



2025 Overview & Participant Survey Results



2025 Great Waterfront Trail Adventure Overview and Participant Survey

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Photos by Martin Lortz.

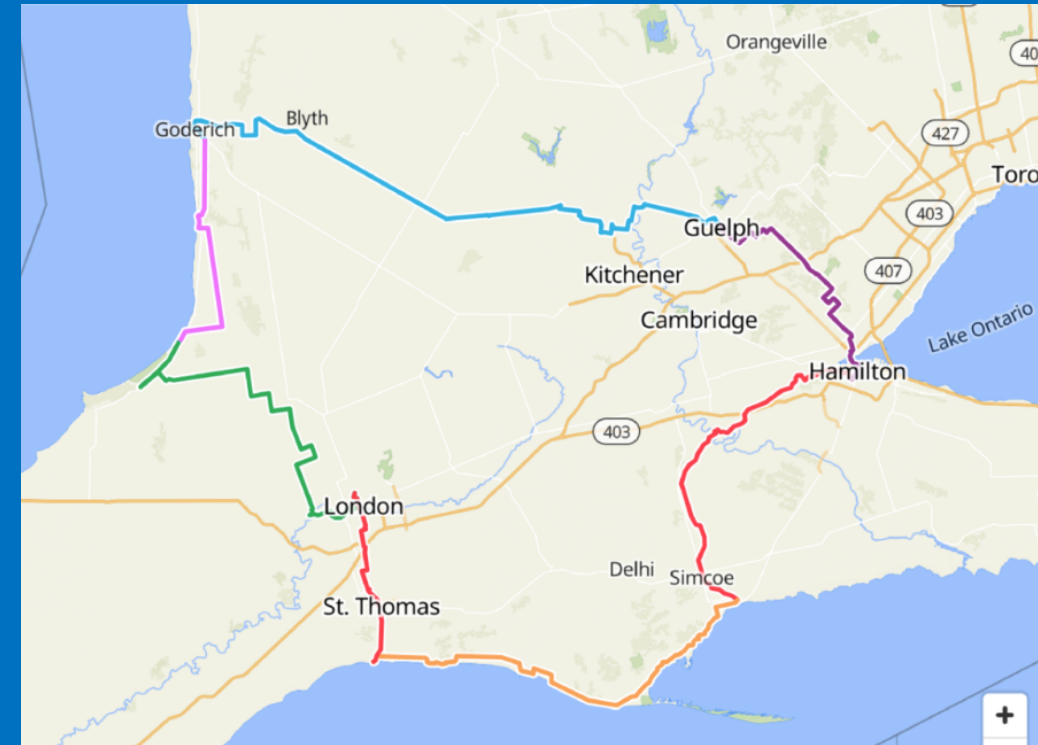
2025 Great Lakes Waterfront Trail Adventure Three Great Lakes Edition

In 2007, Waterfront Trail Partners gathered for a two-day meeting to celebrate the completion of 52 projects that established a continuous route from Niagara on the Lake to Quebec, and set priorities for the next decade.

The annual Great Waterfront Trail Adventure (GWTA) is an outcome of that meeting. An annual cycling tour was identified as the most effective way to develop the Trail's tourism potential, and excellent complement to local and regional event programming.

In its seventeenth year, the GWTA continues to demonstrate its power to raise the Trail's profile as an exceptional tourism experience. Organized by the Waterfront Regeneration Trust in partnership with CAA, the Greenbelt Foundation, Regional Tourism Organization 3: Hamilton Halton Brant, Guelph Tourism, and Waterfront Trail communities, it showcases the warm hospitality of our community partners, celebrates the ongoing investments to improve the Trail and the places it connects, and builds a community of enthusiastic Trail users and champions.

To celebrate the 30th anniversary of the Great Lakes Waterfront Trail and the 20th anniversary of the Greenbelt Foundation, we launched a new regional loop featuring some of Ontario's best scenic cycling infrastructure.



THE GREAT WATERFRONT TRAIL 17th ADVENTURE

The Waterfront Regeneration Trust is proud to present our wonderful partners!



Celebrating 30 years



PROTECT
CONNECT
CELEBRATE

2025 Great Waterfront Trail Adventure

Three Great Lakes: Ontario, Huron, Erie 640 km in 8 Days. August 8 to 15, 2025

666 km (41–110 km of riding per day with options for longer days). The 2025 Great Waterfront Trail Adventure (GWTA) showcased some of Ontario's best scenic cycling infrastructure, including the Great Lakes Waterfront Trail, Greenbelt Route, Hamilton's Keddy Trail, Guelph to Goderich Trail, London's Thames Valley Parkway, the Whistlestop Trail, Port Dover to Hamilton Rail Trail, and the Trans Canada Trail. The route offers a rich blend of natural beauty, vibrant community experiences and the opportunity to take a dip into three of Canada's four Great Lakes—all in a single week.

Given the positive response the route has received, we plan to work with our tourism partners to further develop it as a signature, self-guided cycling experience with options to shorten the longer cycling days.

10 Overnight Host Communities: Hamilton, Guelph, Blyth (North Huron) and Goderich, Grand Bend (Lambton Shores), London, St. Thomas and Port Stanley (Central Elgin), Simcoe and Port Dover.

155 participants from 4 provinces (Ontario, Alberta, British Columbia and Nova Scotia) 7 US (Arizona, Florida, Illinois, Massachusetts, Minnesota, Ohio, and Wisconsin) and one participant who travelled from the United Kingdom to participate. Participants were aged 19 to 86. Nearly 54% are 66 or over; 11 % are under 45.

12 elected representatives and community leaders met GWTA Honorary Tour Directors and participants.

[Link to the Route Maps and Itineraries.](#)

This new tri-lake route is destined to become one of Ontario's must-do cycling adventures. It combines stunning natural landscapes, vibrant communities, and top-notch trail infrastructure and quiet roads—perfect for riders seeking both challenge and discovery. We're excited to welcome cyclists from near and far to experience the very best of what our regions have to offer.

— **Maria Fortunato**, Executive Director of Regional Tourism Organization 3



2025 Great Waterfront Trail Adventure

Three Great Lakes: Ontario, Huron, Erie

640 km in 8 Days. August 8 to 15, 2025

Participating and featured Businesses and Rest Stops

The GWTA featured and recommended over **44 businesses** to participants. Special thanks to businesses and community partners who welcomed riders at hosted rest stops, noted with bold typeface.

Easterbrook's Ice Cream, Baranga's on the Beach, Copper Kettle Café, Peach Coffee Co., Jitterbug Café, Kilbride General Store, Flow State Bike Company, Jimmy Jazz, The Woolly Pub, Which Craft, Brothers Brewing Company, Guelph Arboretum, Linwood Trailhead/Community Centre, Gourmandise French Bakery, the Blyth Inn-the Boot, Cowbell Brewery, Part 2 Bistro, Beach St. Station, Ben Miller Community Hall, Bayfield Berry Farms, Black Dog Village Pub, Bayfield Brewing Company, The Wharf Coffee Company, Shopbike Coffee Roasters, Pink Flamingo Bakery, Jerry Radar Homestyle Catering & Market, Havasu Coffee Company, Dashwood Community Centre, hosted by Huron County, Corbett Community Centre, Ilderton Community Centre, The London Bicycle Café, Pizzeria Madre, Pho Ngon Vietnamese Restaurant, Streamliners Espresso Bar, Zesty Dessert Café, Las Chicas Del Café, Why Not Cookies Café, Ruby Blues Bakery and Café, The Perk, GTs on the Beach, Simply, Straiko's by the Lake, Izzy's Schooners Restaurant & Patio Lookout, Driftwood Café, Boathouse Restaurant, Twins Ice Cream Parlor, Chef Stan's Saloon, Country Folk, Foodland (Grocery), the Burning Kiln, Beach House, David's Restaurant, Schofields, Family Shed Pizzeria, Southside Louie's, Indulge Ice Cream, Windmill Country Market, Mohawk Chapel Rest Stop hosted by Six Nations Tourism and City of Brantford, Heart's Content Organic Farmstead, the Cellar.

Accommodation Partners: we worked with and provided luggage transportation support to **39 accommodations**, including hotels, motels, college residences, and Airbnb units.

Estimated Economic Benefits to the region: \$280K based on per-person spend, included meals, venues and activities, and estimated spend on 61 additional hotel rooms to extend stays.

Highlights from the GWTA and Survey

107 responses; conducted August 2025

- 23%** first time on the GWTA
- 79%** visited communities for the first time on the route.
- 96%** rate the GWTA highly as a summer holiday experience (56% Excellent; 40% Good).
- 93%** will recommend the event to friends and family.
- 78%** Highly rate the 3 Great Lakes Route as a cycling experience.
- 97%** would consider recommending the 3 Great Lakes Route to other cyclists (61% definitely, 36% maybe).
- 91%** of respondents used Ride with GPS; **98%** used printed maps
- 62%** will revisit a community or area we cycled during the GWTA.
- \$277K *** Total estimated economic benefits
- \$1,309** average spending by participants
- 28%** spent 1 or more nights in a hotel pre or post event; for a total of 61 additional hotel stays.
- 70%** of respondents stayed in 39 hotels; **30%** camped.
- 493K** reached through WRT social media and paid digital campaigns.



*Findings in the report reflect data collected through registration and survey results.

2025 GWTA Honorary Tour Directors and Ambassadors

Honorary Tour Directors and Ambassadors meet elected leaders and staff at community rest stops to thank them for their hospitality and share their impressions of the Great Lakes Waterfront Trail.

Keith Laushway, Chair, Waterfront Regeneration Trust | Joanne Dies, Durham Regional Councillor, Ajax | Jordan Bird, Mayor of Thessalon | Steve Parish, retired Mayor of Ajax | Bev MacDougall, former Warden for Lambton County | Anne Crowe, The Grand Trails | Rod Forrester, GWTA Volunteer | Ted Arlant, GWTA Volunteer | Rachelle Niemela, Sudbury Cycling Advocate



Steve Parish, retired Mayor of Ajax & **Joanne Dies**, Regional Councillor, Ajax



Anne Crowe, Grand Trails Watershed Network



Bev MacDougall, former Lambton Regional Councillor for Sarnia



Keith Laushway, Chair, Waterfront Regeneration Trust [Right]



Jordan Bird, Mayor of Thessalon

2025 GWTA Honorary Tour Directors and Ambassadors—CAA South Central Ontario Team!

CAA has been a partner with the WRT since 2012, supporting major trail expansions along Lake Erie, Lake Huron, Georgian Bay, the North Channel and Lake Superior for a total of 3,000 km as well as serving as a presenting sponsor and partner for the annual GWTA.



Kin Lee-Yow, CAA Club Group,
Chief Information Officer



Michael Stewart, Government and
Community Relations

Dignitaries, Elected Representatives and Community Leaders

Maria Fortunato, RTO 3 | Bev Scott, RTO 3 | Dominique O'Rourke, MP Guelph | Mike Schreiner, MPP Guelph | Ed McDonnell, CEO, Greenbelt Foundation | Jamie Heffer, Huron County Warden | Trevor Bazinet, Goderich Mayor | Kevin Marriott, Lambton County Warden | Doug Cook Mayor of Lambton Shores | Paul Heffer, North Huron Reeve | Denise Lockie, Community Engagement, North Huron | Andrew Sloan, Mayor, Municipality of Central Elgin



Marlaine Koehler, Ed McDonnell, CEO Greenbelt Foundation, Michael Stewart, CAA, Mike Schreiner, MPP Guelph, Dominique O'Rourke, MP Guelph



Lambton Shores Mayor Doug Cook, Bev MacDougall, Lambton County Warden Kevin Marriott, Marlaine Koehler, Michael Stewart, Thessalon Mayor Jordan Bird



North Huron Reeve Paul Heffner, Steve Parish



GWTA Participants with Central Elgin Mayor Andrew Sloan [Third from left]



Maria Fortunato,
RTO 3

2025 Great Waterfront Trail Adventure Survey Results



Who Comes?

63%
Come with friends or family

23%
Come alone

*Remaining 14% signed up as volunteers

44%
Female

55%
Male

1%
Other

8%
Aged 18 – 45

33%
Aged 46 – 65

44%
Aged 66 – 74

15%
Aged 75+



CAA Sponsored Support

74% of participants are members of CAA or AAA

66% of respondents used CAA's Mobile Bike Assist Service to repair or adjust their bike.

53% used support vehicles during the ride

57% said availability of support important to their decision to participate

“Gersom was great! I had broken a spoke 8 miles into day 4 or 5 and he arrived within 20 minutes and fixed it. I total pro. Very thankful for him and his expertise.”

“I only used it to inflate tires, but it was reassuring to know the service was available. Many people did need repairs and assistance.”

“Excellent service and provided confidence that my bike was properly prepared for the ride.”

“Gershom and CAA's support are a key factor in my decision to ride the GWTA.”

“Perhaps the best inclusion—both the service and Gershom as the provider. Most excellent!”

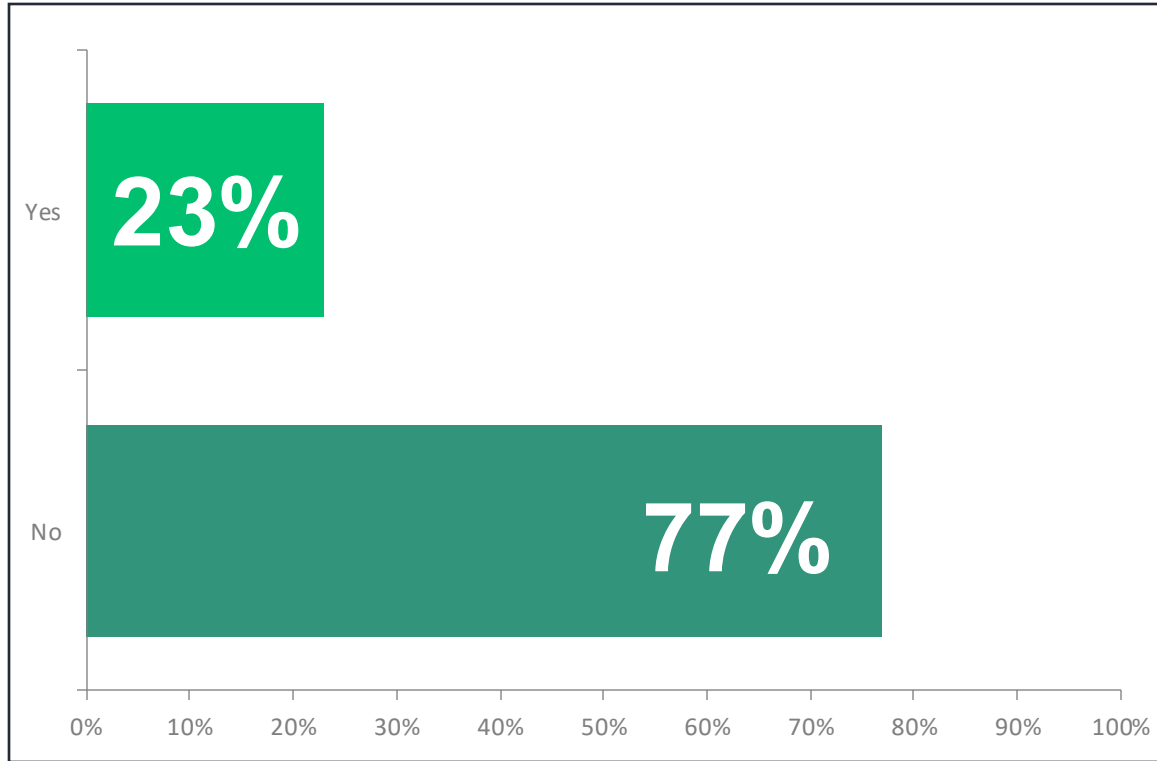
“Gershom is great. He educated me about my tire pressure, the importance of correct PSI and instructed me on the handheld bike pump.”

“Gershom is a great asset! Thanks CAA!”



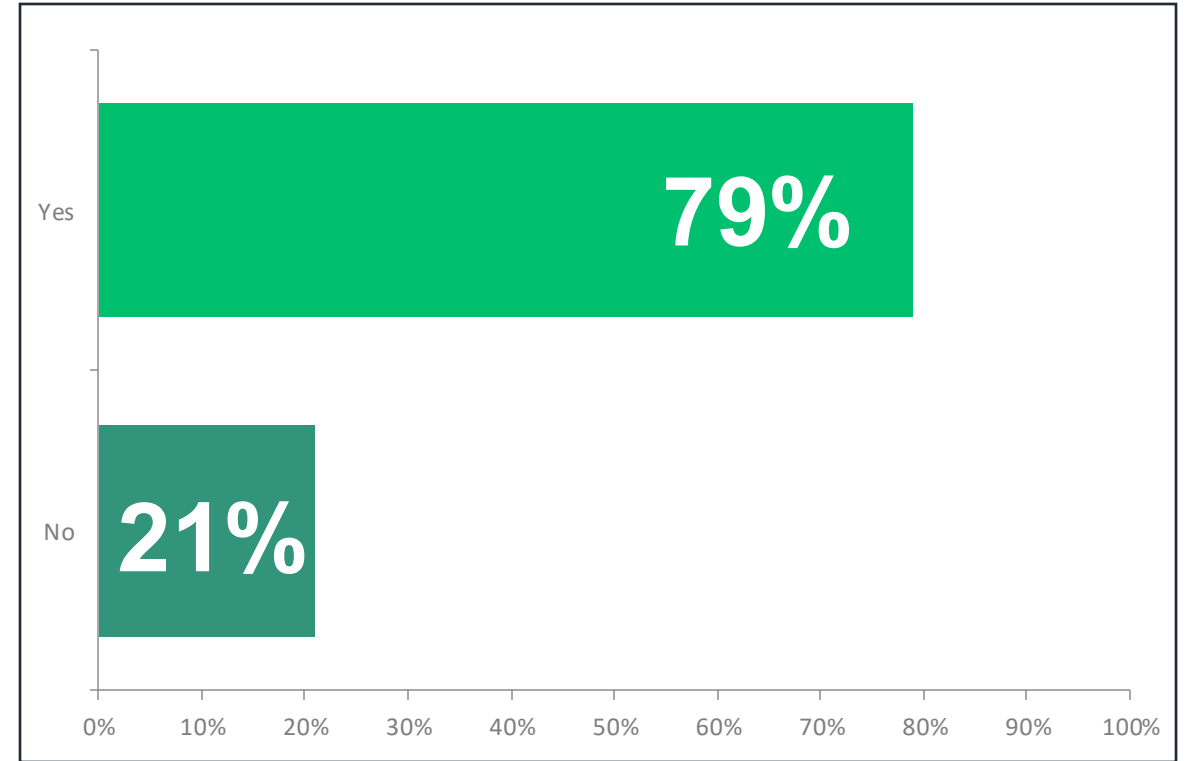
Q: Is this the first time you participated in the GWTA?

Answered: 107 Skipped: 0



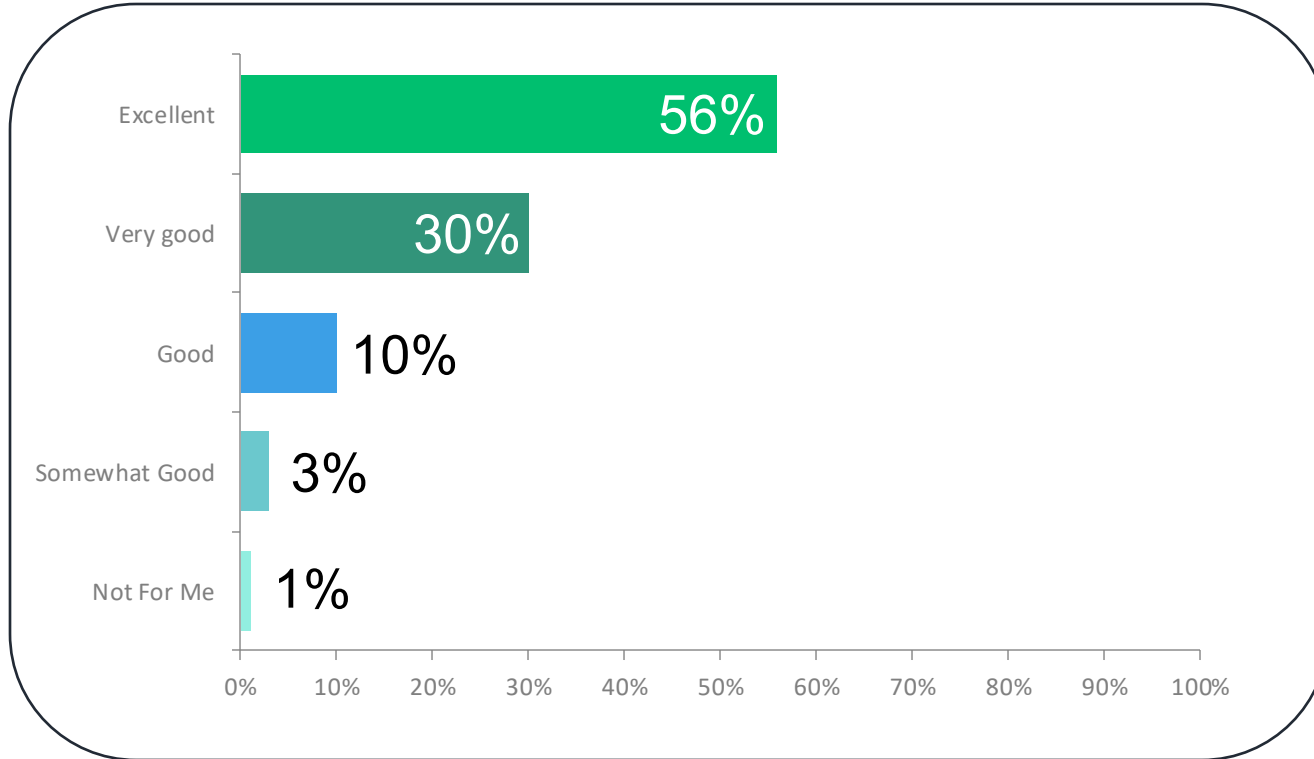
Q: Did you visit communities for the first time on this tour?

Answered: 107 Skipped: 0



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

Answered: 107 Skipped: 0

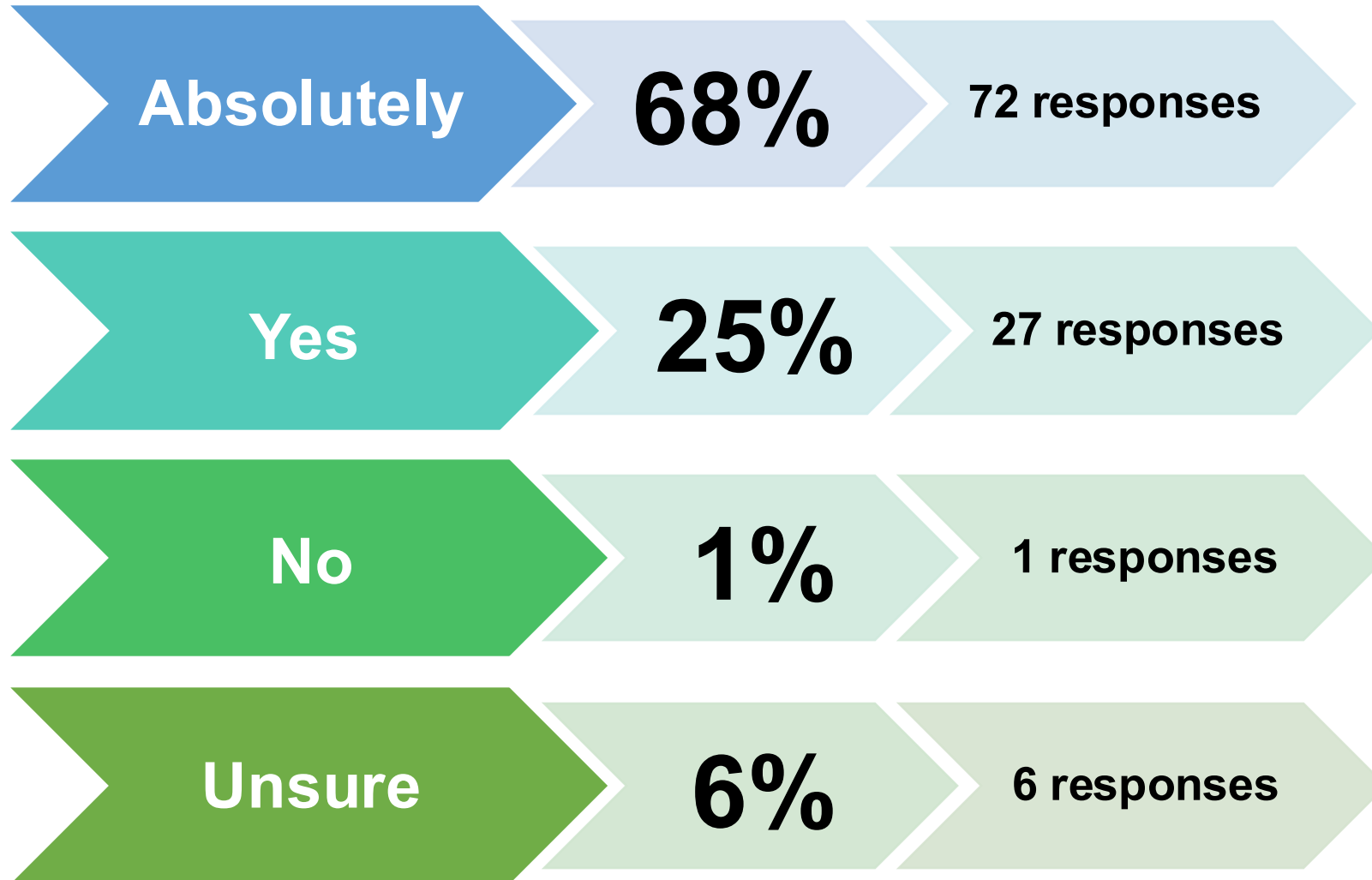


86%
Rate the GWTA highly
as a summer holiday
experience



Q: I will recommend the GWTA to friends and family

Answered: 106 Skipped: 1



Q: Identify what activities you participated in. Please check all that apply.

Answered: 104 Skipped: 3

We asked respondents to identify what activities they participated in during the Ride. Below is a selection of the top 15 activities. In addition to these activities, 96% patronized local restaurants, 54% swam at beaches, 15% visited local museums, and 5% hiked local trails.

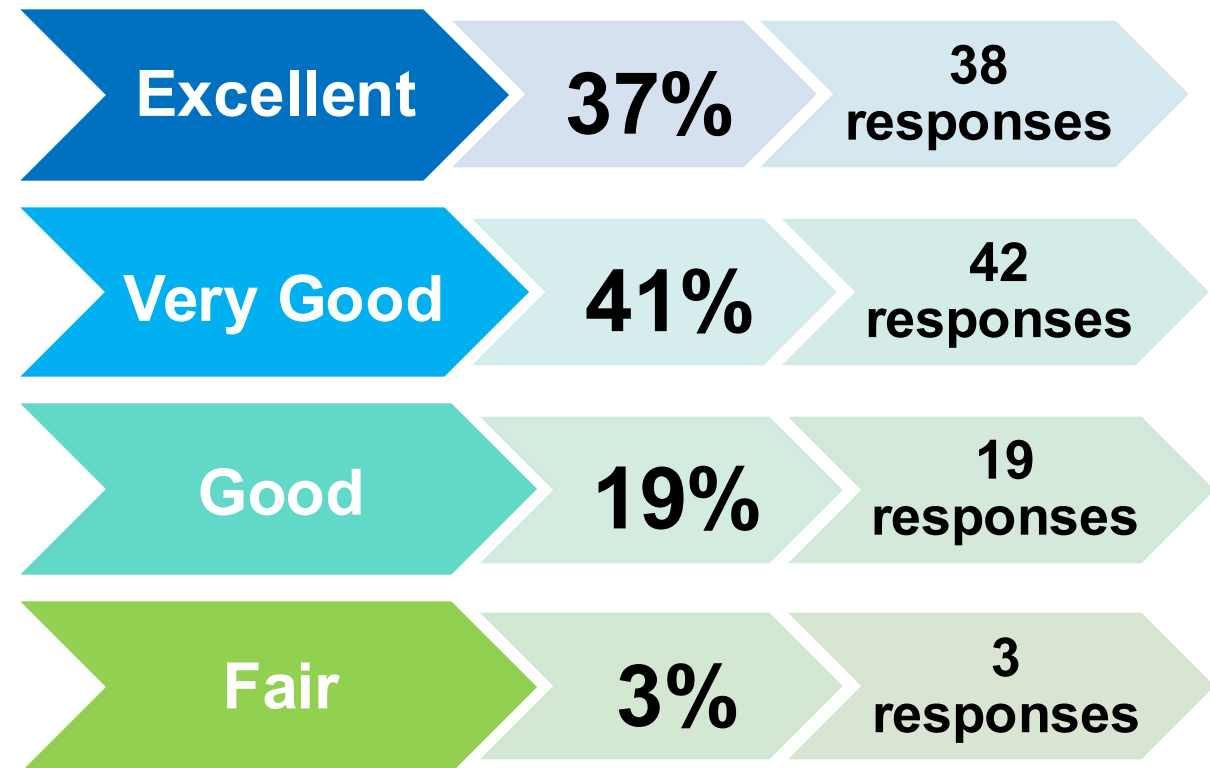
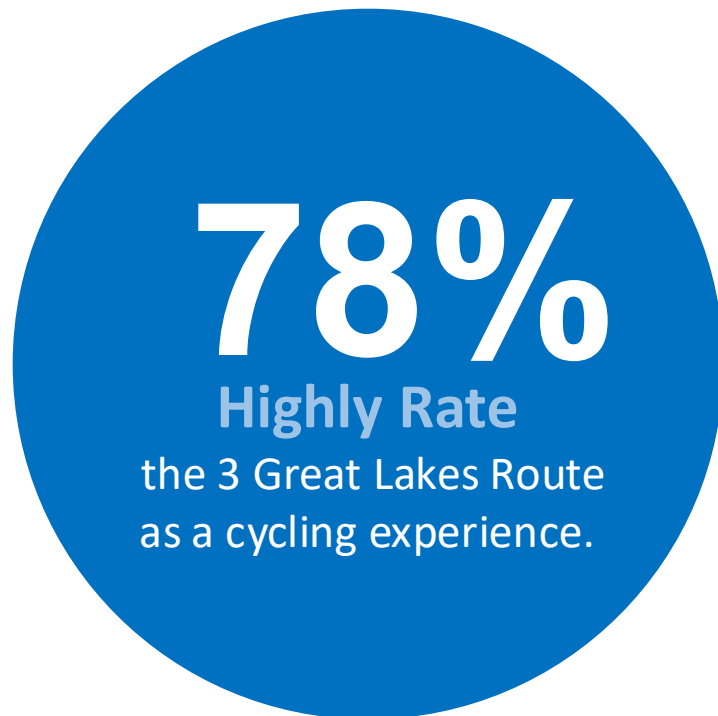
ANSWER CHOICES	RESPONSES
Dinner on Lake Erie at GT on the Beach	83.65%
Lunch on Lake Ontario at Barangas on the Beach	80.77%
Port Stanley Beach	74.04%
Hear's Content Homestead for lunch - Greenbelt Stop	72.12%
Cycle the Thames Valley Parkway Trail into London	68.27%
Flow State Bike Shop - Greenbelt Stop	66.35%
Mohawk Chapel with Six Nations First Nation - Greenbelt Stop	59.62%
St. Thomas Elevated Trail	50.96%
Bayfield Berry Farms	49.04%
Burning Kiln Winery	45.19%
Sunset and Dessert on Lake Huron in Grand Bend	44.23%
River District Visit in London including the London Bike Café	42.31%
Guelph Aboretum Tour	33.65%
Windmill Country Market	30.77%
Meet and Greet at the Boot in Blyth	25.96%



The 3 Great Lakes Cycling Experience

Q: How would you rate the overall Three Great Lakes route as a cycling experience?

Answered: 102 Skipped: 5



Q: Please rate the following aspects of the route (1 = very poor, 5 = excellent):

Answered: 102 Skipped: 5

Scenic
Beauty

85%
Rated
Positively
(4 or 5)

13%
Rated
Moderately
(3)

Road/Trail
Surface
Quality

86%
Rated
Positively
(4 or 5)

12%
Rated
Moderately
(3)

Traffic Levels/
Safety

78%
Rated
Positively
(4 or 5)

20%
Rated
Moderately
(3)

Access to
Facilities &
Services

82%
Rated
Positively
(4 or 5)

13%
Rated
Moderately
(3)

Variety of
Landscapes &
Communities

81%
Rated
Positively
(4 or 5)

16%
Rated
Moderately
(3)

Q: Would you recommend this route to other cyclists (as a self-guided experience)?

Answered: 103 Skipped: 4

61%

Would Definitely Recommend

36%

Would Maybe Recommend

3%

Would Probably Not Recommend

“I enjoyed the sections between the cities—the routes chosen were great! Really liked the Hamilton to Guelph, Goderich to Grand Bend, London to Port Stanley, and Port Stanley to Simcoe sections. The Thames Valley Trail was nice. The sections with shade were particularly enjoyable!”

“The G2G rail trail was a highlight. Rolling hills between Hamilton and Guelph, and the scenic vistas in the ride along Lake Erie. Impressive farmland along most of route. Good devoted bike lanes through downtown Hamilton.”

“Guelph to Blyth was a long but achievable day, when the G2G bridges get built it will take the experience to the next level. Entering Port Dover on Radical Rd before the bike lanes start was surprisingly dangerous—the share the road signs didn't seem to be working.”

“There was a spot on Wonderland Road out of London where there was no bike lane and a bridge. Cars did not yield so we had to stop. Otherwise, I was impressed how safe I felt biking out of London. There was much more biking infrastructure, bike lanes and paved shoulders throughout the trip than I thought there would be. The part after Bayfield on to Grand Bend felt very long and hot.”



“I visited the St. Thomas Elevated Park at night during the evening of St. Thomas and it was set up for a stargazing event complete with large telescopes and staff to explain what you were seeing. It was lovely.”



“A few areas I had done parts of before, but it was great to have them all connected.”



Q: Rate your experience of the following GWTA event elements

Answered: 104 Skipped: 3

	EXCELLENT	GOOD	BELOW EXPECTATIONS	NO OPINION/NOT APPLICABLE	TOTAL
Printed maps and itineraries	72.12% 75	25.00% 26	0.96% 1	1.92% 2	104
GPS routing data	46.08% 47	40.20% 41	4.90% 5	9.80% 10	102
Included Meals	66.99% 69	27.18% 28	4.85% 5	0.97% 1	103
Hotel accommodations	27.88% 29	48.08% 50	4.81% 5	19.23% 20	104
Campgrounds (Blyth, Grand Bend, Port Stanley Arena, Port Dover Arena)	22.58% 21	16.13% 15	0.00% 0	62.37% 58	93

56% of respondents would be comfortable navigating using only Ride with GPS with minimal event signage.



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

Answered: 96 Skipped: 11

Tour spending on hotel nights

~\$84K*

supporting 34 hotels & short-term rental accommodation in the region during event dates.

28%

of respondents indicated they extended their overnight stay beyond the dates of the GWTA, some adding as many as

seven additional nights

A total of

61

additional hotel nights were booked pre and post GWTA

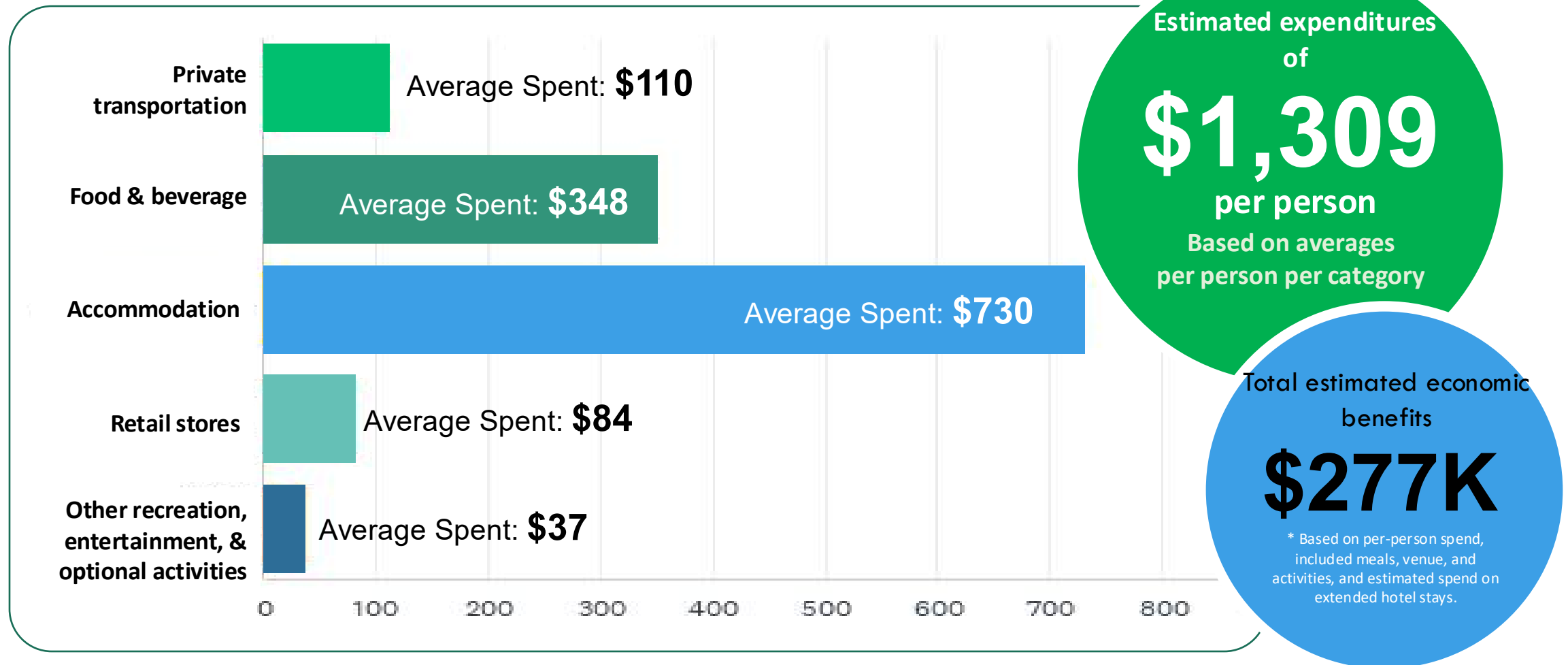
*Findings in the report reflect data collected through registration and survey results.



Estimated Economic Impacts

Answered: 98 Skipped: 9 *Findings in the report reflect data collected through registration and survey results.

Participants were asked to estimate their GWTA-related expenses across several spending categories. \$1618 average spend for respondents staying in hotels (63); \$741 for respondents who camped (35).



62% of respondents are likely to return to a community or area we cycled during the 2025 GWTA to visit within 24 months.

Answered: 102 Skipped: 5

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



29%

Are likely to return to a community we cycled in less than 12 months

33%

Are likely to return to a community we cycled in 12 to 24 months

Favourite Things

In an open-ended question, we invited our participants to comment on what they saw as the highlights of the GWTA 2025. 102 people provided comments. Here are the top 8 trends based on frequency and emphasis.

1. Rail Trails (Especially G2G and Simcoe to Hamilton)

2. Support from Staff & Volunteers, and Organization & Planning

Water stations, flat repairs, encouragement, and help during hot days. Itineraries, maps, GPS updates, suggested stops, and clear communication were appreciated.

3. Community and Camaraderie Amongst Riders

4. Scenic Routes and Natural Beauty

Lakes, farmland, shaded paths, and beach towns stood out.

5. Meals and Food Experiences

Dinner at Guelph, the Mohawk Chapel lunch, Heart's Content lunch, and the Gourmandise French Bakery were highlights, along with local and organic food stops.

6. Swimming and Beaches

7. New Places and Exploration

8. The Challenge and Accomplishment

“Many things. The company. The Celtic Festival, St. Thomas, beaches on all the great lakes, Mohawk Chapel and the lunch there, group dinners and lunches, making it all 140 km of the G2G, and the sheer scope of the ride.”

“I loved the range of ages participating, the scenery was beautiful, and organizers and volunteers were fantastic!”

“The comradery amongst the cyclists.”

“Excellent swimming in the Great Lakes. Amazing local food. Lovely small communities.”

“The sections between the cities—the routes chosen were great! I really liked the Hamilton to Guelph, Goderich to Grand Bend, London to Port Stanley, and Port Stanley to Simcoe sections. The Thames Valley Trail was nice. The sections with shade were particularly enjoyable!”

“So many fun memories—it's hard to pick a favourite!”

“Seeing a procession of 20+ Mennonite horse-drawn carriages.”

“Meeting people, challenging myself to ride long distances every day, seeing new places.”

Favourite Things

“The G2G trail (while challenging) was extremely rewarding to complete. I also really liked Grand Bend & Port Stanley. With Grand Bend you had a busier vibe and Port Stanley was more laid back. I think having a blend of the two places was very nice and two of my favourite spots on the trip!

London & Guelph were nice as well to have a blend of bigger cities mixed in with the smaller towns throughout the trip. I appreciated that part of the ride.”

“The G2G Rail Trail. Rolling hills between Hamilton and Guelph, scenic vistas in the ride along Lake Erie, impressive farmland along most of route. Good devoted bike lanes through downtown Hamilton.”

“I'd never ridden in this area, so every moment was new. I appreciate that.”

“The tour appeared to be well organized, and volunteers and staff were very supportive.”

“Really loved the St. Thomas and Port Stanley day! Also was impressed with how many long route trails there are!”

“Visiting the beaches on all three Great Lakes and enjoying the very different communities at each stop.”

“I loved seeing the infrastructure, the small towns I've never been in before, the beaches.

Loved the opportunities to visit local landmarks like the Mohawk Chapel. I also love meeting people and hearing their cycling stories etc.”

“Variety of surfaces and scenery—both roads and trails. Towns along the way with interesting coffee shops, restaurants, and points of interest. Going in lakes at the ends of rides—Grand Bend and Port Stanley.”

“Cycling the Guelph to Goderich Trail, touching the Lakes, sunset at Grand Bend, the Greenbelt Trail, swimming in Lake Erie, and the organised dinners.”

“The Simcoe to Hamilton trail was excellent. I would do this again.”

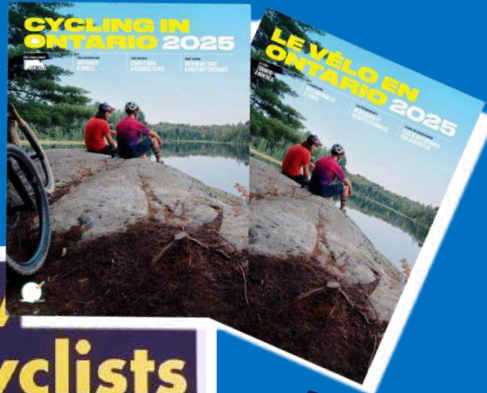
2025 Great Waterfront Trail Adventure Promotions



1097

Paid Promotions

Cycle in Ontario



40,000 print copies in English & French

- 1/2 page ad in Cycle in Ontario
- Extraordinary print demand and thousands of digital reads: 86,950+ total readership in 2025
- Early season distribution across Ontario, Québec and Canada also as insert to all subscribers of Vélo Mag and Canadian Cycling Magazine
- Featured at all Ontario By Bike Trade Shows:
 - Toronto Outdoor Adventure Show
 - Toronto Bicycle Show and Fall Sale
 - Bike for Brain Health
 - Paris to Ancaster Race
 - A variety of other cycling and partner events

Digital Ad Campaign



- 972,667 Impressions
- 374,315 Reach
- 13,898 Clicks
- 2 Audience Groups: 30+ and 30 and Under
- Campaigns on Facebook
- Engagement was strong, audience responded well to video asset with a CTR higher than the Meta benchmark
- Click through rate slightly favoured the over 30 audience
- Resonated well with under 30 audience. Conversion rate and social engagement was higher with this audience
- Video asset success
- Created an “evergreen” asset that could be recycled for events and updating the title card and very end of the segment.



Promotions & Media Coverage

'It's been a wild ride:' About 160 cyclists make stop in Brantford at end of 640-km Great Lakes adventure

About 160 cyclists made a quick stop at Brantford's Mohawk Chapel on Friday near the end of an eight-day, 640-kilometre trail ride that included visits to three Great Lakes.

Michelle Ruby

Published Aug 15, 2025 • Last updated Aug 16, 2025 • 2 minute read

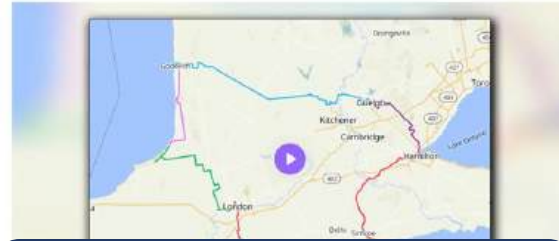
Join the conversation



Brantford Expositor

Dozens of cyclists to ride to three Great Lakes within next eight days

Posted: August 8, 2025 12:14 AM • By: Cassie Apperton • Co-Author: Matt Ingram
Updated: August 8, 2025 1:23 PM



CHCH News Coverage



Stories From The Greenbelt: Great Waterfront Trail Adventure 2025 Recap: 8 Days, 3 Great Lakes, So Many Memories.

Great Waterfront Trail Adventure 2025 Recap: 8 Days, 3 Great Lakes, So Many Memories.

Written by Marla Lahti

Every August, cyclists from across Ontario (and beyond) gather to enjoy one of the province's most scenic cycling tours: the Great Waterfront Trail Adventure (GWTA). The 2025 edition was no exception, featuring eight days of scenic riding, cultural sites, and unforgettable sunsets along Ontario's Great Lakes.

“Every August, cyclists from across the world gather to enjoy one of the Ontario's most

GWTA featured in Greenbelt Foundation News Page

Cyclists in Guelph area for Great Waterfront Trail Adventure

By: KATHLEEN SCHUBERT
Published: Aug 07, 2025 11:58 AM EDT



Members of the Guelph area for the Great Waterfront Trail Adventure - a 640km round-trip cycling tour along the Great Lakes.

Guelph News Coverage

Waterfront Regeneration Trust Instagram Posts, Reels and Stories reaching 118,549

Waterfront Regeneration Trust - Follow

December 19, 2024

We are excited to announce the dates and the route for the 2025 Great Waterfront Trail Adventure.

Friday 8 August to Friday 15 August 2025

Celebrate the 30 year anniversary of the Great Lakes Waterfront Trail with an epic looped route which visits 3 Great Lakes in eight days.

Starting and ending in Hamilton the route visits the communities of Guelph, Blyth, Goderich, Grand Bend, London, Port Stanley and Port Dover.

The route features some of the best of Ontario's cycling infrastructure - the Great Lakes Waterfront Trail, Greenbelt Route, Guelph to Goodrich rail trail, London's Thames Valley Parkway and the Port Dover to Hamilton Rail Trail.

Featuring the same great support that you've come to expect from the GWTA.

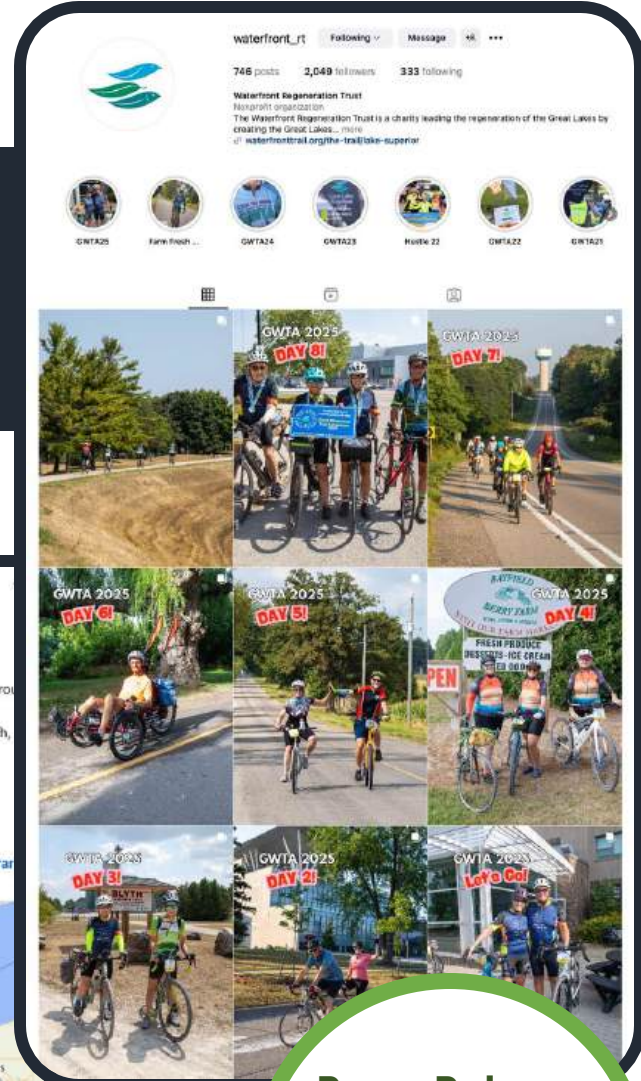
For further information check our website <https://waterfronttrail.org/great.../route-itinerary>
Registration opens on January 6 2025.



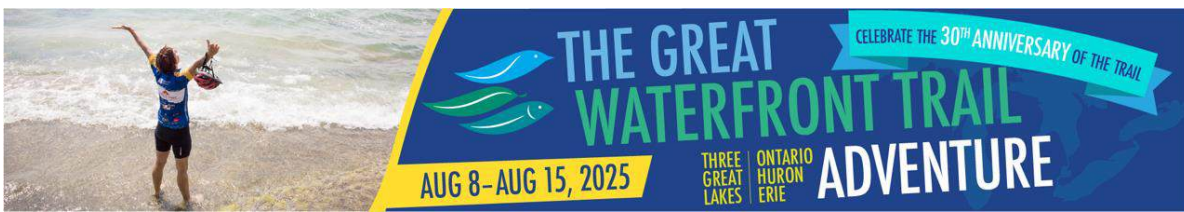
379.9 miles • 18,408 ft • 18,402 ft



Lisa WH and 243 others • 55 comments • 69 shares



Press Release sent to 4500+ recipients



The 2025 Great Waterfront Trail Adventure Marks 30 Years of Connecting Communities to the Great Lakes with a New Cycling Route

Media Release

30 Years, 3 Great Lakes, 1 Epic Ride: A Legacy Trail Marks a Milestone

Hamilton, August 8, 2025 – In celebration of the 30th anniversary of the **Great Lakes Waterfront Trail**, the **Waterfront Regeneration Trust**—the charity leading the Trail’s development—and its partners are proud to unveil a new signature route for its flagship cycling event: the **2025 Great Waterfront Trail Adventure (GWTA)**.

From **August 8–15**, 160 cyclists from across Canada, the U.S. and even the United Kingdom, ranging in age from 19 to 86, will embark on a fully supported, 640-km loop connecting **Lakes Ontario, Huron, and Erie**—a feat made possible by three decades of collaboration, vision, and investment in one of Canada’s most ambitious legacy initiatives.

“For 30 years, the Great Lakes Waterfront Trail has been a living legacy of what’s possible when communities, governments, and supporters come together with a shared vision—to protect, connect, and celebrate our Great Lakes,” says **Marlaine Koehler**, Executive Director of the Waterfront Regeneration Trust. *“This new tri-lake route is a testament to that spirit of collaboration. It showcases how far we’ve come—and Trail’s potential to catalyze regeneration and establish Ontario as an exceptional cycle tourism experience.”*

The 2025 GWTA route features some of Ontario’s best scenic cycling infrastructure, including the **Great Lakes Waterfront Trail**, **Greenbelt Route**, **Guelph to Goderich Trail**, **London’s Thames Valley Parkway**, the **Whistlestop Trail**, **Port Dover to Hamilton Rail Trail**, and the **Trans Canada Trail**. The loop offers a rich blend of natural beauty, trail variety, and vibrant community experiences. Cyclists will have the opportunity to dip their toes into **three of Canada’s four Great Lakes**—all in a single week.

Overnight stops are **Hamilton, Guelph, Blyth, Goderich, Grand Bend, London, Port Stanley, St. Thomas, Port Dover**, and **Simcoe**.

Itinerary highlights include:

- A lakeside lunch at **Baranga’s on the Beach** (Lake Ontario, Hamilton)
- A lively **Gather in Guelph** night and Arboretum tour
- Dinner at **The Boot** in Blyth or enjoying **Goderich’s Celtic Festival**
- A **Lake Huron sunset beach gathering** in Grand Bend
- Exploring **London’s River District**, with dinner at the **London Bicycle Café**
- Group dinner at **GTs on the Beach** in Port Stanley
- Wine tastings at **Burning Kiln Winery** and a stroll on **Port Dover’s beach**
- A final-day ride with stops at the **Mohawk Chapel** for Indigenous snacks and **Hearts Content Organic Farmstead**

High interest in the new tri-lake route led to registration selling out in February, and serves as a strong indication that it will become a popular, self-guided experience appealing to experienced recreational riders seeking a challenge, beautiful scenery, and welcoming communities. The complete route, suggested stops, maps, and other resources will be provided as a self-guided itinerary and trip idea.

Tourism, Community, and Local Economic Impact

This year’s GWTA continues the tradition of supporting local businesses and showcasing regional tourism assets. Riders will explore cultural destinations, rural landscapes, and natural heritage sites while generating economic benefits across the route.

As we celebrate the Greenbelt’s 20th anniversary, the GWTA offers a meaningful way to connect with nature and local culture,” says **Ed McDonnell, CEO of the Greenbelt Foundation**. *“As a long-time partner of the Waterfront Regeneration Trust, we’re proud to support this ride that highlights the Greenbelt’s beauty and the importance of protecting it.”*

Made Possible by Partners and Supporters

The GWTA 2025 is possible thanks to partners and supporters including **CAA South Central Ontario, RTO3 Hamilton Halton Brant, Greenbelt Foundation, Guelph Tourism, Trans Canada Trail**, and many welcoming host communities and businesses. **CAA South Central Ontario** will provide **CAA Bike Assist** throughout the 640-km route, ensuring rider safety and peace of mind.

“Events like the GWTA encourage many to hop on their bikes to explore Ontario’s waterfront in an enjoyable and safe way,” says **Michael Stewart**, Community Relations Consultant, **CAA South Central Ontario**. *“As long-time supporters of the Waterfront Regeneration Trust, we’re proud to see the growing impact of this work in connecting communities and expanding access to two-wheeled travel across the province.”*

Welcoming the Doane Grant Thornton Foundation in Legacy Building

The Waterfront Regeneration Trust is proud to welcome the **Doane Grant Thornton Foundation** as a new supporter of the Great Lakes Waterfront Trail. Their investment joins the contributions of many organizations that have helped bring the Trail’s bold vision to life—connecting communities, regenerating our waterfront, and creating unforgettable experiences for cyclists and visitors alike. Together, we continue to build a legacy of access, sustainability, and celebration along one of the world’s greatest freshwater corridors.

Quotes

“This new tri-lake route is destined to become one of Ontario’s must-do cycling adventures. It combines stunning natural landscapes, vibrant communities, and top-notch trail infrastructure and quiet roads—perfect for riders seeking both challenge and discovery. We’re excited to welcome cyclists from near and far to experience the very best of what our regions have to offer.” **Maria Fortunato, Executive Director of Regional Tourism Organization 3**

“We’re proud to welcome the Great Waterfront Trail Adventure to Guelph. As a city that values sustainability, active living, and community connection, we’ve worked hard to become more bike-friendly. Hosting GWTA riders is a great way to showcase our trails, our hospitality, and our commitment to a greener future.” **Mayor Cam Guthrie, City of Guelph**

“Huron County is proud to be part of this milestone ride and legacy trail. With our beautiful Lake Huron shoreline, vibrant communities, and welcoming spirit, we’re thrilled to showcase Ontario’s West Coast to cyclists from around the world.” **Jamie Heffer, Warden of Huron County**

“We welcome all of the participants to the Village of Blyth. Your arrival from the Blyth Greenway Trail, a part of the G2G experience, is just the beginning. A hardy dinner celebration at the Blyth Inn and sleeping under the stars at the Blyth Campground is just a small part of what you can find in North Huron. We invite you to return and explore the culture of our local eateries, trails, and live theatre. Safe travels.” **Reeve Paul Heffer, Township of North Huron**

“On behalf of the vibrant community of Goderich, I am thrilled to welcome the cyclists and participants of the 2025 Great Waterfront Trail Adventure to our beautiful town. As a fervent advocate of

physical fitness and sustainable transportation, I believe in the power of cycling to unite communities and promote health. Our town boasts an extensive network of cycling features, from the expansive G2G (Goderich to Guelph) Rail Trail to the ‘Share the Road’ signs designed for road cyclists. Additionally, our Huron County Cycling Guide offers a detailed exploration of cycling routes, including the Great Lakes Waterfront Trail, while the Goderich Triathlon and historical bike tours provide exciting opportunities for both newcomers and seasoned cyclists.

As you journey through, I invite you to explore our splendid landscapes, visit our beautiful waterfront beaches, and indulge in the unique offerings of our Downtown Square shops and restaurants. Share in the spirit of camaraderie and discovery that this remarkable event embodies. Welcome to Goderich, where our trails are as warm as our hospitality.” **Goderich Mayor, Trevor Bazinet**

“We are excited to welcome the Great Waterfront Trail Adventure back to Lambton County and we look forward to being part of their journey. The County’s investments in safer roads for all users has seen approximately 200 kilometres of paved shoulders built along on-road trails over the past 15 years, enhancing trail access and safety for everyone. We hope you enjoy your time in our beautiful communities and are able to return soon to find your own Discoveries That Matter.” **Kevin Marriott, Warden, County of Lambton**

“We are excited to welcome the Great Waterfront Trail Adventure to Grand Bend. With an overnight stop in our vibrant community, we hope cyclists and their support crews get a sense of what makes

Lambton Shores so special. From our fantastic local restaurants to the unforgettable sunset views at the Grand Bend Beach House, we hope this short visit inspires you to return again soon. While our stunning Lake Huron sunsets are hard to beat, your 640km journey past three Great Lakes in just eight days is equally impressive!” **Lambton Shores Mayor Doug Cook**

“Welcoming GWTA riders to our River District café is a highlight of the summer. It’s incredible to see people experiencing our city by bike—connecting with our trails, local businesses, and one another. Events like this are a reminder that cycling builds community, and we’re proud to be part of that journey.” **Alicia Berkelmans, Café Manager, London Bicycle Café**

“Elgin County is thrilled to welcome the Great Waterfront Trail Adventure as it rolls through our communities. With our beautiful Lake Erie shoreline, charming small towns, and a growing cycling culture, this ride offers cyclists a unique chance to connect with nature, explore our heritage, and experience the warmth of our local hospitality. We’re proud to be part of this milestone event celebrating 30 years of connecting communities through active living and unforgettable outdoor experiences.” **Elgin County Warden Grant Jones**

“On behalf of the Municipality of Central Elgin, I’m pleased to welcome the Great Waterfront Trail Adventure to our vibrant beachfront community of Port Stanley. Cyclists will enjoy the stunning views and scenic landscapes along the route to Port Stanley, as well as the warm hospitality and welcoming spirit our community is proud to share.” **Mayor Andrew Sloan, Municipality of Central Elgin**

“Norfolk County is proud to be part of the Great Waterfront Trail Adventure this August,” said Mayor Amy Martin. “With riders staying in communities across the County, it’s a great opportunity to showcase our connection to Lake Erie and the welcoming spirit that defines Norfolk. We’re excited to be part of a route that celebrates active living, local culture, and the beauty of Ontario’s waterfront.” **Mayor Amy Martin, Norfolk County**

“The City of Brantford is delighted to participate in and welcome cyclists from The Great Waterfront Trail Adventure once again. With over 70km of natural trails and the serene Grand River providing the most beautiful backdrop, Brantford is the perfect destination for cycling enthusiasts. We invite you all to visit again and Discover Brantford.” **Kara Davey, Manager of Tourism, Culture and Sport for the City of Brantford**

“The Trans-Canada Trail runs through our farm, where we focus on herbal products, farmstay and conservation. We are working to grow the Greenbelt to include the Grand River Watershed. We’re happy to host lunch on our farm for the Great Waterfront Trail Adventure bike tour, and to celebrate the 20th anniversary of the creation of the Ontario Greenbelt.” **Richard Tunstall and Ella Haley, Heart’s Content Organic Farm — *Get away from it all without going too far away***



2025 GWTA Jerseys





The GWTA Team

Thank you to our hard-working team of volunteers
led by tour director Jo Sharland