



GWTA 2022 Overview and Participant Survey Results



THE GREAT WATERFRONT TRAIL ADVENTURE



Thank you to our wonderful partners!



Possibility grows here.



Waterfront Regeneration Trust

2022 Great Waterfront Trail Adventure Celebrates the Simcoe County Expansion

Along the coastline of South Georgian Bay to the shores of Lake Simcoe in Simcoe County.

460 km (55 - 109km of riding per day). For the first time, the GWTA follows a loop route using connecting Trails, in this case developed by Simcoe County and the City of Barrie. Route links 25 beaches, 4 provincial parks, 1 national park, 10 heritage sites, a provincial wetland, 18 lakes, 1 heritage river, 25 parks, and numerous local businesses in communities along the shores of Georgian Bay and Lake Simcoe. It also incorporates two additional cycling loops—Thunder Beach and Big Chute.

4 Overnight Host Communities: Blue Mountain, Midland (2 nights), Orillia, Wasaga Beach

11 Community Rest Stops: Town of Blue Mountains (Blue Mountain Village Resort, Town of Meaford, Grey County Tourism, Simcoe County Tourism, Collingwood, Wasaga Beach, Penetanguishene, Midland Tourism, Township of Severn, Barrie, Springwater.

Participating local farm fresh businesses and ecotourism: Thornbury Cidery and Brewery, Thornbury Bakery, Georgian Hills Winery Spy Distillery, Grey and Gold Cider, Maclean's Ales, Neustadt Springs Brewery, The Roost Wine Company Thornbury Craft Co. Cider & Brew House, Northwinds, Free Spirit Tours, Big Canoe Adventure, Landmark Cruises of Penetanguishene, Sainte Marie among the Hurons, Midland Cultural Centre, Summit Social House

160 participants from 4 provinces 5 US states.

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

Media events: August 9 Ribbon cutting and launch in Penetanguishene. August 10 City of Barrie welcomes the Great Lakes Waterfront Trail.

Special thanks: Brianne Harris, Brendan Matheson both of Simcoe County Tourism and Alison Theodore of Grey County Tourism and their incredible teams. To our Community hosts, cycling and driving volunteers, camp team.



90%
Rate Thunder Beach Loop as a great cycling experience

95%
Rate Big Chute Loop as a great cycling experience

89%
will recommend the Simcoe County Loop



Celebrating 255 new signed kilometres with connections to 1023 km of great additional road cycling in Simcoe County. Adds two scenic loops: Thunder Beach and Big Chute. It connects wonderful local waterfront trails, including Tay Shore Trail, Tiny Trail, Penetanguishene's Rotary Trail, Uhtoff Trail, Barrie's Waterfront Heritage Trail, the Oro-Mendonte Rail Trail and Orillia's Greg Stobart Trail—all examples of how communities celebrate their waterfronts and heritage.

Highlights from the GWTA and Survey

- 89 responses; conducted August 13, 2022
- 23% first time on the GWTA
- 87% visited communities for the first time on the route.
- 90% rate the GWTA highly as a summer holiday experience.
- 96% will recommend the event to friends and family.
- 89% will recommend the Simcoe County Loop to friends and family
- 74% believe this section of the route is well-marked.
- 85% felt safe on this section of the Trail
- 85% state this section of the Trail provides a great cycling experience.
- 70% used Ride with GPS
- 86% used printed maps
- 53% cycled the Big Chute Loop; 95% agree it is a great cycling experience
- 56% cycled Thunder Beach Loop; 90% agree it is a great cycling experience
- 25% went swimming during the tour
- 66% will return to visit a community or area we cycle during the GWTA.
- Total estimated economic benefits for communities \$237K *
- \$1,108 average spending by participants
- 271 hotel rooms booked over the 5 days by CAA for participants**
- 38% spent 1 or more nights in a hotel pre or post event for a total 68 additional hotel nights
- 60% choose hotel accommodations over camping (first time for hotels to exceed camping)

**

*Based on WRT data and survey

**Based on data provided through registration and not the survey



2022 GWTA Honorary Tour Directors and Ambassadors

Honorary Tour Directors and Ambassadors thank host communities for their hospitality and share their impressions of the Great Lakes Waterfront Trail.



Bill Abbotts
Councillor Town of Blue Mountains
Provincial Senior of the Year



Tracy Marshall and Michael
Stewart, CAA representatives



Bev MacDougall, former
Lambton Regional
Councillor for Sarnia



Rachelle Niemela, Bike
Sudbury

Political Engagement — 18 elected representatives, community leaders

Selwyn 'Buck' Hicks, Grey County Warden and Town of Hanover Deputy Mayor

Mayor Alar Soever, Town of the Blue Mountains

Councillor Bill Abbotts, Town of Blue Mountains

Shelly Petrie, Greenbelt Foundation

Rhonda English, Chief Marketing Officer with CAA Club Group

George Cornell, Simcoe County Warden and Mayor of Tiny Township

Deputy Mayor Anita Dubeau, Penetanguishene

Mayor Doug Leroux, Penetanguishene

Councillor Brian Cummings, Penetanguishene

Councillor Jill St. Amant, Penetanguishene

Councillor Jessica Klug, Penetanguishene

Mayor Ted Walker, Tay Township

Mayor Jeff Lehman, Barrie

Councillor Ann-Marie Kungl, Barrie

Deputy Mayor Syliva Bray, Wasaga Beach

Councillor Joe Watson, Wasaga Beach

Mayor Keith Hull, Collingwood

Councillor Deb Doherty, Collingwood



Political Engagement and Media Coverage



"It's [GWTA] very well organized and we're usually welcomed in a new place with red-carpet treatment."

But it's no wonder the red carpet is typically rolled out, given how much a revenue generator cycling has become. It creates a wide array of economic spin-offs as riders travelling from town to town shop at local stores, eat restaurants and pay for accommodations, according to Brianne Harris, experience development coordinator with Tourism Simcoe County.



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Ride will go through Simcoe County for first time

BradfordToday Staff

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“Another attraction for Midland,” says CAO after council waived bylaws to allow Little Lake Park camping for Great Waterfront Trail Adventure riders

 [Derek Howard](#), Local Journalism Initiative Reporter
May 6, 2022 7:29 AM

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'These trails are the best way to discover Ontario and see all sorts of new things,' said visiting cyclist Debbie Taylor

 [Bob Bruton](#)
Aug 11, 2022 7:00 PM

And see the sights, Taylor said, such as the Sea Serpent at Heritage Park and the Rotary Fountain at Centennial Beach in Barrie. "I'd love to get out there in a kayak," she said, pointing to Kempenfelt Bay.

Richard Arnopolin, 68, a retired grocery clerk from Chicago, and his reclining trike have been on the adventure since the Blue Mountains and enjoys the tranquility. "It's kind of peaceful," he said of the ride. "I prefer cycling on roads but every now and then a trail ride is a good alternative."

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Cyclists will be in the area for the Great Waterfront Trail Adventure from Aug. 7-12

CollingwoodToday Staff

Due to the number of cyclists taking part, CAA South Central Ontario is urging motorists, cyclists and pedestrians to share the road and is providing [safety tips](#).

Instagram Posts
Reach = 4059



Who Comes

66%

Come with friends or family

21%

Come alone

49%

Female

48%

Male

2%

Other

51%

Aged 46 - 65

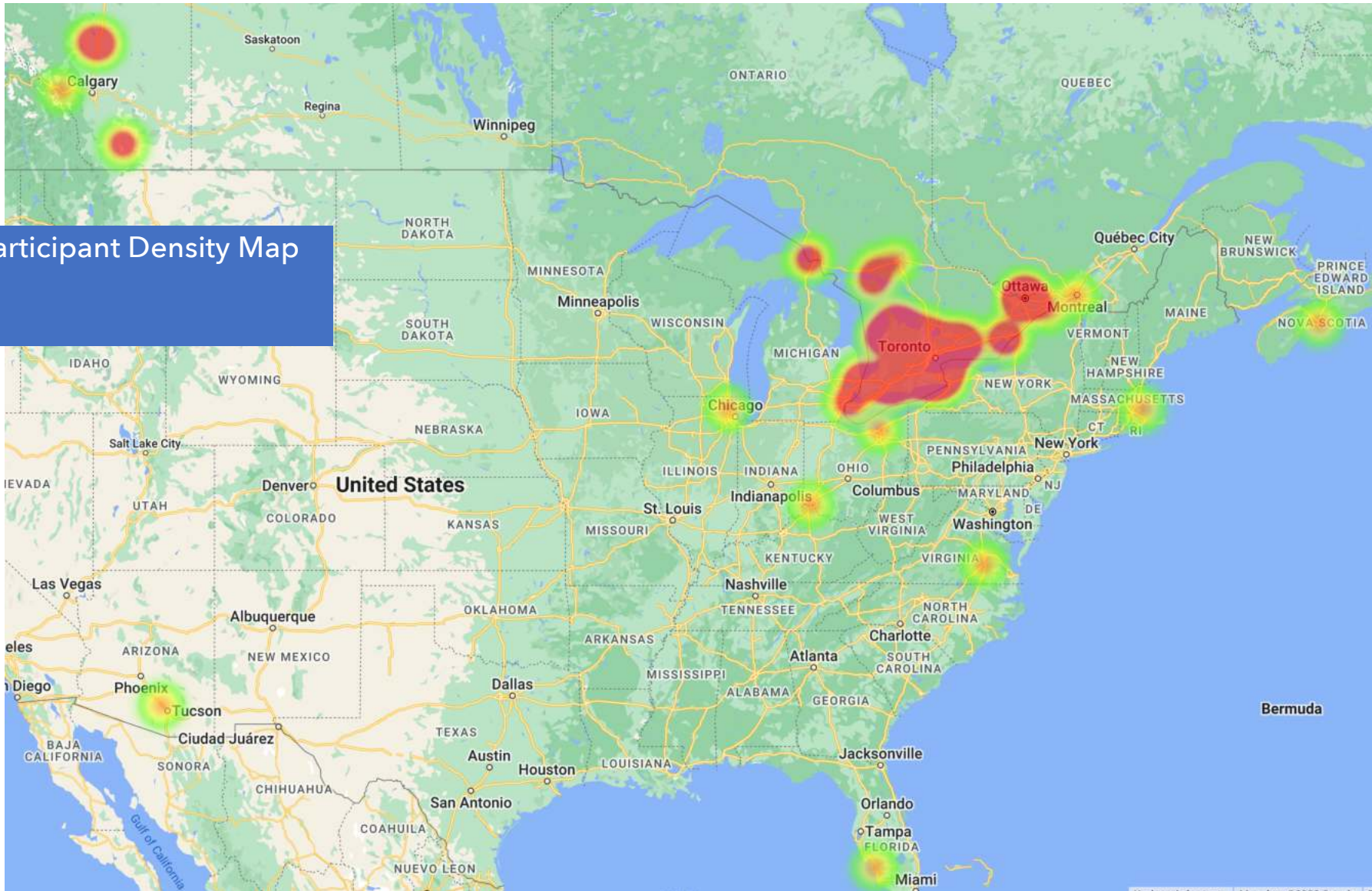
29%

Aged 66 - 74

8%

Aged 21 - 45



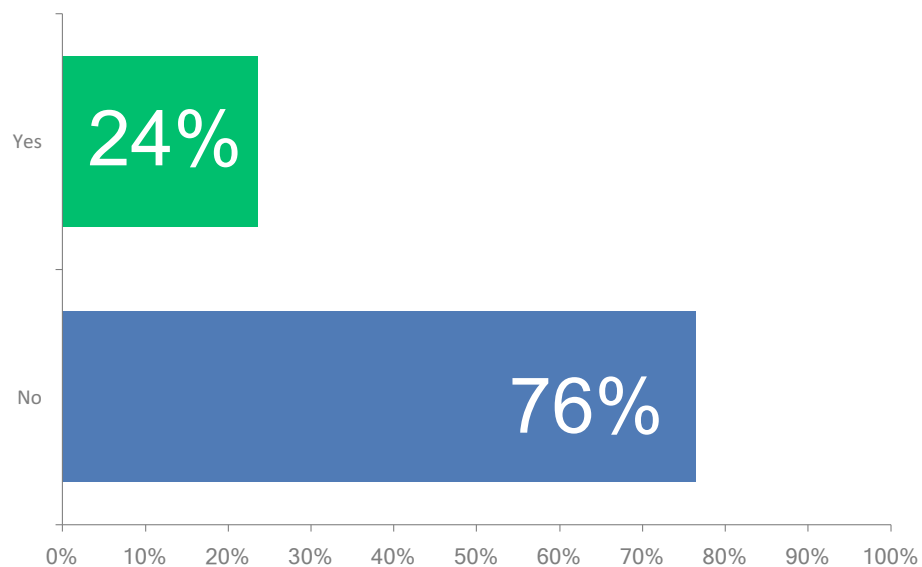


2022 GWTA Participant Density Map

- 4 Provinces
- 5 US states

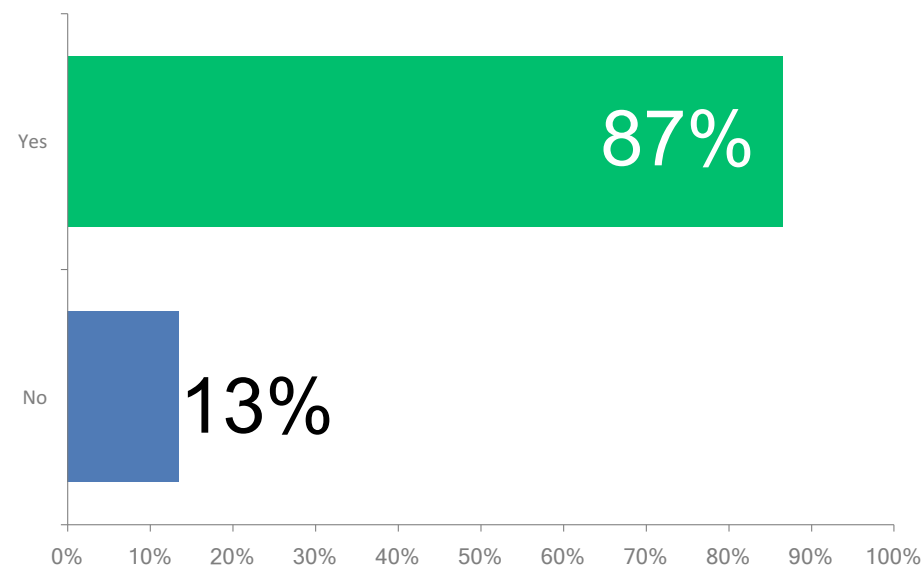
Is this the first time you participated in the GWTA?

Answered: 89 Skipped: 0



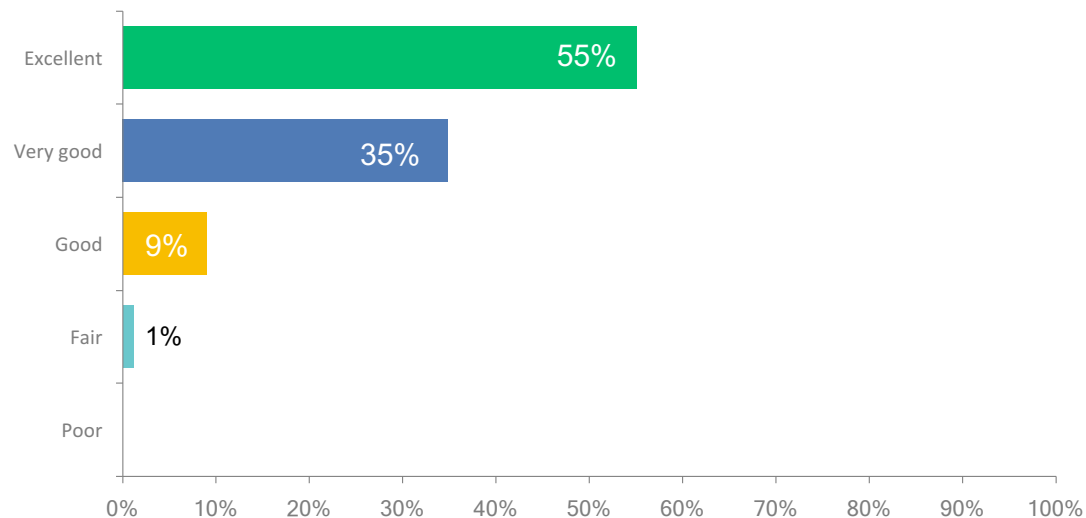
Did you visit communities for the first time on this tour?

Answered: 89 Skipped: 0



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

Answered: 89 Skipped: 0



90%
Rate the GWTA
highly as a
summer holiday
experience



I will recommend the GWTA to friends and family

Answered: 88 Skipped: 1

ANSWER CHOICES	RESPONSES	
Absolutely	68.18%	60
Yes	28.41%	25
No	0%	0
Not sure	3.41%	3
TOTAL		88

96%
Recommend the
GWTA to friends
and family



65% of respondents are likely to return to a community or area we cycled during the 2022 GWTA to visit within **24 months**.

ANSWER CHOICES	RESPONSES	
less than 12 months	31.40%	27
12 to 24 months	34.88%	30
Not sure	33.72%	29
TOTAL		86

Answered: 86 Skipped: 3

Q: I am most likely to return to a community or area we cycled during the GWTA to visit in:

85% of respondents are likely to recommend the **Simcoe County Loop Trail** expansion of the Waterfront Trail to friends and family for a visit.

ANSWER CHOICES	RESPONSES	
Absolutely	47.67%	41
Yes	40.70%	35
No	2.33%	2
Maybe	9.30%	8
TOTAL		86

Answered: 86 Skipped: 3

Q: I would recommend Simcoe County Loop Trail expansion of the Waterfront Trail to friends and family for a visit.

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

Answered: 89 Skipped: 0

ANSWER CHOICES	RESPONSES
Ride with GPS Webinar (live or viewed the recording)	38.20%
Cycled the Apple Pie Trail	26.97%
Beaver River Paddle with Freespirit Tours	4.49%
Meaford Big Canoe Adventure	2.25%
Lunch in Meaford	17.98%
Lunch in Thornbury	37.08%
Taste of Grey--Greenbelt Reception	75.28%
Toured Midland Murals	14.61%
Cycled the Thunder Beach Loop (full or partial)	56.18%
Visited Sainte Marie among the Hurons and the Martyr's Shrine	19.10%
Guided walk of Penetanguishene's Rotary Park	8.99%
Landmark Cruise of Penetanguishene	19.10%
Big Chute Loop	52.81%
Port Severn is the gateway to the scenic 386 km Trent-Severn Waterway	25.84%

Coldwater Rest Stop	79.78%
Shuttle to Downtown Orillia	39.33%
City of Barrie Rest Stop	86.52%
Springwater Rest Stop	50.56%
Went swimming	24.72%
Visited wineries	7.87%
Visited museums	7.87%

The City of Barrie Rest Stop, Cold Water Rest Stop, and Taste of the Grey Greenbelt Reception were the most frequently noted activities, followed by the Thunder Beach Loop, Big Chute Loop, and Springwater Rest Stop.

In addition, participants mentioned the following off-bike activities

- Sailed in South Georgian bay from Midland in friend 's sailboat
- Discovery Harbour in Penetanguishene
- Big Chute Marine Railway
- 9 holes of golf
- Keewatin at Port McNichol

What people loved!

In an open-ended question, we asked what our participants enjoyed about the GWTA 2021. 74 people provided comments. Here is a selection of their thoughts.

The dinner and entertainment in Midland was my highlight of the tour. There was also a great deal of rail trail on this year's ride which I prefer riding, plus lots of roads with bike lanes or paved shoulders, or quieter roads like the Big Chute loop. These trails and roads made the riding enjoyable.

...the growing diversity of people in age, culture and experience riding together as one ...the Simcoe County Loop and the Big Chute

Great trail with such a variety of landscapes Mostly off road trails

The trails allow me to experience part of the province I have never been to before and to also explore those parts at a pace which encourages interaction and a deeper level of enjoyment.

Safe connection between communities

Great support but you run your own schedule

Very scenic. Most trail was easy riding. On road riding areas felt safe

The variety of trails, scenery was beautiful with a variety of elevations along the way

Nice connected routes linking Greenbelt and other local trails. Enjoyed the small towns along the routes and got to know new routes through town I already knew

The mission/goals of the organization, seeing different parts of Ontario that I would not otherwise see.

Beautiful views, green tree tunnel trails, along cottages on quiet roads and parks so scenic but still close to everything

All the wonderful marshes along the trail; want to go back and sit for a while with binoculars

Drivers on highway best we've ever seen.
Cycling very much accepted.

For the second year in a row I have LOVED two nights in one spot with options for personalizing one of the days. I loved almost all of the trails with the exception of day five and the sandy gravel. I loved how organized and seamless the overall experience was. The luggage service was perfect. The dinner in Midland was lovely - the venue, the entertainment (La Fontaine's very own Arika), the hors d'oeuvres, the dinner, and the bus shuttle - all great.

The rural feel of the unpaved trails - they were in good condition and the forests were beautiful.

What people loved—Support and Hospitality

GWTA is a nice group of people to ride with, very well organized with all the details thought through. Thank you for all the hard work putting this together and running it so well.

On this year's tour there was lots of support from the local tourism organizations and the local communities and politicians, plus CAA and the Greenbelt. Makes me feel very welcome.

Nice to have the options for shorter distances or different activities, although personally I'll went for all the cycling. GWTA also overnights in communities with good services like hotels and restaurants which are appreciated. The loop back to our start point was super convenient for me, always like to end at my vehicle. CAA dealing with the hotels was great.

GWTA vans were great as always. CAA booking hotels was very helpful. I took the maps and used them for an overview, but used RidewithGPS most of the time while riding. The route signage was great too. Itineraries are super helpful and something GWTA does better than any other tour I've ridden with, with recommended stops and restaurants. Mariposa in Orillia was a real find. Thanks for putting together a great tour again this year!

As always, the tour was impeccably organized and the support from the WRT team, volunteers, CAA and the local communities was fantastic. ... This year was a unique experience of riding on a lot of packed gravel trails through wooded areas. While it was slower going and harder on the bikes, I enjoyed spending so much time surrounded by nature.



Brianne Harris
Simcoe County
Tourism



CAA Mobile Support,
Simcoe County Tourism
and WRT



Alison Theodore
Grey County Tourism

Rate the following statements as they pertain to the Simcoe County expansion of Great Lakes Waterfront Trail:

Answered: 88 Skipped: 1

- **74%** of participants **agreed** or **strongly agreed** that the Trail is well-marked.
- **85%** of participants **agreed** or **strongly agreed** that they felt safe while cycling the route.
- **Over 95%** of participants **agreed** that the Trail provides a great cycling experience
- **95%** of participants who rode the **Big Chute Loop** agree it is a great cycling experience
- **90%** of participants who rode the **Thunder Beach Loop** agree it is a great cycling experience

	STRONGLY AGREE	AGREE	SOMEWHAT AGREE	DISAGREE	STRONGLY DISAGREE	NO OPINION
The Trail is well-marked.	15.91% 14	57.95% 51	21.59% 19	2.27% 2	1.14% 1	1.14% 1
I felt safe cycling on the Trail.	41.67% 35	42.86% 36	13.10% 11	0% 0	0% 0	2.38% 2
The Great Lakes Waterfront Trail Simcoe County expansion is a great cycling experience.	46.59% 41	37.50% 33	12.50% 11	0% 0	1.14% 1	2.27% 2
The Simcoe County Loop Trail offers a great cycling experience.	34.09% 30	42.05% 37	17.05% 15	1.14% 1	2.27% 2	3.41% 3
Big Chute Loop offers a great cycling experience.	36.36% 32	17.05% 15	5.68% 5	0% 0	0% 0	40.91% 36
Thunder Beach Loop offers a great cycling experience.	25.00% 22	22.73% 20	4.55% 4	1.14% 1	0% 0	46.59% 41

Suggested Improvements

In an open-ended question, we asked what respondents would suggest for improvements. 45 or 51% provided comments on the route.

- 49% of the 45 comments related to the trail surfaces, particularly sections with loose gravel or sand. Many suggested paving the route or suggesting a safe on-road alternative for road bikes.
- 36% called for more signage.

The loose gravel and sandy areas were problem spots using a road bike.

Some sandy patches, which were very hard to ride on. Also a few spots with 2 small parallel tracks with grass in between could've worked on to make single wide path

Watch the depth of sand and pea gravel used on trails.

Fresh loose gravel at the entrance and exit points along the rail trail is dangerous. Fortunately there was a paved road surface next to it, except it should have been signed as an alternative.

The Hill in downtown Penetanguishene leading up to intersection is dangerous, especially the intersection - there is a less dangerous option on Brook and Fox

The North Simcoe Rail Trail gates were difficult to navigate.

Road markings. Signs 6x6in are not helpful.

There are a few decision points that could be better signed.

Our group got lost a few times - partly due to signage and partly due to inattentiveness. There are many different trail names, often without Waterfront Trail signs to designate the correct trail.



Rate your experience of the following

Answered: 88 Skipped: 1

	EXCELLENT	GOOD	BELOW EXPECTATIONS	NO OPINION/ NOT APPLICABLE	TOTAL
Printed maps and itineraries	60.23% 53	31.82% 28	5.68% 5	2.27% 2	88
Pop-up GWTA water stops (vans)	73.86% 65	25.00% 22	1.14% 1	0% 0	88
GPS routing data (if downloaded)	42.86% 36	26.19% 22	1.19% 1	29.76% 25	84
Included Meals	76.74% 66	24.42% 21	1.16% 1	0% 0	86
Community-hosted welcome stops	71.76% 61	28.24% 24	1.18% 1	0% 0	85

"I didn't download the Ride with GPS app, but the folks I was cycling with did use it and it turned out to be very helpful - there are a few turns without posted signs that I definitely would have missed without it. I would consider using it next year. "



Ride with GPS Partnership-54% increase in use of Ride with GPS

Post-tour Survey Results

70%

Survey respondents
used Ride with GPS

Pre-tour Survey Results

57%

Interested in learning
how to use Ride with
GPS

16%

Use Ride with GPS or
other navigation system

27%

Prefer
Paper-based Maps

- WRT conducted a pre-tour survey regarding navigation Apps. Only 16% of respondents used a digital navigation App while 57% were interested in learning.
- In response, WRT and Ride with GPS hosted a webinar to introduce the App, demonstrate how to set it up and use it.
- 70% of post GWTA survey respondents used Ride with GPS an increase of 54% from the 16% who said they used the App pre-tour.
- 88% of survey respondents used printed maps which means that Ride with GPS is an important part of navigation but does not replace paper maps or route signage.

I took the maps and used them for an overview, but used RidewithGPS most of the time while riding. The route signage was great too.

I did not download the gps but feel that it really should have been mandatory for the trip.

Everyone else had RWGPS but I couldn't make it work on my phone (wish the GWTA could offer a person to assist someone like me who struggled the whole time to access the maps to use while riding. Far better would be RWGPS's Cue sheets .

I didn't download the Ride with GPS app, but the folks I was cycling with did use it and it turned out to be very helpful - there are a few turns without posted signs that I definitely would have missed without it. I would consider using it next year.

Accommodations

Answered: 88 Skipped: 1

For the first-time ever in the GWTA, more participants choose to stay in hotels than camp.

- 93% of people who stayed in hotels rated them as excellent (41%) or good (52%).
- 80% of respondents who camped rated campgrounds as excellent (11%) or good (69%).



93%
Rate hotels as
excellent or good

80%
Rate campgrounds as
excellent or good

"Midland campground excellent."

"Lakehead excellent but far from Orillia."

Lakehead University was exceptional. "

The best campground was definitely the one in Orillia at the Lakehead university campus.

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

Answered: 86 Skipped: 3

- GWTA supported luggage transfers to 8 hotels over the course of the ride.
- CAA booked 271 rooms for participants over the 5 days of the event.
- 38% of respondents extended their overnight stay beyond the dates of the GWTA, some adding as many as six additional nights.
- A total of 68 additional hotel nights were booked pre and post GWTA
- Respondents' spending on hotels during the GWTA breaks down as follows:
 - 32% spent between \$85 and \$299
 - 29% spent between \$300 and \$699
 - 39% spent between \$700 and \$1,600

68

hotel nights booked by
respondents pre and post GWTA

271

hotels rooms booked

39%

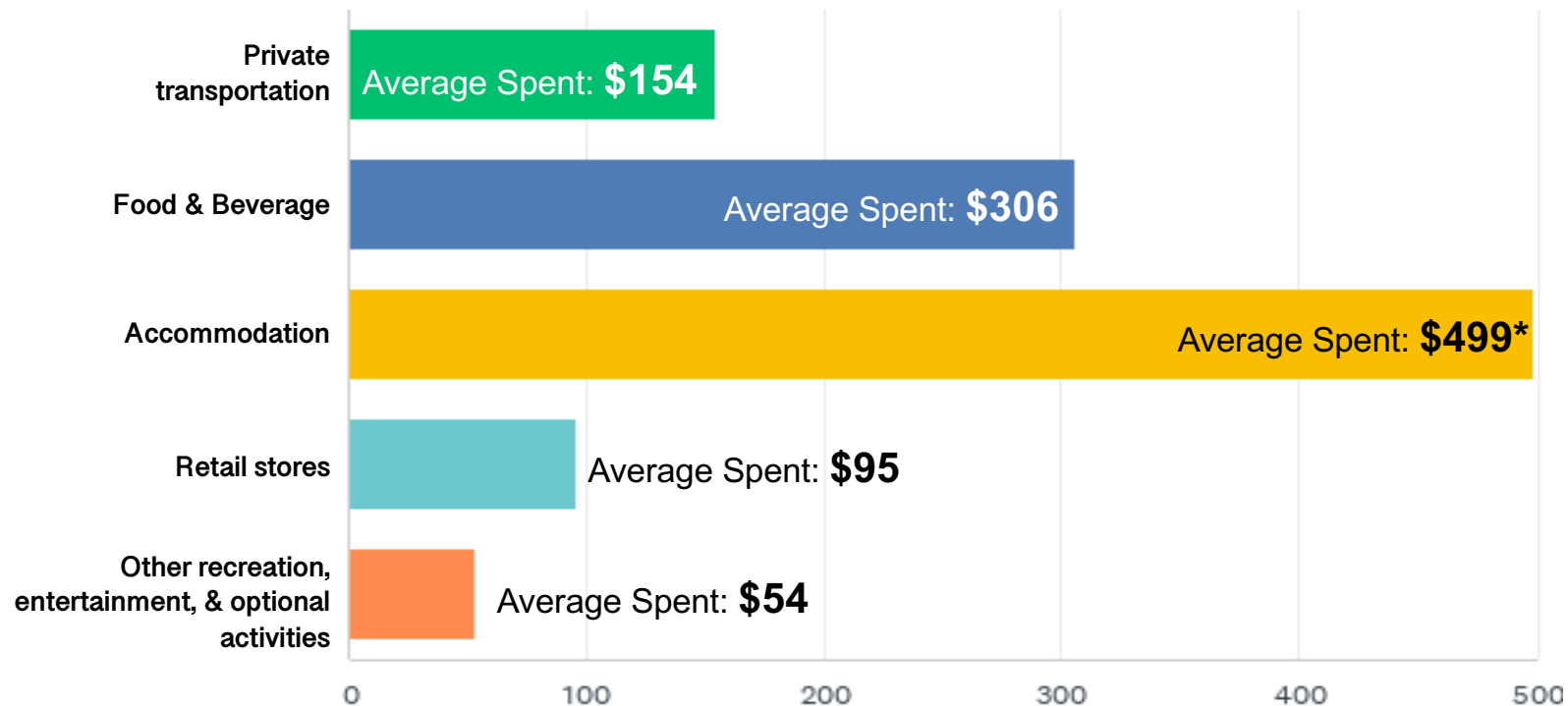
spent between
\$700 and \$1600 on accommodations



Estimating the Economic Impacts that can be attributed to the 2022 GWTA

Answered: 82 Skipped: 7

- Participants were asked to estimate their GWTA-related expenses across several spending categories.
- Using averages per person per category we estimate expenditures of **\$1,108 per person**



CAA Sponsored Support

- 79% of participants are members of CAA or AAA
- 53% used CAA's Mobile Bike Assist Service to repair or adjust their bike.
- 20% used support vehicles during the ride
- 63% said availability of support important to their decision to participate
- 61% of survey respondents used CAA hotel booking service (others camped)
- 100% satisfaction with CAA Booking Service

Seamless support from CAA for hotels

CAA travel agent booking the accommodations was awesome

I switched to hotels rather than camping and Jo and Helga helped me with this.

Slim pickings in Wasaga Beach, not CAA's fault!

VERY happy with Helga and the CAA team. Excellent customer service

The support from the bike mechanic this year was awesome

Bike mechanic availability and competence.

The excellent support from Gershom (bike mechanic) and Karen (paramedic) throughout the tour





What makes a memorable Great Waterfront Trail Adventure?

Community Welcome Stops * Water * Local Entertainment * SWAG * Information
 *Washrooms * Shelter/Shade * Mobile Bike Support



What makes a successful GWTA
Bike corrals; shuttles

The Town of Orillia operated a shuttle to
heritage main street shops and
restaurants and the waterfront.

Simcoe County hosted a series of bike
corrals permitting cyclists to take a cruise
Georgian Bay, take a historical walking
tour or a meal at a local restaurant





What makes a successful GWTA-Local Business Partnerships

Tourism Barrie worked with Barrie's BIA organized a draw for cyclists. To enter, cyclists visited participating downtown businesses. Winners were thrilled with the bounty from Barrie!



What makes a successful Great Waterfront Trail Adventure?
Off bike activities* Supporting Local Businesses* Public art





What makes a memorable GWTA?

Reception and Celebration Dinner at Midland Culture Centre featuring francophone fiddle music by Ariko and Indigenous art exhibit.
Breakfast on the beach * Taste of Grey Greenbelt
Reception featuring local farm fresh products and craft alcohol producers.



“We are excited to see Grey County participate in the Great Waterfront Trail Adventure. This initiative combines so many values that are important to us in Grey. These include active outdoor recreation, trail building, healthy waterways, exploration of our cultural assets, and of course, support for the small businesses that continue to adapt to meet the needs of the public throughout the pandemic.” **Selwyn Hicks, Warden of Grey County.**

“RTO 7 is very pleased to have supported the expansion of the Great Lakes Waterfront Trail into Bruce Grey Simcoe. Leveraging the Trail’s popularity and growing international reputation further enhances the region’s excellent cycle tourism network and products. The Great Waterfront Trail Adventure cycle tour is a fun way to launch the expansion with cyclists from Canada and the US.” **Bill Sullivan, CEO, Regional Tourism Organization 7**

“We are excited for participants in the Great Waterfront Trail Adventure to experience all that the Tay Shore Trail has to offer! Participants will enjoy the nature setting of the trail which is enhanced by informative plaques outlining the natural and historical aspects of Tay Township. The trail passes through wetland, field and wooded areas, over the Wye, Hogg and Sturgeon Rivers and into our quaint community villages where participants can enjoy a stroll throughout our various downtowns and stop for lunch.” **Mayor Ted Walker, Tay Township**

“The Town of Collingwood is proud to welcome trail users from far and wide. To think that people can now cycle on trails from Toronto to Collingwood is pretty spectacular and is a scenic route worth exploring. We invite participants of the 2022 Great Waterfront Trail Adventure to make use of the many trailside parks, recreational offerings, and amenities in

Collingwood.” **Mayor Keith Hall, Town of Collingwood**

“Midland’s waterfront is one of our most precious assets and it gives us great pride to share it with visiting cyclists on the Great Waterfront Trail Adventure. We are thrilled to join 155 other communities who have connected their waterfronts to the Great Lakes Waterfront Trail.” **Mayor Stewart Strathearn, Town of Midland**

“We are thrilled that the Great Lakes Waterfront Trail has been expanded to include the beautiful trails in Simcoe Country, including our Rotary Trail. The Town of Penetanguishene is proud to support our ongoing initiative regarding active transportation, and welcomes the GWTA cyclists to our community.” **Mayor Doug Leroux, Town of Penetanguishene**

“Severn is known as an all-season destination enjoyed by many for its network of trails, pristine lakes and rivers, and charming communities. The Great Lakes Waterfront Trail Adventure (GWTA) is an ideal opportunity to celebrate Severn’s natural assets and admire the beauty of our local environment. This event highlights our waterfront connection and recognizes the significant tourism, health, and economic benefits provided by the trail system, and we are pleased to support the 2022 GWTA and welcome all cyclists and riders to our community now and on your next visit.” **Mayor Mike Burkett, Severn Township**

“We are excited to welcome the Great Waterfront Trail Adventure to Barrie’s waterfront and our beautiful city for the first time,” commented Barrie Mayor Jeff Lehman. “Barrie is committed to supporting active transportation initiatives and is undergoing a cycling network expansion which will improve connectivity throughout Barrie. Welcoming events like this and the influx of visitors they bring to our area allows us to

showcase our bike-friendly city and the positive impact this has on our environment.” **Mayor Jeff Lehman, City of Barrie**

“On behalf of council, town staff, and residents of Wasaga Beach, I welcome participants to our community. Our town is a strong supporter of active transportation. We have a beautiful trail network that residents and visitors enjoy throughout the year. We are very happy to be a part of the 2022 Great Waterfront Trail Adventure”. **Mayor Nina Bifulchi, Town of Wasaga Beach.**

“The City of Orillia is thrilled to welcome the Great Lakes Waterfront Trail Adventure (GLWTA) to the Sunshine City and look forward to offering participants an exceptional experience while they stay in Orillia. With its vast array of cycling infrastructure, including approximately 30 kilometres of trails throughout the City and connecting our two beautiful waterfronts and heritage downtown, Orillia continues to be a premier destination for cycle enthusiasts from all over the province. As our City progresses through its Climate Change Action Plan, cycling will continue to play a critical role to help become more sustainable while providing immediate economic benefits to the community.” **Mayor Steve Clarke, City of Orillia**

“Springwater’s North Simcoe Rail Trail runs through the heart of Springwater from the edge of the Minesing Wetlands to Tiny Township and includes the beautiful Heritage Park in Elmvale. It is an all-season trail that serves residents and visitors, hikers and cyclists. We are proud be part of the Simcoe County Loop Trail and Trans Canada Trail. The Great Waterfront Trail Adventure cycle tour is a welcome opportunity to showcase our investment in trails, our beautiful parks and the warm hospitality of our residents and businesses”. **Mayor Don Allen, Township of Springwater**

THE GREAT WATERFRONT TRAIL ADVENTURE



Thank you to our wonderful partners!



Possibility grows here.



Waterfront Regeneration Trust



Thank you to our partners and participants for a memorable and fantastic event and for adding 460 stunning kilometres to the Great Lakes Waterfront Trail experience!