Excellent Digital Resources

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)

The Great Lakes Waterfront Trail connects:

1. Communities, villages and First Nations
2. Great Lakes, touching a fourth Lake Superior in Prince Township
3. Bi-national Rivers
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

Ontario Cycling Tourism Statistics 2016/2014, Tourism Research Unit
Share the Road Coalition 2014
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

Involve businesses, politicians, NGOs and tourism providers
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
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

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.
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WaterfrontTrail.org