



Front Trail Adventure

like Ontario and the St.



- Who is the Waterfront Regenerators
- Introduction to Ontario's Waterfront Regenerators
- Great Waterfront Trail Adventure
- What's next



Waterfront Regeneration Trust





www.Waterfront Trail.org





Waterfront Trail

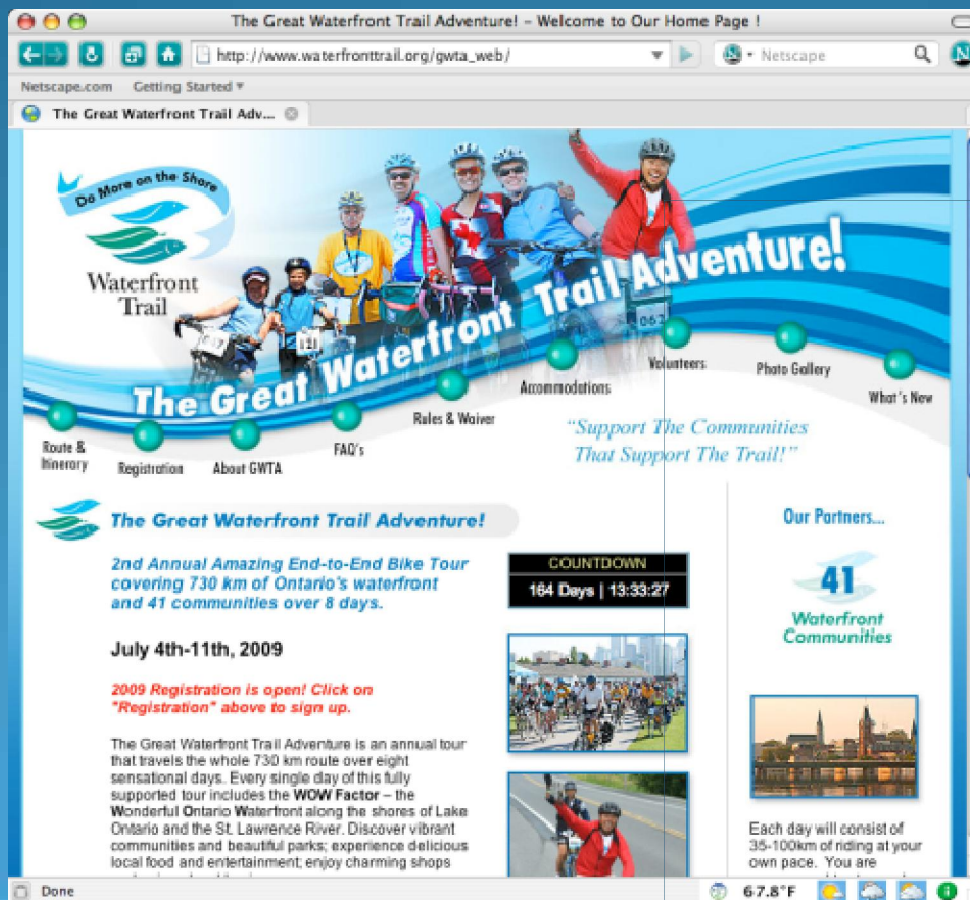
Along the Canadian Shores of Lake Ontario & St. Lawrence River

18 Years of Trail-building!

- 730 km end to end
- Links to la Route verte
- Regional Trail connections
- 59% of Ontario population
- 30% dedicated off-road
- 40% secondary highways (paved shoulders)
- Niagara to Quebec
- Links to Seaway Trail, USA
- connects 41 Communities
- 22% National population
- 30% residential streets

www.waterfronttrail.org

En français aussi



- Winner of the 2007 American Trails Award --Best Site for Kids & Families
- Le Great Waterfront Trail Adventure
- 5 million visits annually

TRAIL MAPBOOK

- Commercial product published by DunMap
- Print on demand
 - Easy to update
 - No expensive inventory
- Available from DunMap and Amazon.ca
- Bookstores beginning to carry product
- Retails for \$20-\$29

www.dunmap.com

LA ROUTE VERTE



FROM THE WATERFRONT TRAIL TO THE ROUTE VERTE... CYCLE TO YOUR HEART'S CONTENT!

About 45 kilometres east of Cornwall, you'll find yourself in Rivière-Beaudette, the junction between Ontario's Waterfront Trail and Québec's Route verte. With 4,000 kilometres running through 320 municipalities and 16 regions of La Belle Province, the Route verte is the longest network of bikeways in the Americas. Take a ride on the green side!

Photo: Gilles Fournier, photographique.com



Want to explore Québec on two wheels with all the information you need? Here it is! Your travel guide to Québec's cycling routes.

Cycling in Québec with a number of options at 1-800-557-4334, ext. 504 or at www.routeverte.com



www.routeverte.com

Vo Ville de Québec
Association

Québec 100 ans

[illegible]

Market-Ready in 2008

- 52 projects completed
- Signed route from Niagara to Quebec
- Inter-provincial connection to la Route verte
- Award winning website (5 M hits)
- Mapbook



Economic Benefits—Cycle Tourism

- In 2000, the annual amount spent by cyclists travelling on the Route verte totalled **\$95.4 million CAD** (\$64.6 million USD). This represents **2,000 jobs** (person years) and revenues of \$15.1 million for the Government of Quebec (\$10.2 million USD) and \$11.9 million (\$8.1 million USD) for the Government of Canada. Velo Quebec
- Cycling tourists represented 15% of all tourism visitors to the Region of Niagara in 2000 and 11.7% of all tourists' expenditures.
- In 2005 South Grenville hosted 115,200 bicycle tourists, representing 12% of all tourism visits, who spent \$7.2 million in South Grenville.



Economic Benefits—Cycling in the USA

- National bicycling industry contributes an estimated \$133 billion a year to the U.S. economy.
- 1.1 million jobs and generates \$17.7 billion in federal, state, and local taxes.
- \$46.9 billion is spent on meals, transportation, lodging, gifts and entertainment during bike trips and tours.

Source: League of American Bicyclists Darren Flusche
Policy Analyst, June 2009

Survey Responses

2010 Montreal & Toronto Bike Shows

From Montreal

- 83% did not know about the Waterfront Trail before the Expodium
- 89% did not know that the Waterfront Trail is connected to La Route Verte
- 98% agreed with the statement “exploring the Waterfront Trail is a good reason to visit Ontario”
- **96% agreed that knowing about the Waterfront Trail leads them to plan a cycling trip to Ontario**

From Toronto

- **99% of respondents see the Waterfront Trail as a tourist attraction**
- 99% agree that GWTA creates a culture that celebrates active living, healthy environments and community.
- **92% agree the GWTA is a great summer vacation idea**
- Most people knew about the GWTA (68%) with 33% not knowing about the event prior to the show

July 3 to 10, 2010

Great Waterfront Trail Adventure



Great Waterfront Trail Adventure--Concept

Learn by doing....

- 41 communities, 8 days, 730 km
- Uses the Waterfront Trail (no road closures)
- Supported (medical, mechanical, luggage)
- Ride at your own pace--not a race
- Ride 70 to 100 km per day
- Register for one or all eight days
- Family Day
- Special family pricing (kids under 10 free)
- Non-cycling participants welcome
- Camp or book accommodation at participating hotels
- Support local charities and businesses
- “WOW” factor



Great Waterfront Trail Adventure—who can

- 252 riders; 5 to 77 years of age
- 6 states in the US; 5 provinces (BC, Alberta, Ontario, Quebec and New Brunswick); **2010 GWTA has 260 registrants with groups from NWT and New Zealand**
- Most register for end to end
- Mayors and Councillors from 24 communities riding for all or part of the day
- **56% first time (2008); 43% (2009)**
- **44% rated “somewhat fit”; 53% surprised at how far they could ride in one day**
- 53% increased activity to prepare for GWTA
- 40% use the Waterfront Trail more since the GWTA; 65% more likely to ride more often (2009)
- 54% more likely to commute
- Extensive media coverage



What Participants Said...

92% of respondents said they had either an “Amazing” or “Great Time.”

100% of respondents indicated that the Adventure exceeded or met their expectations

94% of respondents indicated that they would recommend the GWTA to their family and friends

92% of participants will take future cycling vacations



83% Said that they will be returning to waterfront communities along the Trail

40% using the Trail more often since the GWTA

“Just thought I would let you know that the GWT spirit has not died. A group of riders are meeting in St. Catharine’s this weekend to do the circle route – 162k – all because we shared an incredible journey together and have a passion for the sport and each other – thanks all to you and your colleagues!”

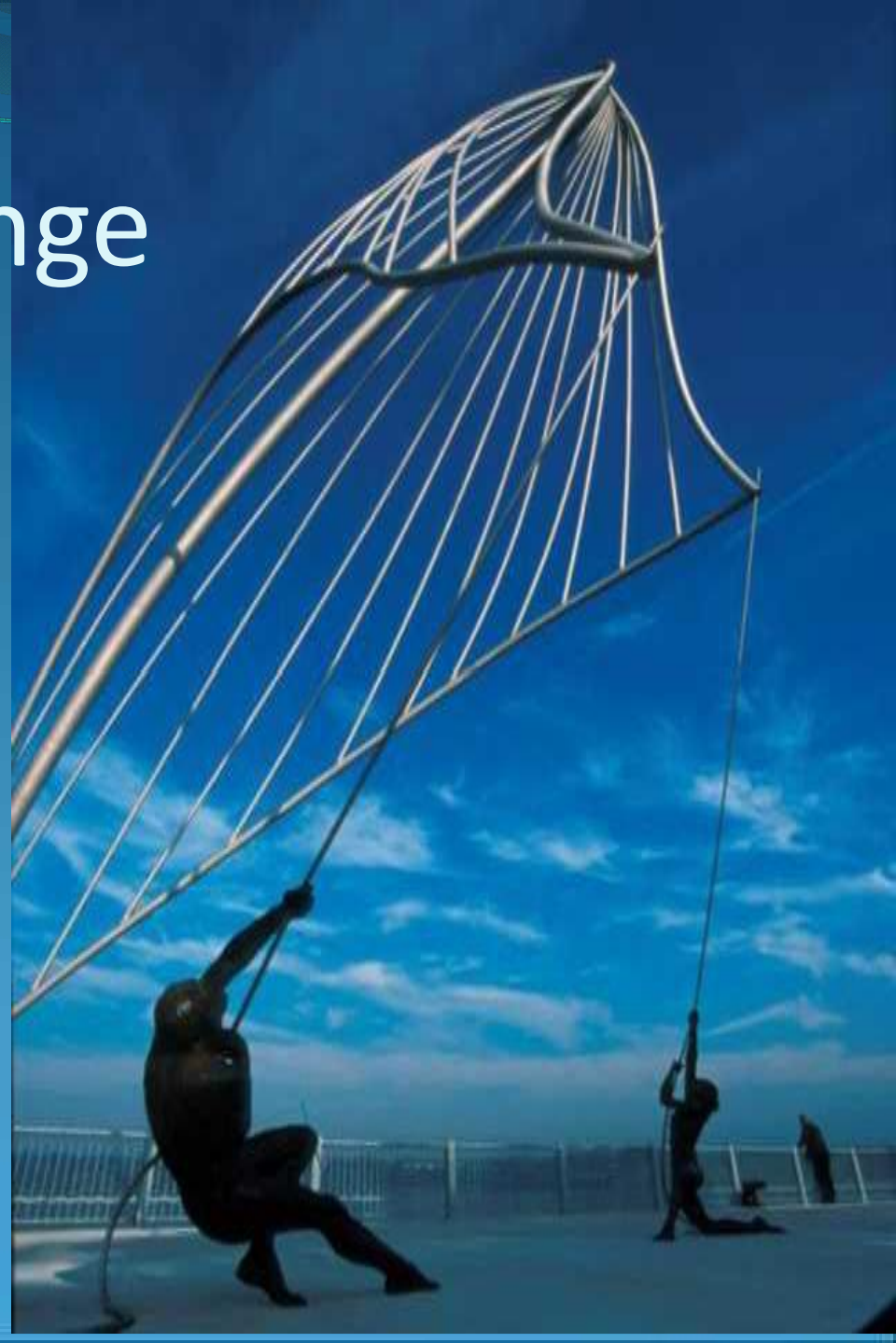
“You may want to send an email to your contacts in the Cornwall area and tell them that we have a group of senior cyclist Beech Street Spinners (approx 30+) from Clarington that will be making Cornwall their base for biking in and around their area from Aug 25 to 29. This is a result of the positive attitude shown by the Cornwall group during our recent end to end bike ride.”

Promote tourism services, attractions, local businesses

- Ontario Place, Upper Canada Village,
- Cornwall's Lift off Festival
- Kayaking on the St. Lawrence River
- Fort York
- Fort Wellington
- Local bands
- Restaurants, wineries
- Shuttles to downtown hotspots
- Bike Shops
- Hotels
- Local charities, service clubs, community groups



Catalyst for change



New Route for 2010!!

Key Map

[Click to see larger map](#)



On the horizon...

- Great Waterfront Trail Adventure on Lake Erie—pilot for the summer/fall of 2011
- Local trail loops and experiences (more product)
- Welcome Cyclist Program





Waterfront Trail

The Great Waterfront Trail Adventure!

Register Now - Limited Space

3rd Annual Amazing End-to-End Family Bike Ride July 3rd - 10th, 2010

Have you seen the Waterfront lately?

- 8 days
- 41 communities
- 730km
- 86 Wetlands
- 2 World Biospheres
- 1 Great Lake, 1 Heritage River
- Historic Forts
- 2 Ontario Wine Regions
- Festival Country
- & Much More!!!!



Fully supported adventure from Niagara-on-the-Lake to the Quebec border.

"It is a wonderful, and achievable physical challenge. It opens a window on Lake Ontario's hidden beauty, and there is a great sense of camaraderie among riders."

Participant 2009 GWTA



Registration for the 2010 GWTA closes June 1
- visit www.waterfronttrail.org to register.

