

Excellent Digital Resources



**Great Lakes
Waterfront Trail**
A signature project of the Waterfront Regeneration Trust

[The Charity](#)[The Trail](#)[Maps](#)[Trip Ideas](#)[Community Profiles](#)[Great Waterfront Trail Adventure](#)[Donate](#)[Media](#)[Contact Us](#)

Interactive Map

You are here: [Home](#) / [Maps](#) / [Interactive Map](#)

Distance and Directions

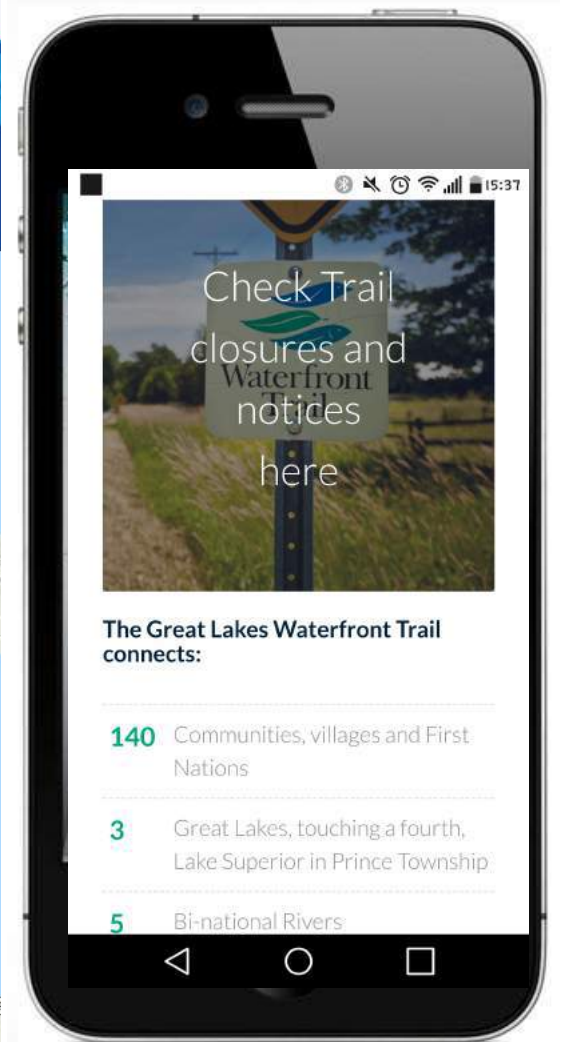
3 Birch Street, Collingwood, ON, Canada

302 Simcoe County Road 34, Collingwood, ON, Canada

Routing provided by Google Maps may not follow Waterfront Trail.

Bicycling via Georgian Trail

6.0 km (20 min)





Engagement



\$133B annually to U.S. Economy

Generates \$17.7B in annual federal and state tax revenue
Produces \$53.1 billion annually in retail sales and services
60M recreational bicyclists

\$1.2B annually in spending in Québec

Creates the equivalent of 10K jobs; adds \$215 million in tax revenues
Public investment of \$250M to create la Route Verte and generates \$134M annually—ROI in 2 years.

1.6 million cycling visits in Ontario → \$517M

41% of Ontarians want to cycle more than they currently do
Cyclists spend \$317 per trip on average
94% of visits by cyclists were overnight visits

48% Ontarians would tour to other parts of Ontario if they cycled more
70% agree Ontario should promote cycle tourism

[Sources: <https://www.adventurecycling.org/routes-and-maps/us-bicycle-route-system/benefits-and-building-support/economic-impact/>
<http://www.velo.qc.ca/en/Viewpoint/Cycling-in-Quebec-in-2015-confirms-the-growing-popularity-of-biking>]

Ontario Cycling Tourism Statistics 2016/2014, Tourism Research Unit

Share the Road Coalition 2014

THE GREAT WATERFRONT TRAIL ADVENTURE

12th
ANNUAL



Supported Cycle Holiday

(community rest stops, luggage, mechanicals, pick-up purchases)

Use Trail signage and maps

80km or 49m -- 100 km or 62m

(scheduled shuttles to shorten riding days)

Camping and hotel options

Great on and off bike activities

Ride at your own speed

Riders aged 20-80+ all over Canada and US

97%

Recommend the
GWTA to friends &
family.



75%

Plan to return to
the area
within 2 years



79%

Felt safe on the route.

99%

Trail provides a great cycling experience.

Priorities

42% Paved
shoulders
28% signs



Sharing the Bigger Picture through partnerships

- Heart and Stroke Foundation
- Ducks Unlimited—Wetland protection and restoration
- Blue Flag—Water Quality
- Swim Drink Fish Canada—Watermark and Great Lakes Guide
- Waterlution—Connecting us to emerging youth leaders
- St. Lawrence Parks Commission—Upper Canada Village
- Carolinian Canada—Erie Coastal Stewardship Eco Trail
- Parks Canada
- Greenbelt Foundation—local food, protected countryside
- Chapel of the Mohawks and Kana:ta Village-- Six Nations of the Grand
- Buxton National Heritage Site-Underground Railway
- Lion's Club in Morrisburg
- Lost Villages in Cornwall
- Bicycle Friendly Communities
- Ontario By Bike

99%
Trail as an
important part of
regenerating the
Great Lakes







Great Lakes Waterfront Trail

TO



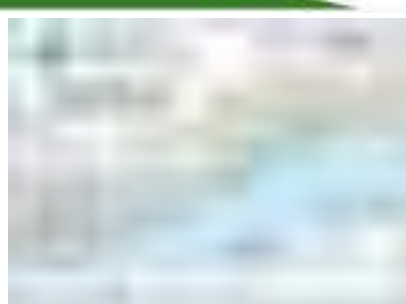
Your connection between
thirteen GO stations and
300 km+ of the Great
Lakes Waterfront Trail

**CONNECTOR ROUTES
NOW SIGNED!**



For more information and maps:

WaterfrontTrail.org/TrailtoGO



14 trailheads; 14 info panels;
168 directional signs
installed; mapping updated.



**45% of Ontarians know about the
Great Lakes Waterfront Trail.
35% know about the Greenbelt Route**







Great Lakes
Waterfront Trail
Protect. Connect. Celebrate.

We've got the Trail.
You make the time.

Explore 3,000 kms of Ontario's
Great Lakes and St. Lawrence River coast

Thank you.

Marlaine Koehler mk@wrtrust.com

WaterfrontTrail.org