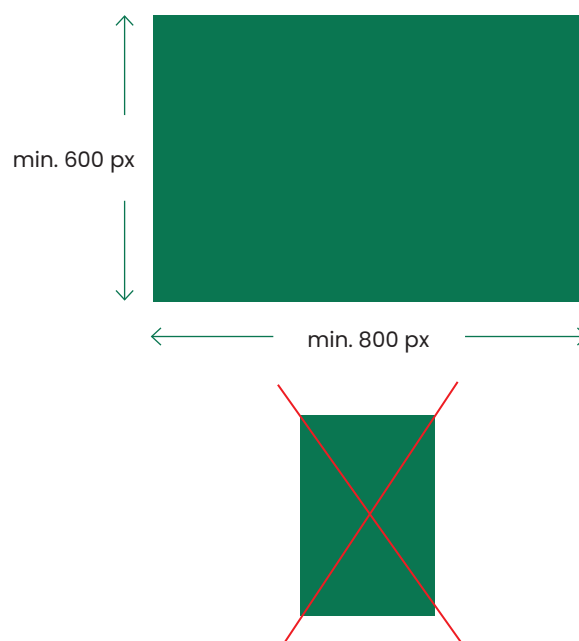
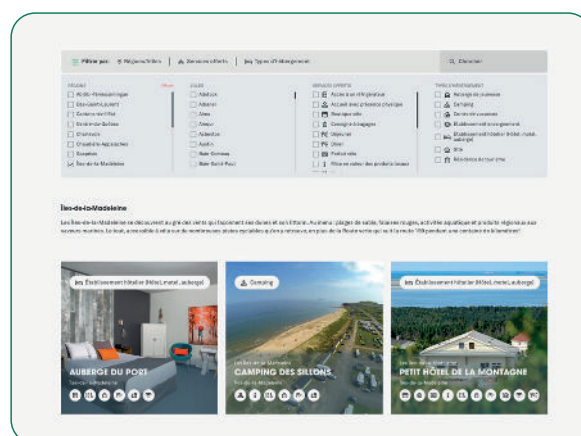
Here are a few things you can do right away to maximize the potential of your *Bienvenue cyclistes!* attestation and attract as many cyclists as possible to your establishment!

1. Update your information on Vélo Québec's online platforms

Directory of *Bienvenue cyclistes!* attested establishments

The directory is **an online showcase** viewed by hundreds of thousands of cyclists every year. A complete and well-illustrated profile increases your chances of attracting their attention. Here are a few tips to help you do just that:

- Update your description (maximum 1,000 characters including spaces) regularly in your [Client account](#) to accurately reflect what you offer.
- Add between **3 and 5** high-quality **photos**. The main photo will be displayed in the listing and on the directory home page. Here are the technical specifications to follow:
 - Files must be in .JPEG or .JPG format
 - Each photo must not exceed 1 MB in size.
 - Photos must be in landscape format, with a 4x3 ratio and minimum dimensions of 800 pixels x 600 pixels.



Route Verte map

Your establishment will appear as a recommended service point for cyclists, boosting your visibility along North America's largest cycling route.

Check the map to make sure your location appears correctly and report any errors to Vélo Québec by contacting [customer service](#).



2. Proudly display your colors

Sign and attestation to display

Our famous sign reassures cyclists as soon as they arrive and confirms the quality of your welcome. Install it in a clearly visible location, such as the entrance, near the terrace, or at the reception desk.

If you wish, you can order additional signs or *Bienvenue cyclistes!* stickers by contacting [customer service](#).

Bienvenue cyclistes! logo

Use it in your communications to highlight your commitment to cycling customers! For example, you can choose to include the logo on your website, in your email signatures, and on your printed communications. [Here is the link to the file folder](#).



3. Communicate to your network your membership or renewal

Content for your communications

To help you communicate clearly about your *Bienvenue cyclistes!* attestation, here are some content ideas that you can use as is, or even better, customize with your own words.

What is *Bienvenue cyclistes!*?

The only attestation in Quebec that guarantees an exceptional experience and a warm welcome for cyclists.

What are the objectives of the attestation?

This Quebec-wide attestation, promoted by Vélo Québec, aims to:

1. Ensure cyclists receive a warm and safe welcome at attested establishments throughout the province.
2. Encourage tourist establishments to adapt to the growing needs of cycling customers.
3. Promote active and sustainable tourism by maximizing benefits for both cyclists and the regional economy.



Posts for your social media

OPTION 1 - MEMBERSHIP

Good news!
We are now attested
Bienvenue cyclistes! by @Vélo
Québec.

This means our establishment
is officially recognized as a
welcoming place adapted to
the needs of cyclists. Whether
you are out for a ride, on a trip,
or in the middle of a sporting
challenge, you will find a
friendly place to stop and
recharge your batteries here.

We look forward to welcoming
you with open arms!

OPTION 2 - BIENVENUE CYCLISTES! SERVICES

Cyclists, good news! We are
now part of the Bienvenue
cyclistes! network powered by
Vélo Québec. More than
400 attested establishments
across the province offer
you access to the following
services:

- Drinking water
- Restrooms
- Electrical outlets
- First aid kit
- Pump and tools for minor repairs
- Secure, accessible parking
- Specialized information for cyclists

Come see us on your next
outing in the area!

Posts for your social media

OPTION 3 - SPECIFIC SERVICES

Welcome, cyclists –
welcome home.

Did you know that with our
attestation from @Vélo
Québec, we are committed to
offering you:

[Detail the specific services
offered by your establishment
here]

Everything you need for a
relaxing stay where you can
devote all your energy to
cycling!

We look forward to seeing you.

*«It's not a clientele that comes
in the first year of attestation,
but over time it develops. I
would advise **promoting the
attestation on your website and
social media** to reach customers
directly.»*

Marie-Laurence, co-owner of
Camping du Pont Couvert, Waterville



Additional ways to increase your impact

Want to be at the forefront and **do more for cyclists**? Here are a few suggestions to further contribute to the growth and development of cycling tourism in Quebec. Of course, you are encouraged to choose what fits your resources — you do not need all of these!

1. Implement certain non-mandatory services and equipment

You could offer some of the complementary equipment and services mentioned below, free of charge or for a fee, to improve the experience of cyclists who stop at your establishment.

- | | |
|--|---|
|  Covered bike parking |  Staffed reception desk |
|  Bike wash station |  Meals (breakfast, lunch, dinner) |
|  Swimming pool or spa |  Luggage transport service or storage |
|  Access to a refrigerator |  Long-term car parking |
|  Wi-Fi |  Bicycle and/or bicycle accessory loan or rental |
|  Sale of repair items (e.g. inner tubes). |  Information on local products |
|  Cycling packages or discounts | |

2. Become a member of your regional tourism association

If you haven't already done so, you can [join your regional tourism association now](#) to benefit from services tailored to the development of your cycling hospitality and increased visibility among people visiting your region.

3. Create partnerships with local businesses

To enrich the experience of cyclists and boost your offering, you can partner with local businesses, tourist attractions, and services.

For example, by recommending a nearby bakery, bike repair shop, or tourist activity, you create a **support network** that benefits cyclists, your establishment, and the local economy.

You can also create attractive **packages** in collaboration with these partners to encourage people to discover what your region has to offer.



Resources and practical information

Finally, here are some links and documents you may find useful.

Useful links

- [Access to your Client account](#)
- [Route verte map](#)
- [Bienvenue cyclistes! Directory](#)
- [Attestation website](#)

Documents to consult

- [Graphic standards and logo *Bienvenue cyclistes!*](#)
- [Specifications by establishment](#)

Customer service

- **Phone:** 514-521-8356, ext. 504
- **Email:** bienvenuecyclistes@velo.qc.ca

Thank you!

Thank you for contributing to providing quality service and an exceptional welcome to cyclists, and for participating in the development of active and sustainable tourism in Quebec.

Powered by Vélo Québec, *Bienvenue cyclistes!* is the only attestation in Quebec that guarantees an exceptional experience and a warm welcome for cyclists from here and abroad.

velo.qc.ca/bienvenue-cyclistes

