

2026 Overview & Participant Survey Results







2026 Great Waterfront Trail Adventure
Overview and Participant Survey

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Photos by Martin Lortz.



About the Great Waterfront Trail Adventure

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

The 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 an excellent complement to local and regional event programming.

In its eighteenth 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, Tourism Windsor Essex and Pelee Island, Trans Canada Trail and Waterfront Trail communities and conservation authorities**, 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.



2026 Great Waterfront Trail Adventure

CYCLE CANADA'S SOUTH COAST

425 km in 5 Days. August 10 to 14, 2026

In 2026, the Great Waterfront Trail Adventure (GWTA) launched a new 500 km signed binational cycling network connecting Windsor, Essex County and Pelee Island with southeast Michigan, including a landmark ride across the Gordie Howe International Bridge into Detroit.

The ride celebrated four years of cross-border collaboration to create a new cycling tourism destination, opening opportunities for residents and visitors to explore two countries and their shared Great Lakes waterfront by bike.

Tourism Windsor Essex Pelee Island (TWEPI) led the initiative, securing Government of Canada and Trans Canada Trail funding and managing the development of the binational cycling tourism destination plan. The Waterfront Regeneration Trust played a major role in implementing the plan, including wayfinding signage and digital cycling resources, working alongside municipalities, conservation authorities, trail organizations and cycling partners on both sides of the border.

At the centre of the network is the Gordie Howe International Bridge, whose multi-use path establishes the first signed international crossing of both the Great Lakes Waterfront Trail and Trans Canada Trail.

Other GWTA highlights included the Herb Gray Parkway Trail, Chrysler Canada Greenway, the County-Wide Active Transportation System (CWATS), an evening in Point Pelee National Park, Essex County communities and beaches, and a cycling excursion to Pelee Island, newly designated as part of the Trans Canada Trail.



Those who rode to Essex had the chance to sample amazing Mexican food at Cancusito La Taquería.







2026 Great Waterfront Trail Adventure

Overnight Hosts, Participating Businesses and Rest Stops

2 Overnight Host Communities: Windsor and Leamington.

Participants: 103 riders with four guest riders from Share the Road Essex Windsor and Cyclones based in Detroit joining the group as cycling ambassadors. Riders come from all over Canada and US including Ontario, Alberta, Manitoba, Indiana, Maryland, Michigan, Ohio, Florida, The youngest cyclist was 20 and the oldest is 87.

Participating and featured Businesses and Rest Stops

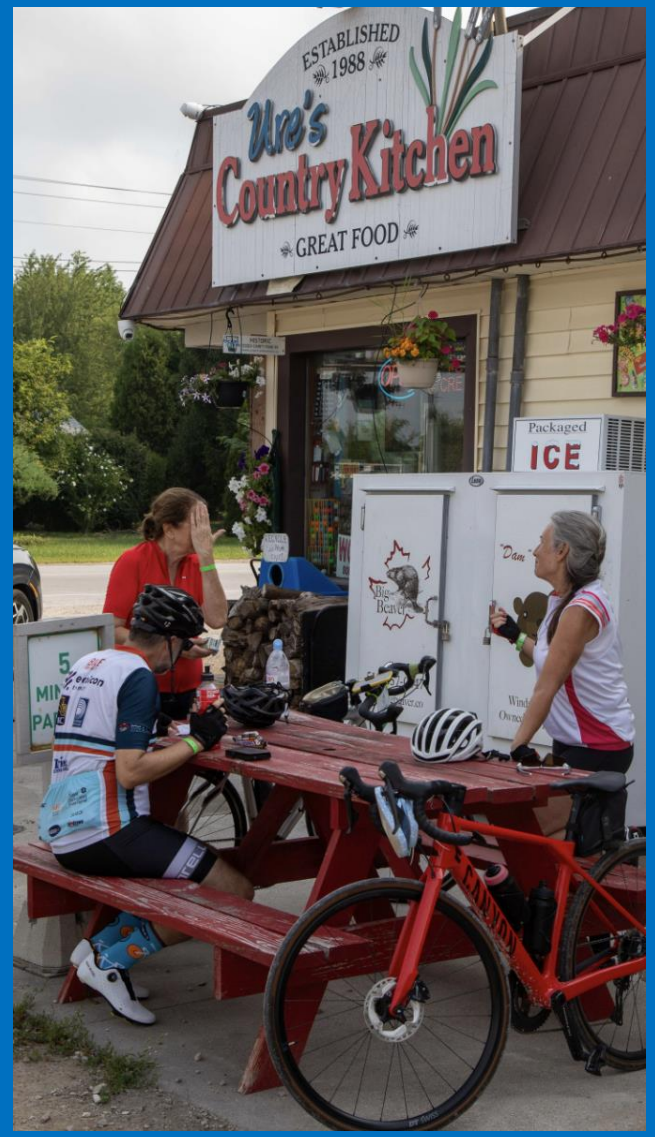
The GWTA featured and recommended over 59 businesses to participants.

Special thanks to community partners who welcomed riders at 9 hosted rest stops:

Tourism Windsor Essex Pelee Island (by the Little River Corridor Park) Tecumseh (Lakewood Park South) , Lakeshore (Lakeview Park West Beach), Essex (Town of Essex Railway Station & Spitfire War Memorial), Kingsville (Carnegie Arts & Visitors Centre), ERCA (John R Park Homestead), Amherstburg (King's Navy Yard Park), Pelee Island (Pelee Island Heritage Centre), and County of Essex (River Canard Bridge), Community Foundation of Southeast Michigan hosted stops with interpreters at the Ralph C. Wilson Jr. Centennial Park & SW Greenway and Belle Isle.

Accommodation Partners: we worked with and provided luggage transportation support to 8 accommodations partners including hotels, University residences, Air BnBs, campground.

Estimated Economic Benefits to the region: $388K



Highlights from the GWTA and Survey

40 responses; conducted August 2026

28% first time on the GWTA

78% visited communities for the first time on the route.

100% rate the GWTA highly as a summer holiday experience (67% Excellent; 33% Good).

97% will recommend the event to friends and family.

97% Highly rate the Windsor-Essex network as a cycling experience.

92% would consider recommending the Windsor-Essex network to other cyclists for self-guided experience (67% definitely, 26% maybe).

87% of respondents used Ride with GPS

51% will revisit a community or area we cycled during the GWTA.

$388K * Total estimated economic benefits

$1,127 average spending by participants

71% spent 1 or more nights in a hotel pre or post event; for a total of 55 additional hotel stays.

79% of respondents stayed in 5 hotels; **21%** camped.

673K reached through WRT social media and paid digital campaigns.



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

2026 GWTA Partnership Ambassadors

Thessalon Mayor Jordan Bird and Sonja Vangjeli served as the Great Lakes Waterfront Trail Partnership Ambassadors in 2026. They cycled with the group over the five days sharing their experience of the Trail with elected and community leaders hosting overnight and rest stops.



Jordan Bird, Mayor of Thessalon



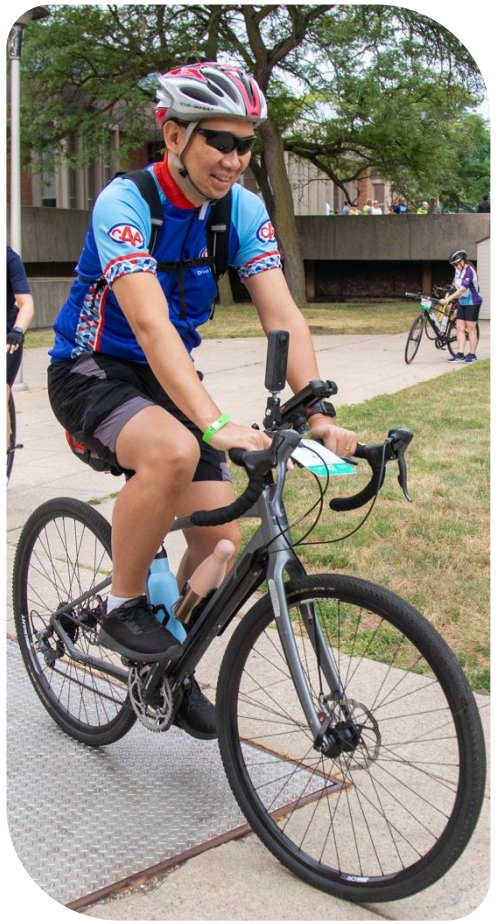
Sonja Vangjeli, Landscape Architect and Urban Designer

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.



Evelyn Peng, CAA Club Group, Chief Risk Officer



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



Michael Stewart, Government and Community Relations

Community Leadership and Hospitality

The Great Lakes Waterfront Trail is a legacy project built through decades of collaboration with communities across Ontario. Over the course of the tour, 12 elected representatives and community leaders came out to welcome riders, demonstrating the local commitment and leadership that make the Trail possible. These personal welcomes gave participants a sense of the pride communities take in the Trail and their own connection to its continuing development.

Special thanks to Share the Road Essex County for its assistance with itinerary and route planning. Volunteers Ron Uprichard and Rob Poirier, along with Kathy Quenneville, a Windsor resident and Share the Road Essex supporter, welcomed cyclists and led a tour of the Windsor Loop. On Tuesday, the Michigan-based cycling group Cyclones welcomed GWTA riders and led them on a tour of the Detroit Riverfront. Riding alongside local cyclists was a highlight for participants, who appreciated the community pride, hospitality and local knowledge shared by their Windsor and Detroit hosts.



Tecumseh Deputy Mayor Joe Bachetti in centre rides with GWTA



Lakeshore Mayor Tracey Bailey



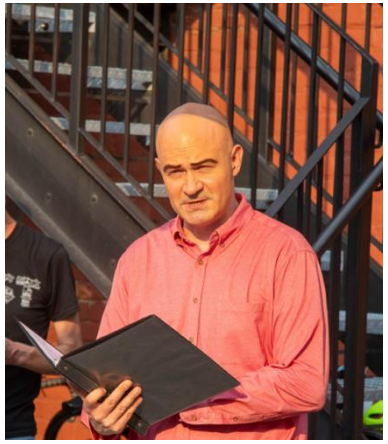
The Metro 313 Cyclones is a Major Taylor Association bicycle club based in Detroit, Michigan. Established in 2013, the club promotes recreational cycling and community engagement. The Club also seeks to educate the public about its namesake, legendary cyclist Major Taylor, the “Black Cyclone”, who in 1899 became the first African-American world cycling champion.



Brent Kinnard, GWTA Tour Manager, Rob Poirier, Share the Road Essex Marlaine Koehler, David Meyer of WRT and Ron Uprichard, Share the Road Essex



Kathy Quenneville, a Windsor resident and Share the Road Essex supporter and David Meyer, Waterfront Regeneration Trust



Lionel Kernerman, Senior Manager of Destination Development, TWEPI.



Peter Neufeld, Leamington CA), Leamington Mayor Hilda MacDonald, Monique Oltrop, Point Pelee National Park, Brent Kinnard, WRT, David Meyer, WRT and Jaclyn Marn, Point Pelee National Park

Launching Canada's Newest Binational Cycling Destination

On August 11, 2026, the GWTA launched the 500 km Windsor Essex Binational network, bringing together Canadian and US partners to celebrate with 100 cyclists. Later that morning, cyclists rode across the Gordie Howe International Bridge which is designated as part of the Great Lakes Waterfront Trail, Trans Canada Trail, Iron Belle Trail and Great Lakes Way.



Left to Right: Thessalon Mayor Jordan Bird, Gord Orr, CEO Tourism Windsor Essex and Pelee Island, Hon. Eleanor McMahon, Marlaine Koehler, WRT, Essex County Warden Hilda MacDonald, , MP Harb Gill, Windsor East, Andrew Dowie, MPP Windsor-Tecumseh, Meghan Reddick, Trans Canada Trail, Kin Lee-Yow, CAA Club Group, Chief Information Officer



Left to Right: Brian Masse, Hon. Eleanor McMahon, Share the Road Coalition, Heather Grondin, Windsor Detroit Bridge Authority, Meghan Reddick, Trans Canada Trail, Marlaine Koehler, Waterfront Regeneration Trust, Windsor Mayor Drew Dilkens, MP Harb Gill, Windsor East, Essex County Warden Hilda MacDonald, John Hartig, Community Foundation for Southeast Michigan's Great Lakes Way Advisory Committee Thessalon Mayor Jordan Bird, and Sage Hedgal, State Department of Natural Resources.

2026 Great Waterfront Trail Adventure

Survey Results



Who Comes?

56%
Come with friends or family

18%
Come alone

*Remaining 26% signed up as volunteers

41%
Female

59%
Male

3%
Aged 18 – 35

5%
Aged 36 – 45

8%
Aged 46 – 55

33%
Aged 56 – 65

38%
Aged 66 – 74

13%
Aged 75+







CAA Sponsored Support

92% of participants are members of CAA or AAA

64% of respondents used CAA's Mobile Bike Assist Service to repair or adjust their bike.

23% used support vehicles during the ride

36% said availability of support important to their decision to participate





"Extremely knowledgeable and helpful with explaining what he did to fix the problem. Patient and genuinely invested in all of us enjoying our ride"

"I didn't need assistance this year, but it was assuring that he was available and everyone really valued his service."

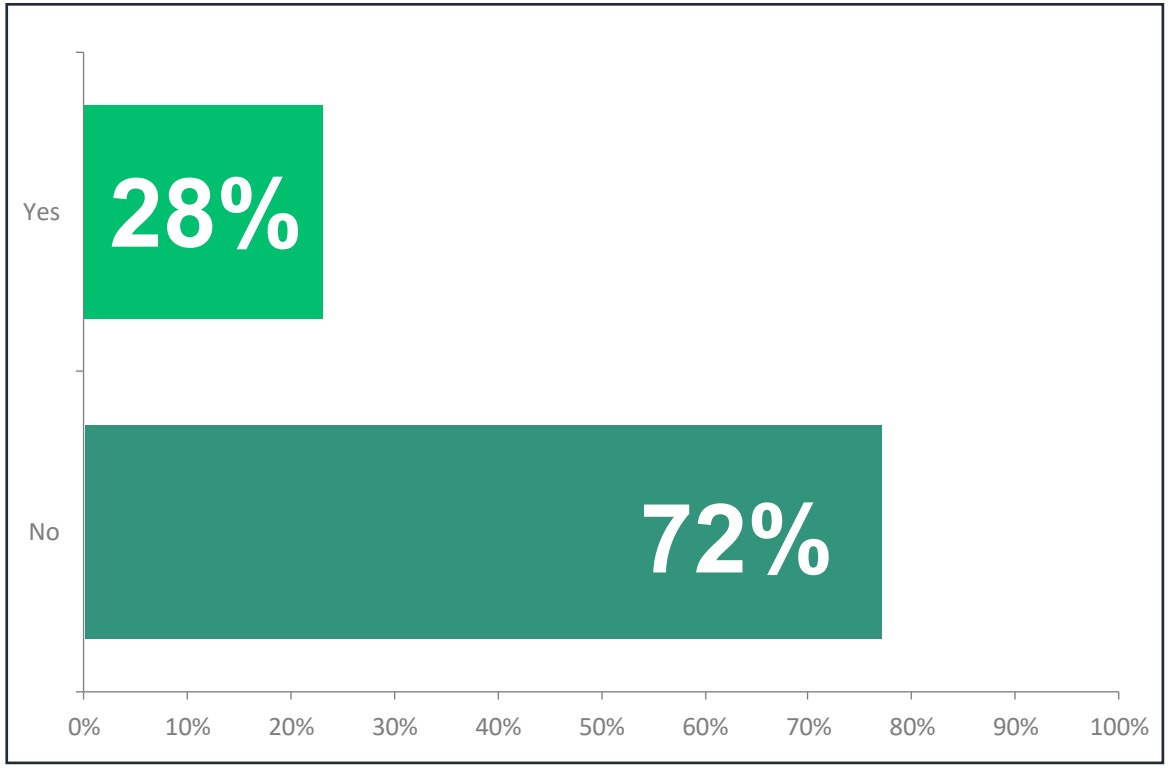
"Gershom is excellent! He is a rock for anyone that has dealt with him!! Amazing!!!"

"Gershom was amazingly helpful!"

"Gershom was excellent with helping people out! He noticed my wife's seat was off-centre as she was riding away after adjusting air pressure. Adjusted her seat too on the spot."

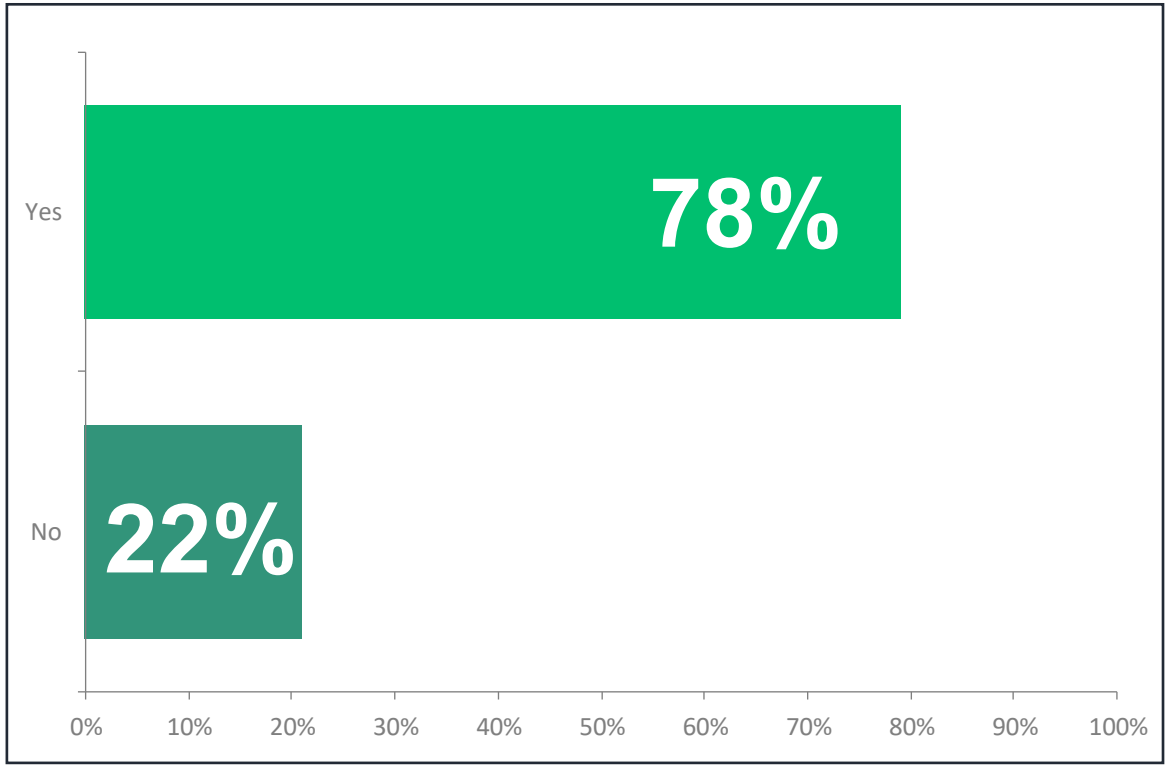
Q: Is this the first time you participated in the GWTA?

Answered: 40 Skipped: 0



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

Answered: 40 Skipped: 0



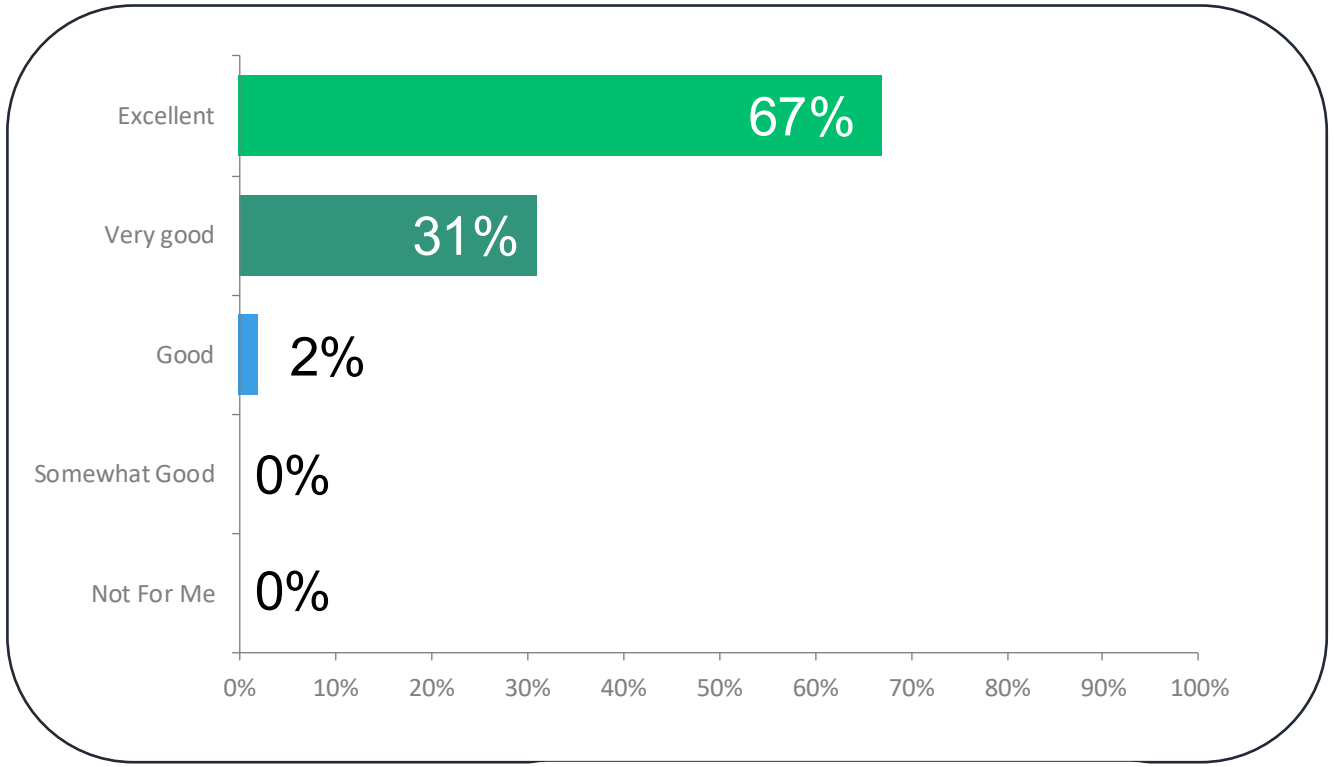






Q: Overall, how would you rate the GWTA as a summer holiday experience?

Answered: 39 Skipped: 1



98%

Rate the GWTA highly as a summer holiday experience









Q: I will recommend the GWTA to friends and family

Answered: 38 Skipped: 2

Absolutely	76%	29 responses
Yes	21%	8 responses
No	0%	0 responses
Unsure	3%	1 responses



The Windsor-Essex Cycling Experience

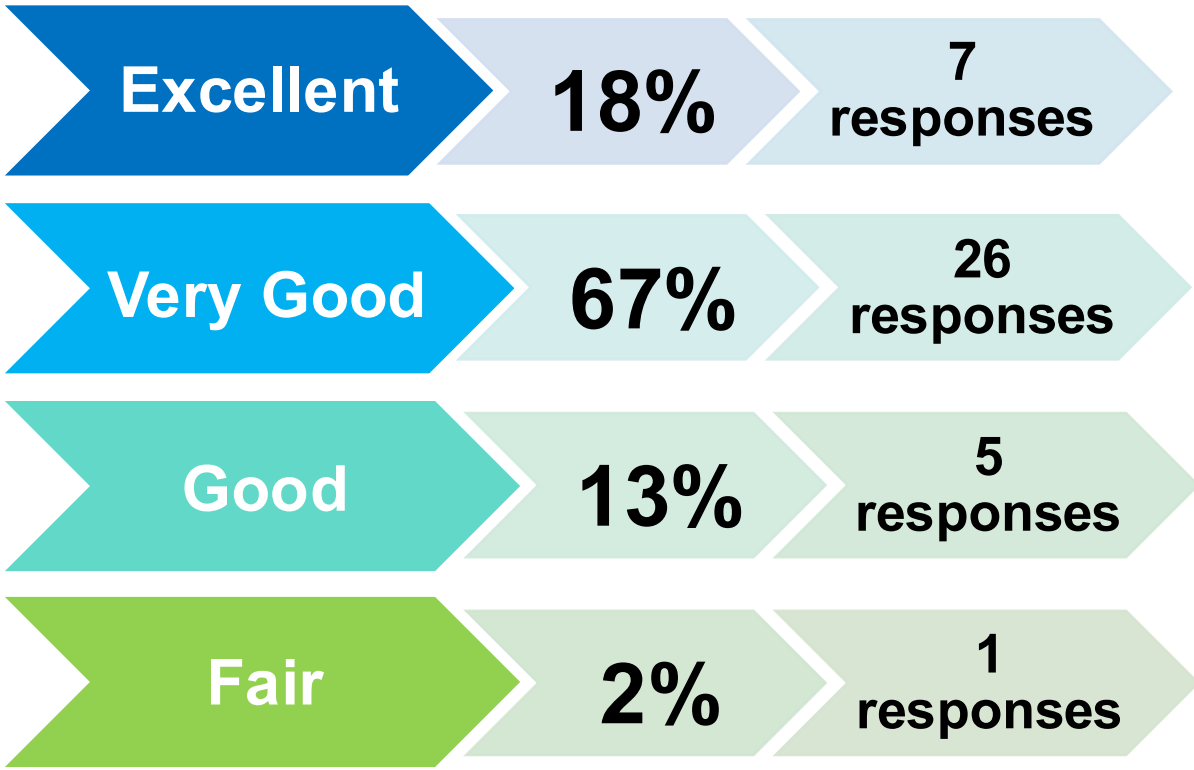
Q: How would you rate the overall Windsor-Essex route and loops as a cycling experience?

Answered: 39 Skipped: 1

85%

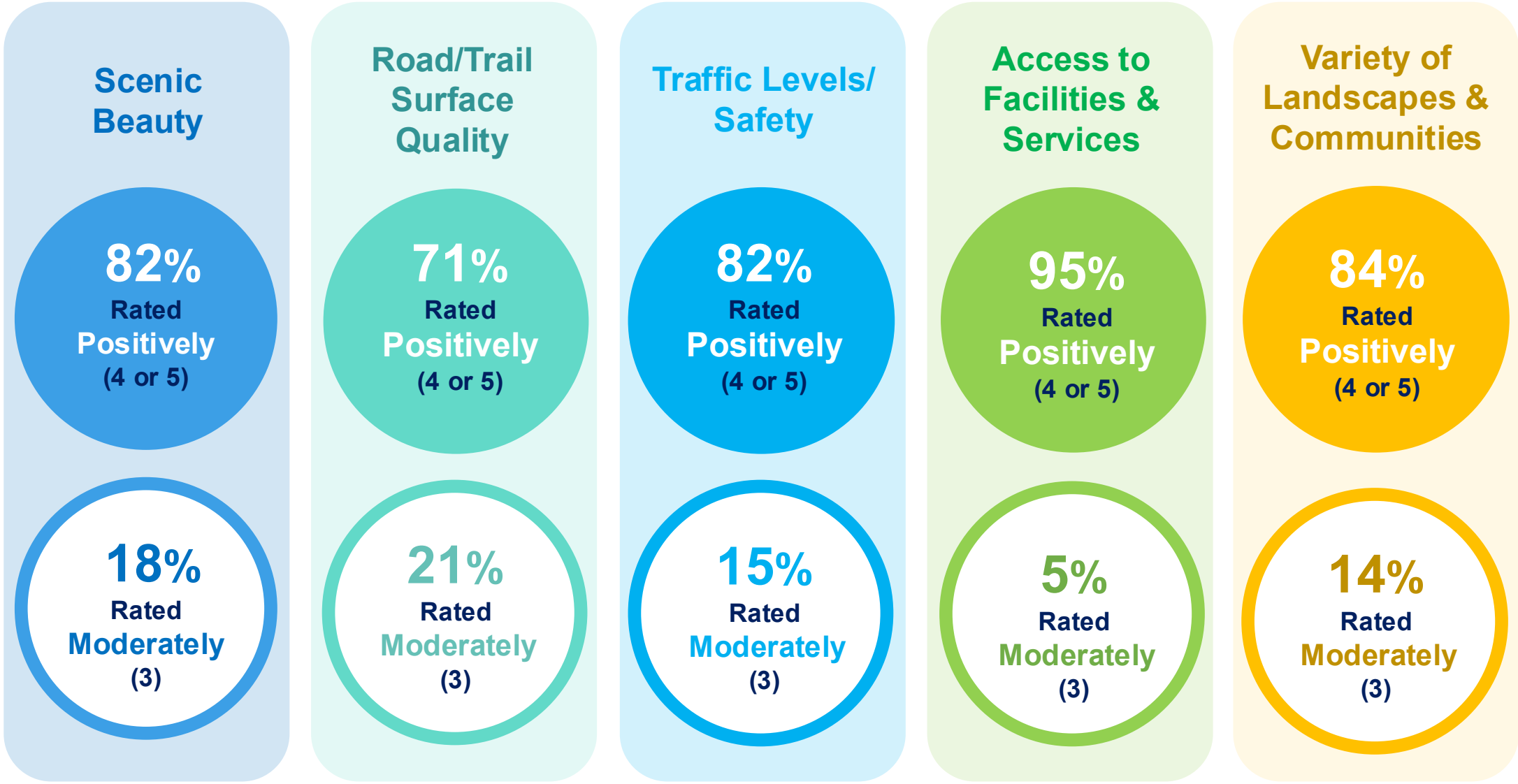
Highly Rate

the Windsor-Essex Route & Regional Loops as a cycling experience.



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

Answered: 39 Skipped: 1



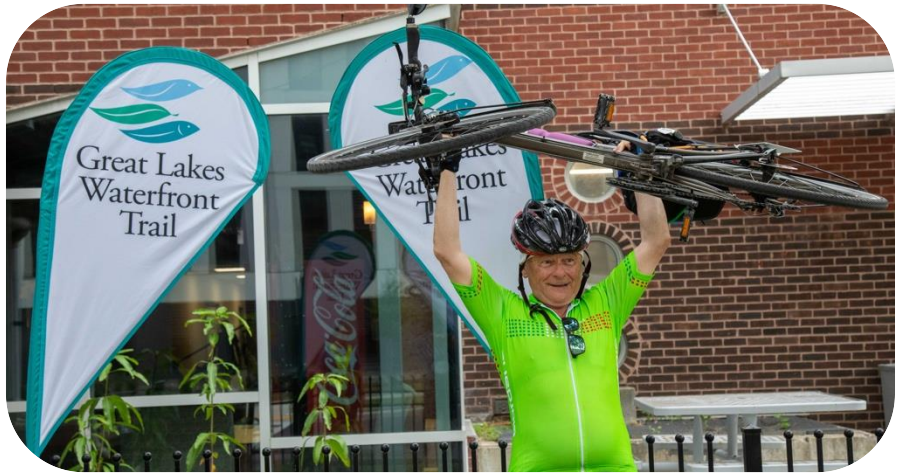
Q: Would you recommend this route to other cyclists as a self-guided experience?

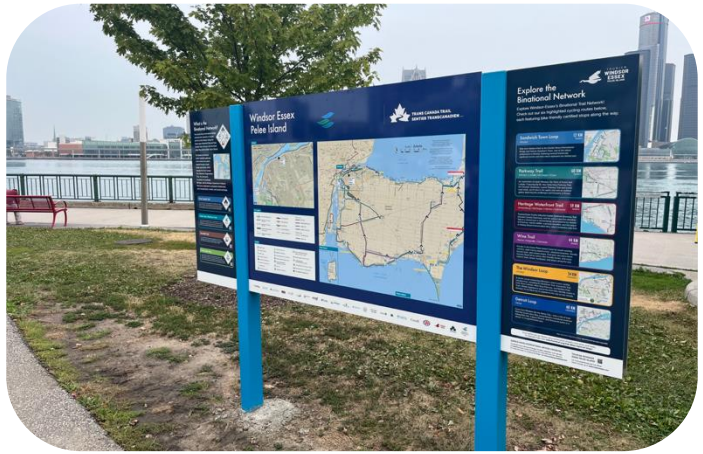
67%
Would Definitely Recommend (28 Responses)

26%
Would Maybe Recommend (11 Responses)

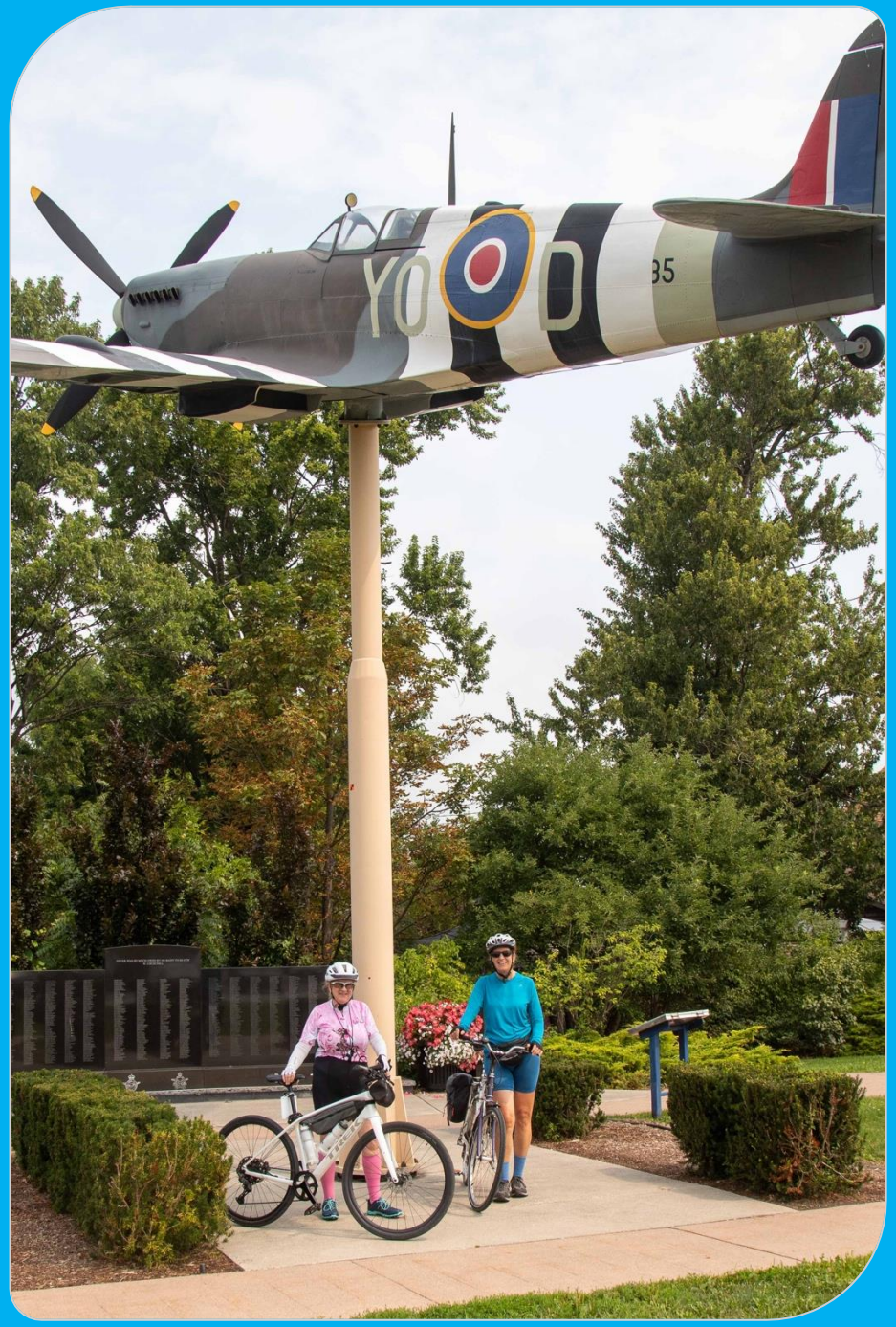
7%
Would Probably Not Recommend (3 Responses)

Overall, 92% of respondents would definitely or possibly recommend the Windsor-Essex route as a self-guided cycling experience. The most significant area identified for improvement was the condition of the 20 km unpaved rail trail section between Comber and Leamington, part of the Trans Canada Trail. Several participants found sections of rough, loose gravel and rocky surfaces difficult to navigate on road bikes. Improving these sections and/or identifying suitable paved alternatives would help broaden the network's appeal to cyclists using different types of bikes.








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35





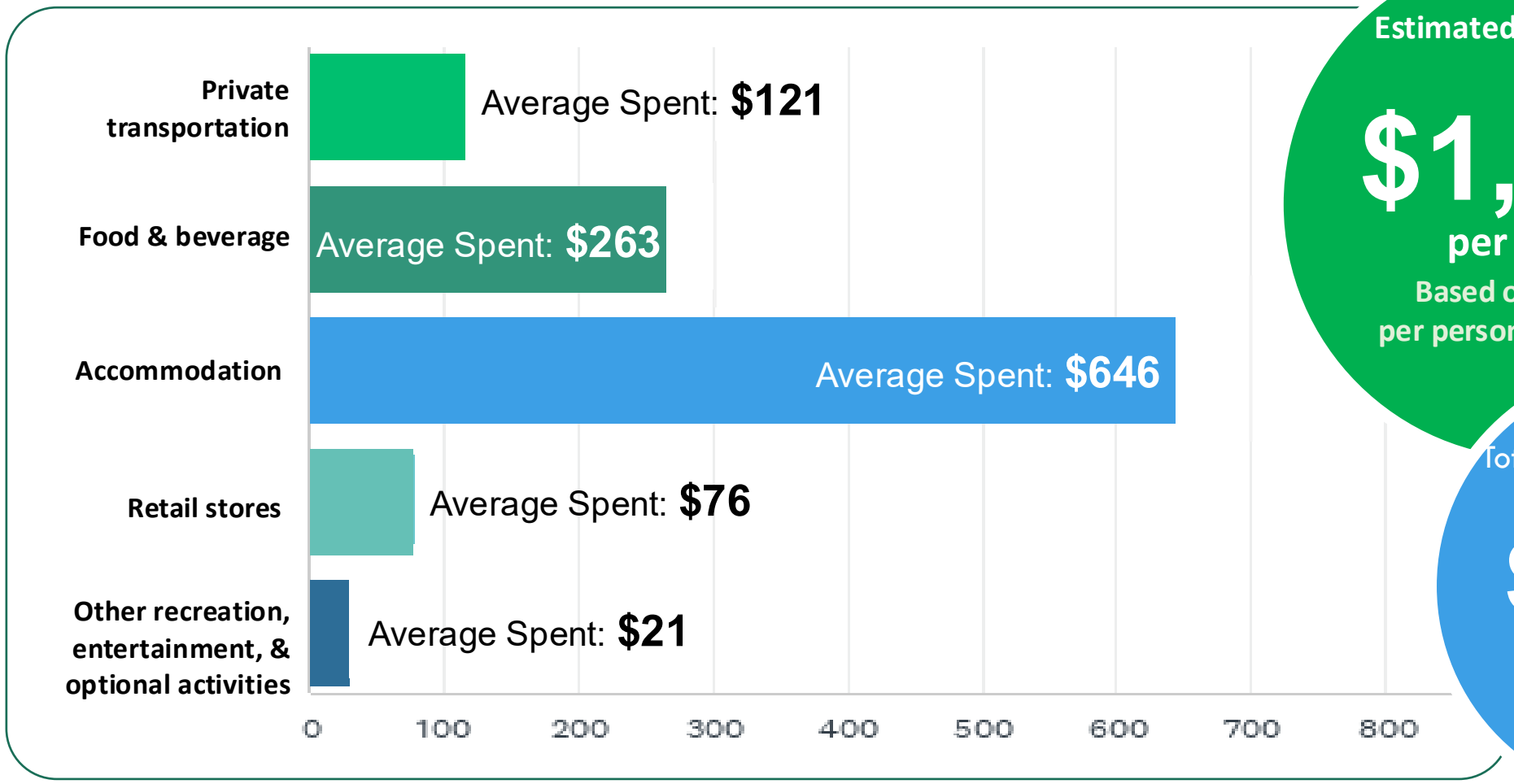

CVTA26



Estimated Economic Impacts

Answered: 38 Skipped: 2 *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. $1226 average spend for respondents staying in hotels (31); $778 for respondents who camped (8).



Estimated expenditures of

$1,127

per person

Based on averages per person per category

Total estimated economic benefits

$160K

* Based on per-person spend, included meals, venue, and activities, and estimated spend on extended hotel stays.

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

Answered: 39 Skipped: 1

71%

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

six additional nights

A total of

55

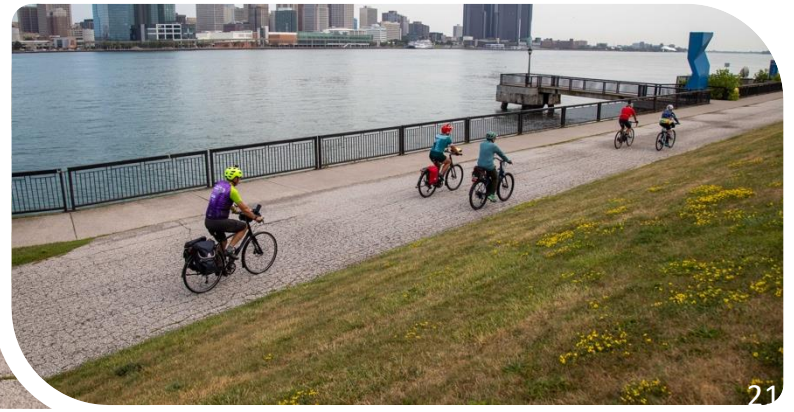
additional hotel nights were booked pre and post GWTA

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









51% of respondents are likely to return to a community or area we cycled during the 2026 GWTA to visit within 24 months.

Answered: 39 Skipped: 1

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



10%

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

41%

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 2026. 38 people provided comments. Here are the top 10 trends based on frequency and emphasis.

1. **Gordie Howe International Bridge & Detroit Experience**
2. **The Pelee Island Experience**
3. **Community & Camaraderie Amongst Riders**
4. **The Leamington Waterfront & Community Activities**
5. **Point Pelee National Park**
6. **Organization, Volunteers, & Ride Support**

   Water stations, encouragement, welcoming attitude, and support from volunteers were appreciated, along with the overall organization of the trip.
7. **Local guides & Community Hospitality**
8. **Trails, Cycling Infrastructure & Route Quality**
9. **Food, Dinners, & Social Experiences**

   Reception at Sandwich Brewing Company, Family-style dinners at the Roma Club in Leamington and at the Celebration Dinner in Windsor.
10. **Multi-Night Stays, Loops, & a Variety of Options Within the Itinerary**

"There was great community support from city and county representatives. Learning about the communities was a highlight."

"The meet-and-greet & group dinners allowed us to make new friends quickly."

"It was great how welcoming the group as a whole was to us newcomers!!!"

"Great organization, water stops, great volunteers and organizers. Great trails, that are well marked, smooth and fast."

"The friendly inclusive atmosphere of all people and the volunteers was a highlight. Good pathway infrastructure, easy GPS guidance and signage made it easy to follow the route."

What was said

"A great week of cycling, with new appreciation for the cycling trails in this area."

"This was a great event. As a Michigander, it was a short drive over the beautiful new Gordie Howe Bridge. I had a wonderful time and met lots of great people in our best neighbor ever—Canada!"

"The friendly, inclusive atmosphere of all people and the volunteers is a big plus."

"Getting to see new places, getting to know new people was a highlight!"

"I was so thankful for the positive comments made by the speakers at ribbon cutting about how we are a family, and thankful that the bridge a the people are bringing us togethe even at a time when politics can b divisive. Trails have a way of doing th

"well planned and executed, includin the volunteers."

"Great organization, great water stops, great volunteers and organizers."

"The GWTA 2026 was a great event, our first, but definitely won't be our last."



2026 Great Waterfront Trail Adventure

Promotions



Paid Promotions

Cycle in Ontario



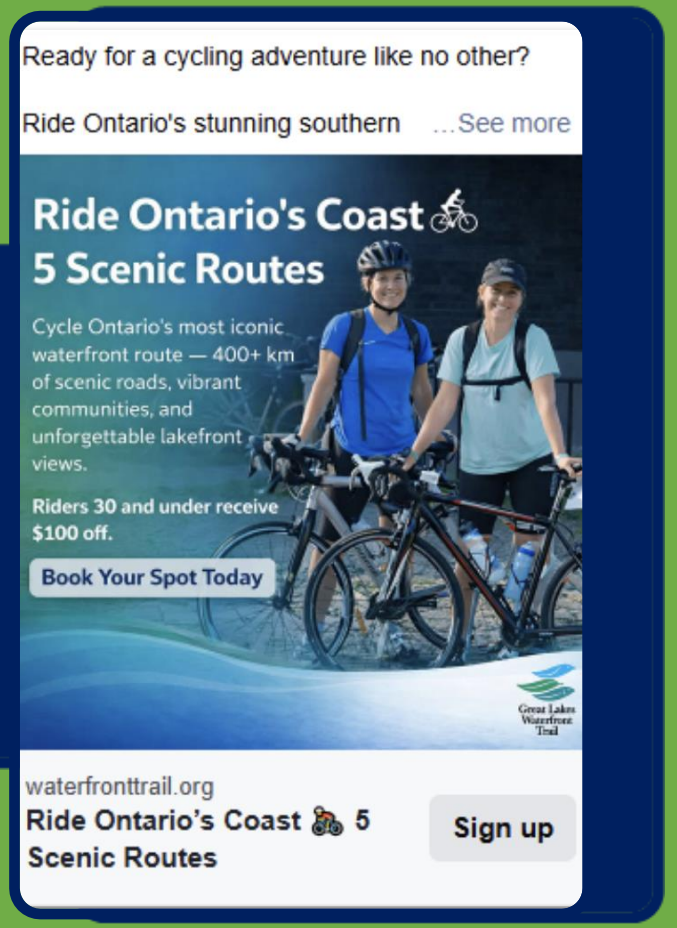


40,000 print copies in English & French

- ½ page ad in Cycle in Ontario
- Extraordinary print demand and thousands of digital reads: 86,950+ total readership in 2026
- 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
  - Montreal Bike Show
  - Toronto Bicycle Show
  - Travel & Visitor Information Centre
  - Bike for Brain Health
  - Paris to Ancaster Race
  - A variety of other cycling and partner events

Digital Ad Campaign





- 575,289 Impressions
- 249,855 Reach
- 16,546 Clicks
- 2 Audience Groups: 30+ and 30 and Under
- Click-through-rate above benchmark averages, and saw improvement when focused solely on the under 30 audience running for shorter, weekend bursts during nice weather
- Click through rate slightly favoured the under 30 audience
- Resonated well with under 30 audience. Conversion rate and social engagement was higher with this audience

Promotions & Media Coverage

The event received excellent media coverage from major regional outlets CBC and CTV, and local and US media. Waterfront Regeneration Trust Instagram and Facebook Posts generated 148K views during July and August. The press release sent to 4500 Great Lakes Waterfront Trail supporters, and the story shared with TCT supporters.

AM 800 CKLW

Ribbon-cutting ceremony for Canada's newest binational cycling destination

The 2026 Great Waterfront Trail Adventure has made its way to Windsor-Essex.

Aug 11, 2026

CTV News

Windsor-Detroit becomes newest binational cycling destination

Cyclists now have a new way to experience Windsor-Essex County and Detroit. More than 100 riders from across North America are excited to...

Aug 11, 2026

Penticton Herald

Bridge, a Ribbon, and a New Era for Cyclists: The Gordie Howe International Bike Lane Launch

As dawn broke over the Detroit River, the University of Windsor's Vanier Hall buzzed with anticipation. More than a hundred cyclists—fresh...

onth ago

AMHERSTBURG River Town Times

Election 2026 Local News Here's What's Happening Announcements

RTT Staff · Aug 25 · 3 min read

Great Waterfront Trail Adventure bike tour rides through Amherstburg



Cross-border connections hit the road



Community leaders, including Mayor Drew Dilkens, MP Harb Gill, Mayor Hilda MacDonald and Dr. John Hartig with cyclists at the morning kickoff celebration of the Great Waterfront Trail Adventure at the University of Windsor, Ont. on Tuesday, Aug. 10, 2026. (Lindsay Charlton/ University of Windsor)

10 Reasons to Ride The Great Waterfront Trail Adventure in 2026



Ride, Explore, and Create Unforgettable

Michigan Department of Natural Resources

Caring for Michigan's outdoor places and stories since 1921

Showcasing the DNR

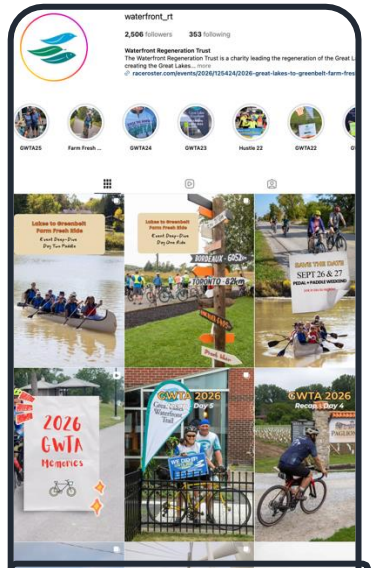


A bridge to adventure

Gordie Howe International Bridge creates international recreation opportunities

By AILEEN KEMME

Communications coordinator, Parks and Recreation Division





Great Waterfront Trail Adventure in Windsor kicks off

177 · 1mo ago

CTV News

The Great Waterfront Trail Adventure kicks off this week in Windsor and Detroit. CTV Windsor's Bob Bellacicco checks in.

Michigan can reap billions by expanding trails and greenways, study finds



LANSING — Greenways and trails have become more popular in promoting community connectivity and ecotourism, but the network should be expanded in Michigan and the Great Lakes region, said a recent study.

Trails primarily in Southeast Michigan currently connect 45 communities, and the Great Lakes Way project is pushing to increase the number of usable greenways and sustain funding for such efforts.

CBC LISTEN Live Radio On Demand CBC Podcasts CBC Music Playlists Your Library

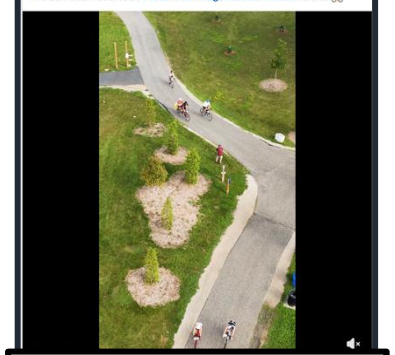
Aug. 11, 2026: 103 cyclists travel from across North America to ride Gordie Howe Bridge

The Gordie Howe Bridge is the hottest cycling destination of the summer. But there are hun
Essex. More than 100 cycling tourists from all over North America are finding that out first h
executive director of the Waterfront Regeneration Trust, Marlaine Koehler.

Town of Tecumseh and 2 others

August 13 · THE SHADE · Rex Orange County

Welcome to Tecumseh Waterfront Regeneration Trust riders!



Facebook · Town of Essex

20+ reactions · 3 months ago

Welcome to Essex, cyclists! Waterfront Regeneration Trust ...

Learn more about the GWTA at https://waterfrontrail.org/great- waterfront-trail-adventure/gwta/ Looking for your own cycling adventure? Read more

Media Release

CANADA'S NEWEST BINATIONAL CYCLING DESTINATION LAUNCHES IN WINDSOR–DETROIT

2026 Great Waterfront Trail Adventure brings more than 100 cyclists from Canada and the U.S. to experience a new international cycling connection and five days of waterfront destinations across Windsor-Essex and Pelee Island

WINDSOR, ON — August 11, 2026 — More than 100 cyclists from across Canada and the United States are helping launch Canada's newest binational cycling destination this week as the 2026 Great Waterfront Trail Adventure (GWTA) rolls through Windsor, Essex County and Pelee Island — and, for the first time, across the Gordie Howe International Bridge into Detroit.

The destination was officially launched Tuesday morning with a ribbon-cutting in Windsor attended by Marlaine Koehler of the Waterfront Regeneration Trust; MP Windsor West Harb Gil, Windsor-Tecumseh MPP Andrew Dowie; Windsor Mayor Drew Dilkens; Essex County Warden Hilda MacDonald; Gordon Orr, CEO Tourism Windsor Essex & Invest WindsorEssex, Meghan Reddick of Trans Canada Trail; Heather Grondin of the Windsor-Detroit Bridge Authority; and other Canadian and American partners and community leaders. More than 100 GWTA cyclists joined the celebration before setting out to experience the new international connection.

The launch marks four years of cross-border collaboration to connect and promote cycling experiences in Windsor-Essex and southeast Michigan, creating new opportunities for residents and visitors to explore two countries and their shared Great Lakes waterfront by bike.
At the centre of the network is the Gordie Howe International Bridge, whose multi-use path establishes the first signed international crossing of both the Great Lakes Waterfront Trail and the Trans Canada Trail.

"This is much more than a new route across a bridge. It is the realization of a vision we have been working toward with our Canadian and American partners since 2022," said **Marlaine Koehler, Executive Director of the Waterfront Regeneration Trust**. *"By connecting extraordinary trails, waterfronts and communities on both sides of the Detroit River, we are giving people an entirely new way to experience and appreciate this region — slowly, actively and up close."*

The binational initiative brings together the Waterfront Regeneration Trust, Trans Canada Trail, Southeast Michigan Community Foundation and Michigan Department of Natural Resources, alongside municipalities, tourism organizations, trail partners and the Windsor-Detroit Bridge Authority.
On the Canadian side, the project builds on the Great Lakes Waterfront Trail's expansion to Lake Erie in 2012 and significant investments made since then by municipalities and conservation authorities in their waterfronts, trails and active transportation networks. The initiative has brought those assets together into more than 500 kilometres of signed cycling experiences, including nine scenic itineraries, three binational gateways, over 1,000 wayfinding signs, new digital and print resources, and more than 125 Ontario By Bike certified businesses.

As part of the initiative, Trans Canada Trail has also added the first international border crossing to its nationwide network and expanded its network through Leamington and onto Pelee Island, extending the national 30,000-kilometre trail to Canada's southernmost inhabited point.

"Connecting communities has always been at the heart of the Trans Canada Trail," said **Meghan Reddick, Chief Communications and Marketing Officer with Trans Canada Trail**. *"This partnership is the perfect illustration of how trails can connect communities and inspire unity. By creating more opportunities for people to engage with landscapes, destinations, and people on both sides of the border, we are forging powerful connections while boosting local economies."*

Across the Detroit River, cyclists can connect to an impressive and growing network of trails, greenways, waterfront parks and public spaces. Major investments in the Detroit RiverWalk, Joe Louis Greenway, Ralph C. Wilson Jr. Centennial Park, Southwest Greenway and other destinations are transforming how residents and visitors experience Detroit and its waterfront.

Five Days Showcasing Connected Waterfront Communities

From August 10–14, Great Waterfront Trail Adventure (GWTA) participants will explore Windsor, Essex County and Pelee Island, highlighting waterfronts, natural areas, cultural attractions and key cycling infrastructure. On Tuesday, riders will make a binational crossing into Detroit to experience the city's expanding trail network before returning to Canada.
Other GWTA highlights include the Herb Gray Parkway Trail, Chrysler Canada Greenway, the County-Wide Acive Transportation System (CWATS), Point Pelee National Park, Essex County communities and beaches, and a cycling excursion to Pelee Island.

"The GWTA has always been about showing what becomes possible when communities connect their waterfronts and trails," said **Koehler**. *"For more than 30 years, the Waterfront Regeneration Trust has worked with communities to turn local waterfront investments into a connected Great Lakes experience. This year, we get to demonstrate that idea on an international scale."*

The new binational cycling destination builds on years of investment by communities, the County of Essex, the Essex Region Conservation Authority and trail organizations on both sides of the border. Together, these connections offer a rare opportunity to experience two countries, two cities and dozens of waterfront communities as one Great Lakes cycling destination.

Quotes

"The City of Windsor has proudly worked alongside the Waterfront Regeneration Trust since the Great Lakes Waterfront Trail was extended into Windsor in 2011. In recent years, we have continued that work with partners across the region to expand cycling opportunities and help position Windsor-Essex as a leading destination for cycle tourism. Through significant investments in cycling infrastructure, wayfinding and visitor experiences, we are creating stronger connections across our region, encouraging active transportation and giving residents and visitors more opportunities to experience Windsor's waterfront, neighbourhoods, parks and trail network. This year, we are proud to welcome more than 100 cycle tourists with the 2026 Great Waterfront Trail Adventure, to experience our community firsthand, while supporting local businesses, tourism and Windsor-Essex's growing reputation as an exceptional destination for cyclists." Mayor Drew Dilkens, City of Windsor

"The binational cycle tourism experience provides riders with the opportunity to have a seamless path to connect districts, communities, attractions, waterfronts, culture, culinary, and natural areas on both sides of the border. The multi-use path positions Windsor Essex as one of North America's most unique cross-border cycling destinations. Being able to tell the stories which resonate with our 'DNA of place' through sensory and immersive experiences help to form extended and repeat visitations to our Two Nation Destination. Through partnerships on both sides of the border, we look forward to continuing to build on future prospects in connectivity, active transportation, outdoor adventures, health and well-being. Our cycle tourism map is a great tool in planning out extensive itineraries through various route suggestions while showcasing 125+ bike-friendly certified businesses along the way." Gordon Orr, CEO Tourism Windsor Essex & Invest WindsorEssex

"We are pleased to welcome cyclists from across Canada and the United States to Windsor and Essex County for the 2026 Great Waterfront Trail Adventure. There is no better way to experience our region than by travelling through our communities, along our trails and beside our beautiful waterfronts. We are especially excited to invite riders to stop in Leamington and enjoy our new Waterfront Market Plaza. This tour is a wonderful example of how working together across communities and across the border can create memorable experiences for residents and visitors alike. We hope every cyclist leaves with great memories, new connections and a desire to return to Windsor-Essex." Warden Hilda MacDonald and Mayor of Leamington

"Detroit takes great pride in having its waterfront named the No. 1 riverwalk in the United States by USA Today in 2021, 2022, and 2023. Indeed, the Detroit Riverwalk was inspired by Windsor's riverwalk that started in the 1960s. Our two border cities have deep regional commitments to reconnecting people with the Great Lakes through greenway trails. We are honored to be collaborating with our Canadian trail partners to create world-class cross-border trail tourism experiences – made possible by the multi-use path on the new Gordie Howe International Bridge – throughout the Windsor–Detroit metropolitan area that celebrate our shared Great Lakes, history, and pride in being border cities." John Hartig, Co-chair of the Community Foundation for Southeast Michigan's Great Lakes Way Advisory Committee

"We are proud to help celebrate the new Gordie Howe International Bridge's multi-use path and the first-of-its-kind outdoor recreation opportunities it provides to pedestrians and cyclists. As 'The Trails State,' we're also excited to grow our more than 13,700 miles of state-designated trails, with this new 1.5-mile crossing connecting to Michigan's Iron Belle Trail and the Great Lakes Way in Detroit. It's truly an honor to be part of efforts that support active transportation and healthy lifestyles, and to contribute to cross-border tourism in our shared Great Lakes region." Scott Bowen, Director, Michigan Department of Natural Resources.

"Tecumseh is a treasure for cyclists—combining the best trails, sights, and amenities for riders that you won't see in other parts of the county. Take a moment in your journey to experience Tecumseh or you might just miss it!" Gary McNamara, Mayor of Tecumseh

"Amherstburg is proud to welcome riders of the Great Waterfront Trail Adventure to our community. As a waterfront town, we're excited to share our beautiful shoreline, local experiences, and vibrant downtown with visitors who value connection, discovery, and the unique character of places like ours. We're thrilled to be part of an experience that brings people together and highlights the communities along the Great Lakes Waterfront Trail." Michael Prue, Mayor of Amherstburg

"ERCA is thrilled for the opportunity to welcome cyclists to our local conservation areas, where they will enjoy some beautiful and unique natural experiences. At the John R. Park Homestead, they can experience hands-on demonstrations at the historic home of John and Amelia Park, taste baking from the fireplace and explore the 19-acre conservation area grounds – just like generations before us did in 1842. At Holiday Beach, they can take a dip into Lake Erie off the sandy beach, hike the nature trails or climb the 3-storey Hawk Tower at this Important Bird Area of global significance. We can't wait to highlight these beautiful places for our guests and hope they will be inspired to return many times in the future." Danielle Stuebing, Director, Communications & Outreach, ERCA

2026 GWTA T-Shirts









Thank you to our hard-working team of volunteers
led by tour manager Brent Kinnard





WE DID IT!

GWTA 2026

450km

Cycled Canada's South Coast

Windsor • Essex • Pelee Island



