

**13th
ANNUAL**

THE GREAT WATERFRONT TRAIL ADVENTURE

AUG 6-12, 2021
BLUE TO THE BRUCE



GWTA 2021 Overview and Participant Survey Results

Tuesday, August 31, 2021



Thank you to our wonderful partners!



Possibility grows here.



Cycle Bruce, Grey & Simcoe Counties! GWTA 2021-August 6 to August 12

Over 500km from Blue Mountain, Collingwood, to Point Clark in Huron Kinloss, launching a 600km expansion of the Great Lakes Waterfront Trail and Great Trail in Grey, Bruce, and Simcoe County, with much of the new trail in Ontario's Greenbelt.

4 Overnight Host Communities: Blue Mountain, Owen Sound, Lions Head, Southampton.

11 Community Rest Stops: Clearview Township, Town of Blue Mountains (Blue Mountain Village Resort and Thornbury), Town of Meaford, South Bruce Peninsula (Sauble Beach), Town of Saugeen Shores (Southampton), Municipality of Kincardine, Huron-Kinloss, Grey County Tourism (2 water stops and Simcoe County).

Supporting local farm fresh businesses and ecotourism: Flying Chestnut and Eat Local Grey Bruce (Lion's Head dinner), and EcoAdventures/ Bruce Peninsula Biosphere Association.)

75 participants from Ontario and Alberta. In order to comply with public health restrictions and provincial guidelines related to the pandemic, the event was limited to 75 participants and camping was eliminated. The waiting list for the event reached 458.

18 elected representatives and community leaders met GWTA Honorary Tour Directors and participants at rest stops and in some cases cycled with the group.

Special thanks to our awesome support team: Community hosts, cycling and driving volunteers, camp team.

Great regional and local media coverage.

Highlights from the GWTA and Survey

- 55 Survey Responses. 75 Participants
- 9% First time on the GWTA; 84% visit communities in Bruce, Grey and Simcoe for the first time.
- 98% will **recommend the GWTA to friends and family**
- 96% rate the **GWTA highly as a summer holiday experience**
- 99% will recommend Blue to Bruce expansion to friends and family for a visit
- 100% state this section of the Trail provides a great cycling experience
- 88% believe this section of the route is well-marked
- 92% felt safe on this section of the Trail
- 73% will return to visit a community or area we cycled during the 2021 GWTA.
- 73% are CAA members; 74% say the CAA sponsored support services were key to their decision to participate.
- 53% of respondents downloaded GPS data to assist their navigation. This is the first time that more people used GPS navigation devices than not.
- 99% of respondents rated the paper maps and itineraries very highly
- 43% extended their stay in the region beyond the GWTA. A total of 54 additional overnights stays were generated.
- \$1059 Average spending per participant.
- \$79K Estimated direct local total economic benefits related to the GWTA 2021. Estimated \$90K with indirect spending on extended stays for accommodation.
- 5 Waterfront Trail Champions, Margot Dixon, Dave Werezak, Ross Leckie, Robin Goldstein, Ken Levine, who raised funds as part of their participation.



2021 GWTA Honorary Tour Directors

Elected and community leaders from the WRT partnership serve as ambassadors thanking host communities for their hospitality, and sharing their impressions of the Great Lakes Waterfront Trail.



Bill Abbotts
GWTA Volunteer,
Provincial Senior of the
Year



Tracy
Nickelford, CAA
representative



Bryan
Plumstead Grey
County Tourism



Bev MacDougall, former
Lambton Regional Councillor
for Sarnia (Lake Huron)

I have been looking forward to cycling this leg of the Great Lakes Waterfront Trail through Simcoe, Grey and Bruce Counties since 2016 when I was Warden of Lambton County. Cycling the exquisite beauty and contrast of Georgian Bay and Lake Huron coastlines ‘up and then down the Bruce Peninsula’ will be an experience like no other. Our incredible Great Lakes System and regeneration of its shorelines with multi-use trails - connecting uniquely local communities across our province is an Ontario legacy to be guarded and protected for future generations - not to mention a North American tourism asset, to be shared with the world when cycling has never been more popular.”

**Bev MacDougall, Honorary
Tour Director, Great
Waterfront Trail Adventure,
Sarnia-Lambton**

Political Engagement— 17 elected representatives community and tourism leaders

Hon. Lisa McLeod, Minister of Heritage, Sport, Tourism and Culture Industries

Bill Walker, MPP Bruce, Grey, Owen Sound

Grey County Warden Selwyn Hicks

Simcoe County Warden George Cornell (Mayor of Tiny Township)

Mayor Alar Soever, Town of Blue Mountains

Mayor Brian Saunderson, Town of Collingwood

Bill Sullivan, CEO, Regional Tourism Organization 7.

Andrew Siegwart - President Blue Mountain Village

Cheryl Weldon, Director of Development, Greenbelt Foundation

*"The Great Waterfront Trail Adventure is a perfect way to experience the spectacular scenery and communities of Georgian Bay and Lake Huron while raising awareness of the importance of protecting our Great Lakes – arguably our province's most important natural resource and the centre of our tourism industry," said **Lisa MacLeod, Minister of Heritage, Sport, Tourism and Culture Industries.***



Political Engagement continued 18 elected representatives community and tourism leaders

Mayor Doug Measures, Clearview

Francesca Dobbyn – Reconciliation Garden Project

Rob Potter, the Deputy Mayor of The Town of the Blue Mountains

Deputy Mayor Shirley Keaveney, Meaford

Mayor Ian Boddy, Owen Sound

Richard Thomas, Owen Sound Councillor, Manager of the Farmer's Market and long-time historian

Chef Shawn Adler of The Flying Chestnut Kitchen

Mayor Luke Charbonneau, Saugeen Shores (via video shared with participants)

Deputy Mayor Don Matheson, Saugeen Shores

"As one of Ontario's top cycling and tourist destinations, one of the best ways to experience Simcoe County is by bicycle. The Great Lakes Waterfront Trail is a wonderful way for our communities to tell their stories, while supporting local tourism and our economy. Through Tourism Simcoe County and Cycle Simcoe, we're thrilled to be part of the inaugural Grey Bruce Simcoe expansion of the Great Lakes Waterfront Trail event in 2021, and further support the growth of biking tourism as cyclists return safely to experience Simcoe in the years to come." **George Cornell, Warden Simcoe County**



Deputy Mayor Shirley Keaveney, Town of Meaford
Mayor Doug Measures, Clearview
Simcoe County Warden George Cornell



Indigenous Connection-- Giche Namewikwedong Reconciliation Garden

Francesca Dobbyn, executive director of the Grey Bruce United Way gave a passionate description of the Giche Namewikwedong Reconciliation Garden, located on the Great Lakes Waterfront Trail in Owen Sound to participants at the Greenbelt Dinner.

Initiated in 2010, the Giche Namewikwedong Reconciliation Garden will be a permanent Healing and Reconciliation Garden to recognize and celebrate Indigenous history and culture. The City of Owen Sound has dedicated a portion of Kelso Beach Park in support of this initiative.

“Located on the traditional territory of the Saugeen Ojibwa Nation, very close to the site of the original Nawash Village, the Garden will be a contemplative place where we can pause, learn, reflect and consider the legacy of Residential Schools and the intergenerational trauma that still exists today. Through understanding our history, the healing process can begin. The project will enable all cultures within our community to move forward with shared understanding and respect, humility and love in our hearts, walking softly and ever mindful.”

A donation of \$500 was made to the project on behalf of the Waterfront Regeneration Trust Trail Champions and Grey County.





Greenbelt Day and Partnership Celebrates heritage, rural Ontario, farm fresh produce and meats

"The pandemic emphasized the value of our green spaces, as well as the need to continue increasing accessibility to them. Trails are essential recreational infrastructure that contribute to the quality-of-life for residents, support local businesses, and encourage safe, active lifestyles. The Greenbelt Foundation is proud to support the Trust's work to expand the Great Lakes Waterfront Trail and establish new connections between it and the Greenbelt Route".
Edward McDonnell, CEO of the Greenbelt Foundation.



Waterfront Investments Featured

- Meaford Bridge Improvement on Bridge Street
- Owen Sound Bridge Improvement (HWY 6)
- Northern Bruce Peninsula—Johnson Harbour Road Improvements (surface treated)
- HWY 6 Improvements—widening shoulders to better accommodate cycling
- Improvements to Singing Sands Provincial Park (boardwalk, new parking lot, visitor reception and picnic area)
- South Bruce Peninsula-Improvements to Berford Street, Wiarton (Hwy 6). Upgraded streets, sidewalks, underground services and added streetscaping eg benches.
- Saugeen Shores
 - Port Elgin Beach House, located on the Main Beach (water, washrooms, change rooms, showers)
 - Port Elgin-Ridge Street Improvements
 - Port Elgin—bike lanes on CR 25 from Ridge to Gobles Grove
 - Gobles Grove-- public washroom and bike repair station.
- Kincardine—coming soon creation of off-road trail parallel to CR 23 closing a major gap. Congratulations to the Kincardine Trail Association
- Grey County's Cycling and Trails Master Plan—a vision for a- 836km network of trail and cycling facilities



Positive Media Coverage and Social Media Engagement

CTV News Barrie

Great Lakes Waterfront Trail Adventure kicks off at Blue ...

According to Koehler, the trail runs from the Quebec border to Sault. Ste. Marie. There have been expansions to areas through Simcoe, Grey and...

Aug. 7, 2021



Waterfront cycling adventure winds through Grey-Bruce

Owen Sound Sun Times

Over the course of the tour they will visit 26 communities along the expanded trail. They started with a 70-km loop in Simcoe County on Friday, which ...



[Flag as irrelevant](#)

Officials celebrate 600 new kilometres for South Georgian Bay trail

BarrieToday

... Grey, and Bruce Counties. Lisa McLeod, Ontario minister of sport, heritage, tourism and culture industries joined local politicians and trail creators at ...



[Flag as irrelevant](#)

Officials celebrate 600 new kilometres for waterfront trail

CollingwoodToday

Lisa McLeod, Ontario minister of sport, heritage, tourism and culture ... The latest stretch of trail added connects 26 more communities in Bruce, Grey, ...



[Flag as irrelevant](#)

Bayshore Broadcasting

Waterfront Trail Adventure Draws Cyclists To Grey Bruce This ...

...



BlackburnNews.com

Large group of cyclists ready to roll Friday through Grey, Bruce

Over 70 cyclists are participating in the Great Waterfront Trail Adventure. The route starts at Blue Mountain Village and takes the group...

Aug. 5, 2021



7,916

People Reached

318

Engagements

Boost Post

5 print articles

1 TV interview

13 Facebook posts

21K Reached

1765 Engagements

19 Instagram Posts

2217 Reached

84 Engagements



Who Comes



76%
Come with friends & family

24%
Come alone

46%
Female

51%
Male

44%
Registrants
aged 56-65

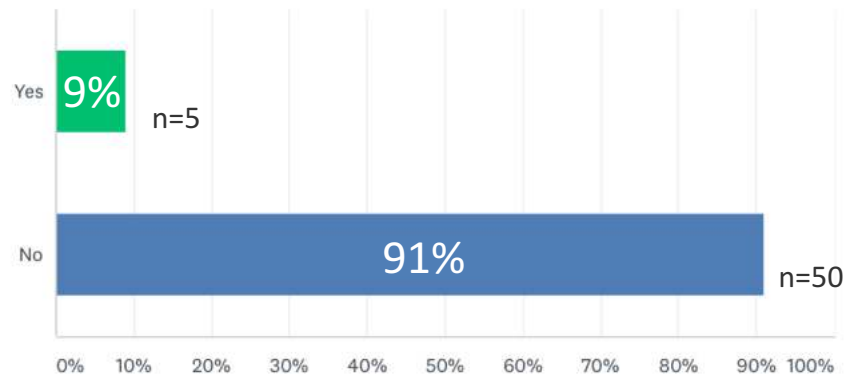
31%
aged 66-74

13%
aged 46-55



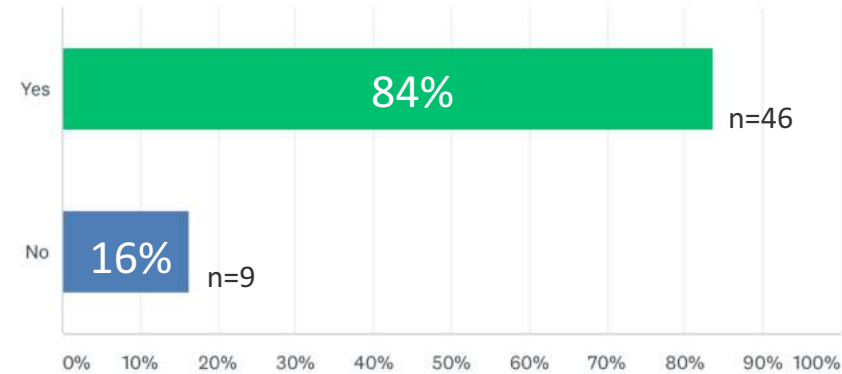
Is this the first time you participated in the GWTA?

Answered: 55 Skipped: 0



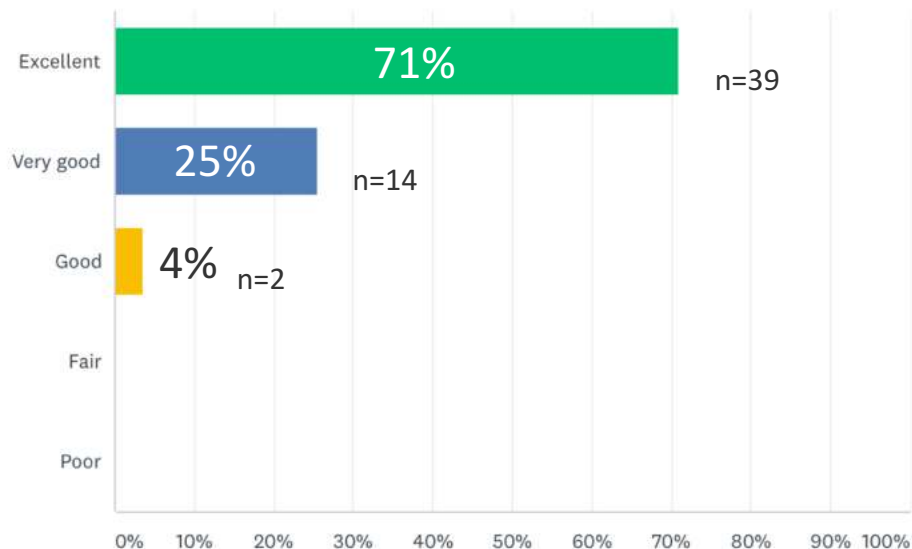
Did you visit communities for the first time on this tour?

Answered: 55 Skipped: 0



Overall, how would you rate GWTA as a summer holiday experience?

Answered: 55 Skipped: 0



96%
rate GWTA
highly as a
summer
holiday
experience



I will recommend the GWTA to family and friends.

Answered: 54 Skipped: 1

ANSWER CHOICES	RESPONSES	
▼ Absolutely	85.19%	46
▼ Yes	12.96%	7
▼ No	1.85%	1
▼ Not sure	0.00%	0
TOTAL		54

98%
recommend
the GWTA to
friends and
family



70% of respondents are most likely to return to a community or area we cycled during the 2021 GWTA to visit.

Answered: 55 Skipped: 0

ANSWER CHOICES	RESPONSES
less than 12 months	32.73% 18
12 to 24 months	40.00% 22
Not sure	27.27% 15
TOTAL	55

99% will recommend the Blue to Bruce expansion of the Waterfront Trail to friends and family for a visit.

Answered: 55 Skipped: 0

ANSWER CHOICES	RESPONSES
Absolutely	74.55% 41
Yes	23.64% 13
No	0.00% 0
Maybe	1.82% 1
TOTAL	55

We shot a million pictures, peddled until we were deliciously happy, felt the breeze on our skin, listened to bird songs, witnessed incredibly beautiful vistas, dipped our toes in the refreshing, cool waters at Tobermory, licked back ice cream and ate our share of fish and chips. All with a clear conscience after peddling every step of the way (Except maybe a hill or two. Then we walked and pushed!)

Please indicate which of the following activities you enjoyed. Check all that apply:

Answered: 51 Skipped: 4

ANSWER CHOICES	RESPONSES	
▼ Cycled the Simcoe County Creemore Loop	66.67%	34
▼ Hiked the Lions Spine with Eco Adventures	27.45%	14
▼ Cycled to Tobermory	43.14%	22
▼ Cycled to Sandy Beach in Black Creek Provincial Park	23.53%	12
▼ Went swimming	56.86%	29
▼ Took a short side hike in one of the conservation areas on route	31.37%	16
Total Respondents: 51		

Cycling the Simcoe County Creemore Loop was the most frequently noted activity, followed by swimming and cycling to Tobermory.

Memorable activities listed by respondents in survey comments included:

- Enjoying the scenery
- Eating lunch on Sauble Beach
- Rail trail to Stayner
- Free time at Lion's Head
- Ice cream & fish and chips



My favorite things: Some participant comments on what stood out on this trip.

- Route, scenery, shoreline views, quiet roads, beaches
- Extra day in Lion's Head
- Off-bike offerings
- Special meals in Owen Sound and Lion's Head
- Camaraderie
- Tour organization and support



-
- Beautiful vistas of the water and hills
 - The Creemore ride – Blue Mountain to Creemore
 - Owen Sound to Lion's Head ride
 - Southampton to Kincardine – despite the wind
 - Ride to Tobermory, bus back
 - Two-day stay in Lion's Head
 - Shoreline bike routes; quiet roads
 - More than average number of quiet roads for cycling
 - The towns along the way, beach communities
 - The many beaches we visited; Sandy beaches on Lake Huron
 - Great route, very scenic, mostly flat and limited easy gravel to navigate
 - Hike with Eco Adventures

- Level of support
- Fantastic seamless organization and communication
- The GWTA staff, particularly Dave Meyer who went out of his way (literally) and drove me twice to accommodations some distance from Lion's Head
- Jo and the volunteers going the extra mile to ensure all participants were taken care of
- Great volunteer team
- Well-planned; Route selection
- The fabulous organizing which left us feeling all was right with the world
- Wonderful kind camaraderie of the participants and volunteers
- Excellent adaptations for Covid-19

My favorite things: Some participant comments on what stood out on this trip

Camaraderie and Meals

- The people. Meeting up with old friends and meeting new ones
 - Connecting with all our GWTA friends and riding every day!!
 - Enjoying dinner outside after a full day of riding. Sharing laughs and stories.
 - Got to meet more cyclists
 - Feeling of family and encouragement by volunteers and participants
 - Seeing familiar faces again
 - Camaraderie of everyone even with restrictions in place
 - Returning participants – familiar faces
 - Reconnecting with our GWTA cycling posse
 - Meeting new people
 - Being with my GWTA friends even if we couldn't hug
 - The feeling of teamwork and “family”
-
- Reception and dinner in Owen Sound
 - Cheerfulness of the hosts!
 - The special dinners in Owen Sound and Lion's Head
 - The dinners were both great. Good breakfasts too.
 - Great GWTA dinners



What did people love!

In an open-ended question, we asked what did you enjoy about the GWTA 2021. Seventeen people provided comments. Here is selection

Enjoying the crazy people you meet on a ride like this.

I really enjoyed having some free time in Lion's Head and after doing the loop, spent the afternoon at the beach.

Scenery

Rail trail to Stayner on Friday (~50km) – great start to trip.

The route from Southampton to Point Clark



We enjoyed a beautiful B&B, shot a million pictures, peddled until we were deliciously happy, felt the breeze on our skin, listened to bird songs, witnessed incredibly beautiful vistas, dipped our toes in the refreshing, cool waters at Tobermory, licked back ice cream and ate our share of fish and chips. All with a clear conscience after peddling every step of the way (Except maybe a hill or two. Then we walked and pushed!)

Enjoyed the 2 days stay at Lion's Head and being able to go hiking, have a rest day from the bike and enjoy the town.

Ice cream at Big Bay general store, viewed Cabot Head lighthouse (not on official itinerary), viewed Tom Thomson headstone, ice cream at By The Bay general store, lunch on beach at Sauble Beach, cycled through MacGregor Point Provincial Park.

Enjoyed the 2 days stay at Lion's Head and being able to go hiking, have a rest day from the bike and enjoy the town.

Really enjoyed cycling to Tobermory from Lion's Head. Swam 4 times. Very refreshing.

Rate your experience of the following [Pertaining to Support and Accommodation]:

Answered: 55 Skipped: 0

	EXCELLENT	GOOD	BELOW EXPECTATIONS	NO OPINION/NOT APPLICABLE	TOTAL RESPONDENTS
Printed maps and itineraries	87.27% 48	10.91% 6	1.82% 1	0.00% 0	55
Cycling Volunteers	87.27% 48	10.91% 6	1.82% 1	0.00% 0	55
Pop-up GWTA water stops (vans)	65.45% 36	30.91% 17	3.64% 2	0.00% 0	55
GPS routing data (if downloaded)	40.74% 22	12.96% 7	0.00% 0	46.30% 25	54
Included Meals	70.91% 39	29.09% 16	0.00% 0	0.00% 0	55
Community-hosted welcome stops	63.64% 35	32.73% 18	1.82% 1	1.82% 1	55
Hotel accommodations	32.73% 18	67.27% 37	1.82% 1	0.00% 0	55

Please rate the following statements as they pertain to the Blue to Bruce expansion of Great Lakes Waterfront Trail:

Answered: 55 Skipped: 0

- 87% of participants Strongly Agreed or Agreed that the trail is well-marked.
- Over 90% Strongly Agree or Agree that they felt safe cycling the route.
- Every participant (100%) agreed that the the Trail provides a great cycling experience

	STRONGLY AGREE	AGREE	SOMEWHAT AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION	TOTAL RESPONDENTS
The Trail is well-marked.	41.82% 23	45.45% 25	12.73% 7	0.00% 0	0.00% 0	0.00% 0	55
I felt safe cycling on the Trail.	45.45% 25	45.45% 25	5.45% 3	0.00% 0	0.00% 0	3.64% 2	55
The Trail provides a great cycling experience.	80.00% 44	20.00% 11	0.00% 0	0.00% 0	0.00% 0	0.00% 0	55

Estimating the Economic Impacts that can be attributed to the 2021 GWTA

Answered: 54 Skipped: 1

- Participants were asked to estimate their GWTA-related expenses across a number of spending categories.
- Using averages per person per category (column 1) we estimate expenditures of \$1,059 per person (excluding GWTA expenses)
- In 2021, camping was eliminated as an accommodation option due to the COVID 19 pandemic.

ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
Private Transportation (fuel/repairs) – To and from event start/finish and additional paid transportation during event (ie taxi's or buses)	122	6,342	52
Food & beverage (restaurants, bakeries, ice cream shops, wineries, breweries)	307	15,970	52
Accommodation – Any in addition to camping and dorms included in registration fees (hotels)	478	23,398	49
Retail stores (e.g. shopping, bikes, bike parts/accessories purchased for and/or during ride)	106	4,770	45
Other recreation, entertainment, optional activities (hike with EcoAdventure)	46	1,610	35
Total Respondents: 54			

Additional Hotel/Motel/B&B Nights pre- and post-GWTA

Answered: 54 Skipped: 1

- 43% of respondents indicated they extended their overnight stay beyond the boundaries of the GWTA, some adding as many as five additional nights
- A total of 54 additional hotel nights were booked pre and post GWTA

ANSWER CHOICES	RESPONSES	
0	55.56%	30
1	25.93%	14
2	0.00%	0
3	5.56%	3
4	7.41%	4
5	5.56%	3
TOTAL		54

CAA Sponsored Mobile Bike Support

Answered: 55 Skipped: 0

- 73% are members of CAA
- 74% stated the availability of the CAA sponsored shuttle service was important to their decision to participate.
- 43% said they used the CAA sponsored support shuttle (s) service
- 41% used CAA's Mobile Bike Assist Service to repair or adjust their bike

The discoveries. The route. The tree lined paths. The signage. The exceptional group meals. The support. **Gus**. Seeing Georgian Bay AND Huron. The team. The camaraderie. A two night stop with options on the second day.

...the joy that Gus exuded in helping us solve our mechanical issues (a man who takes GREAT pride in his work and ability to work around problems!!!)



Tell us what you loved about the GWTA tour and/or the Blue to Bruce Expansion (selected comments)

- First, that the tour happened at all this unusual year. How helpful and adaptable the staff and volunteers were. The friendly and motivated people on the ride. **The spectacular natural scenery (beaches and coasts, hills, nature generally) as well as the communities.**
- I enjoyed **cycling along the shore lines of Georgian Bay and Lake Huron**. All the volunteers were very helpful and the trip was very well organized. A wonderful experience!
- Paved shoulders especially along Hwy 6. **I loved the shoreline rides!**
- The discoveries. The route. The tree lined paths. The signage. The exceptional group meals. The support. Gus. Seeing Georgian Bay AND Huron. The team. The camaraderie. A two night stop with options on the second day. The box breakfasts as a Covid safeguard. The smaller intimate group IT WAS ALL A TRULY WONDERFUL EXPERIENCE. WE HATED TO SEE IT END!!
- **Much more lakeshore viewing than I expected**, roads were mostly quiet and excellent for cycling.
- Doing something I love to do with friends and other like-minded people. The organization is impeccable and we don't need to do much more than enjoy (and suffer) the riding.
- The support vehicles were always there when you needed that extra bit of water, of a bit of a snack , the amazing cheerfulness of Karen (Medic support), the joy that Gus exuded in helping us solve our mechanical issues (a man who takes GREAT pride in his work and ability to work around problems!!!!). There were so many wonderful views/vistas and moments of WOWOWOWOWOWOWOWOW.
- I enjoyed the sections that were not on road - actual trails (paved or otherwise).
- It was amazing to be **closer to the ecology, land and shorelines** than you can be in a car!
- Keep up the good work! Keeping focus on the physical and social local communities.



What our partners say...

"Surrounded by Lake Huron and Georgian Bay, Bruce County is home to some of the most beautiful waterfront views. It's a cyclist's dream to have long stretches of trails covered with trees overhanging the paved road. We are proud to be part of the newly expanded Great Lakes Waterfront Trail. Cyclists will enjoy exploring our restaurants that offer farm-to-table experiences and downtown shops where you can get made-in-Bruce souvenirs. We hope our visitors will journey safely while discovering all Bruce County has to offer on their adventure." **Janice Jackson, Warden Bruce County**

"The Great Waterfront Trail Adventure provides welcome support to the reopening businesses and communities along its route."

Bill Sullivan, CEO, Regional Tourism Organization 7.

"Our family is very involved in our community. With the support of my wife, Sue, I have been able to combine a commitment to community with a passion for cycling. Promoting cycling brings health, ecological and economic benefits to our communities. I'm thrilled to have played a role in bringing the Great Lakes Waterfront Trail to Bruce, Grey, and Simcoe and look forward to sharing the route with cycle tourists on the Great Waterfront Trail Adventure. Working with Waterfront Regeneration Trust on the Great Lakes Waterfront Trail initiative has become an important way for me to contribute to a legacy of bike-friendly Ontario."

Bill Abbotts, Honorary Tour Director, Great Waterfront Trail Adventure

"Involved with trail development and healthy active living in southwestern Ontario for more than 25 years, I have been looking forward to cycling this leg of the Great Lakes Waterfront Trail through Simcoe, Grey and Bruce Counties since 2016 when I was Warden of Lambton County. Cycling the exquisite beauty and contrast of Georgian Bay and Lake Huron coastlines 'up and then down the Bruce Peninsula' will be an experience like no other. Our incredible Great Lakes System and regeneration of its shorelines with multi-use trails - connecting uniquely local communities across our province is an Ontario legacy to be guarded and protected for future generations - not to mention a North American tourism asset, to be shared with the world when cycling has never been more popular."

Bev MacDougall, Honorary Tour Director, Great Waterfront Trail Adventure, Sarnia-Lambton

"Our city is already a great trails community. Connecting to the Great Lakes Waterfront Trail made it even better. The Trail connects us to shoreline communities all along multiple Great Lakes throughout Ontario. We're proud to be a part of it, to be connected to a bigger system, and to connect more Ontarians with Owen Sound."

Ian Boddy, Mayor of Owen Sound

Tell us what we can do to improve the GWTA tour and/or the Blue to Bruce Expansion (selected comments)

- We used an app. It would be great if the app could give vocal directions.
 - Include more hotels in the registration fee
 - Better signage and paved roads.
 - **Keep up the good work! Keeping focus on the physical and social local communities.** Missed the camping, but understand why not possible this year. For the Bruce, reducing Highway 6 exposure, and where not possible to do so, paved wider shoulders.
 - Bring back the breakfast gathering with short talks by various people, eg. History, safety. Also missed the check-in at the end of each day.
 - Possibility to extend the trip prior and/or immediately after (group reservation is cheaper). Adding other group activities (kayak, hike) during a 2-day stay in the middle of the trip, or after the trip We really enjoyed visiting the scenic caves and the scandinavian spa immediately after the trip.
 - Reduce daily mileage to between 60 to 70 kms
 - A couple more signs. Less expensive accommodations.
 - Somehow make it a total loop so no bussing or bike packing.
-



What makes a successful GWTA--Hospitality
Community Welcome Stops * Water * Local Entertainment * SWAG
*Information * Washrooms * Shade/Shelter





What makes a successful GWTA—Supporting Local Business
Bike Corrals * Bike Parking





What makes a successful GWTA- Learning and Sharing
Local Heritage * Natural Landscapes * Culture * Iconic places





*What makes a successful GWTA- On-road support
Water Stops * Signage*





*What makes a successful GWTA- Learning and Sharing
Great Food * Local Specialties * Farm Fresh Tours*



What makes a successful GWTA- Sense of Adventure, Discovering New Places, Feeling of Accomplishment and Camaraderie

THE GREAT WATERFRONT TRAIL ADVENTURE

Thank you to our wonderful partners!



Waterfront
Regeneration
Trust



Possibility grows here.



CLEARVIEW



Grey Sauble
CONSERVATION



Ontario



ONTARIO
You're to Love



Thank you to our partners and participants!