207 Queen's Quay West,
Suite 405
Toronto, Ontario
M5J 1A7

City of Toronto
100 Queen St. W.
Toronto, ON M5H 2N2

Sent Via Email

February 22, 2024

Re: Letter of Support for Regulations Allowing Pedal Pub Businesses to Contribute to Toronto's Downtown Economy

Dear Toronto Councillors and Staff,

On behalf of the Tourism Industry Association of Ontario (TIAO), we submit this letter of support for Pedal Pub Toronto.

TIAO represents the majority of tourism businesses and workers in Ontario, working to address pressing policy issues that impact the Ontario tourism industry.

Pedal Pub Toronto is a leading business in Ontario's large quadricycle industry, an industry that is forecasted to generate $340 million in economic activity and 370 direct jobs over the next 10 years.

Pedal Pub supports the local economy by bringing tourists and area residents to downtown bars and restaurants. Each tour generates over $1,200 in spending by guests at local businesses. In addition to this key economic support, their tours highlight the best of Toronto, showing guests major landmarks and diverse areas of downtown. It combines tourism, sightseeing, community building, and local economic development in one fun experience.

We commend you for allowing Pedal Pub to operate in 2022 under a Pilot Project.

We believe the Pilot Project worked as intended, allowing staff and Pedal Pub to address potential issues, and demonstrated the broad benefits that the business brings to the city.

We support the creation of specific regulations for Pedal Pub and similar businesses, so they can plan for the future, expand, and bring more economic benefits to the downtown economy, both for locals and tourists.

Sincerely,

Andrew Siegwart
President & CEO
Tourism Industry Association of Ontario

Dr. Jessica Ng
Director, Policy and Government Affairs
Tourism Industry Association of Ontario

c.c:
Ryan O'Connor, Transportation Services
Jennifer Niece, Transportation Services