



15th
ANNUAL

THE GREAT WATERFRONT TRAIL ADVENTURE

AUG 8-14, 2023

QUINTE WEST TO
QUEBEC BORDER

2023 Overview & Participant Survey Results



2023 Great Waterfront Trail Adventure

Quinte West to Quebec

Along Lake Ontario and the St. Lawrence River

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 fifteenth 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 and Waterfront Trail communities, it is an annual opportunity to showcase the warm hospitality of our community partners, celebrate the ongoing investments to improve the Trail and the places it connects, and build a community of enthusiastic Trail users and champions.



Thank you to our wonderful partners!



Possibility grows here.



2023 Great Waterfront Trail Adventure

Quinte West to Quebec

Along Lake Ontario and the St. Lawrence River

520 km (80 – 120km of riding per day). Celebrating 15 years of successful GWTA's along one of the most popular sections. The itinerary features several regional trails that are connected to the Great Lakes Waterfront Trail, including the Millennium Trail in Quinte West and in Prince Edward County, the K&P Trail in Kingston and Frontenac County, City of Cornwall's Urban Loop, and the Cheese'n Crankers cycling loop in South Glengarry.

5 Overnight Host Communities: Quinte West, Kingston (2 nights), Brockville, Cornwall and South Glengarry (2 nights)

12 Community Rest Stops: Municipality of Brighton with the Brighton Downtown BIA, Prince Edward County hosted by Picton BIA, Kingston Tourism, Sydenham and Frontenac County, Town of Gananoque, Brockville Tourism, Prescott, Edwardsburgh Cardinal, Upper Canada Village, South Stormont, City of Cornwall, Cooper Marsh Conservation Area, SDG Tourism.

Participating businesses and attractions: Brighton Downtown BIA, Grind and Vine, Pedego Electric Bikes, Picton BIA, Bergeron Estate Winery, Loyalist Trading Company, Lodge Coffee, MacKinnon Brothers Brewing Company, the Beachside BBQ, Welborne Commons, Mike's Pizza and More, Fryway 33, Lakeside Studio Gallery, the Anderwood Studio, Janassen Lifestyle, the Bath Museum, Kingston Penitentiary, Cornwall's Pub, Fiore Café, Docksyde Ice Cream, Humble Beginnings Brewery, Ingleside Bakery, La Bella Pizzeria, Lost Villages Museum, Glengarry's Fine Cheese, Historic SDG Jail, MacCulloch Dancers, Akwesasne performer and Hoop Dancer Feryn King, and many more along the daily routes.

140 participants from 3 provinces and 8 US states.

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

Special thanks: Bonnie Ruddock, Jennifer Rushlow and Colleen Vickers, Caroline Birch, Eleanor Cook, Pat Maloney, Rob Plumley, Amber Meyer, Cassandra Rendell, Mark Dickson, Lindsay Macedo, Christian von Cramon, Chad Davis, Dana Valentyne, Justin St. Pierre, Wendy Van Keulen, Mike Spencer, Karina Belanger, Chris Hemond, Cara Lemkay, Kevin Lajoie, Josianne Sabourin and Pete Sabourin, and to our amazing team of volunteers.



Examples of Community-Led Waterfront Investments Along the Great Lakes Waterfront Trail—2018–2023

City of Quinte West

- Construction of the Millennium Trail along the Bay.
- Completion of Waterfront Master Plan

Prince Edward County

- Millennium Trail surface upgrades, construction of 3 kiosk rest stations.
- Wayfinding installation in Picton.

City of Kingston

- Revitalized Richardson Beach shoreline and Richardson Bathhouse at Macdonald Memorial Park.
- Eighteen new, secure bicycle locking stations are being added to the city's downtown core as part of pilot project, funded by the city and Tourism Kingston.
- Dedicated cycling infrastructure along HWY 33 in Kingston.

Town of Prescott

- Solar lighting and 2 bike repair stations installed along the Waterfront Trail
- Renovated the Rotary Lighthouse in 2023 to welcome

visitors to upper deck viewing platform—open Mon–Sat from 11am–7pm - also home to St. Lawrence Shakespeare Festival Box Office

- Installed 10 new bike racks throughout cycle friendly downtown business area
- Pedestrian/cyclist friendly shade sails installed at Centennial & RiverWalk parks
- Launched Prescott Pop-Ups along Water St. E
- Prescott has identified cycling as key pillar for their tourism strategy and designated the downtown/RiverWalk District as Ontario by Bike Friendly Business Area
 - 3 street patios (King St.) and RiverWalk Promenade (Edward St.) installed in bike friendly business area along Waterfront Trail
 - Ontario By Bike Business Friendly award-winning business-Katarina's Coffee Shop
 - 2nd destination coffee shop, Outpost Café, now open in bike friendly downtown business area
 - Zen's Inn new cycle friendly accommodation
 - Quality Inn Hotel under construction adding new accommodation choices and capacity in Prescott.

Examples of Community-led Waterfront Investments along the Great Lakes Waterfront Trail—2018–2023 *continued*

St. Lawrence Parks Commission

- Revitalization of Brown’s Bay Beach, the St. Lawrence Parks Commission’s (SLPC) oldest park, including new accessible washrooms and change rooms, a new canteen, a reconstruction of a portion of the seawall, and a new and improved septic system.

Edwardsburgh Cardinal

- Improvements include new landscaping, paved waterfront pathways, expanded the parking area and this summer installation of a new play structure donated by Giant Tiger.

South Stormont

- Completion of exciting new waterfront development plan focusing on 5 key properties and projects that include new recreational amenities and expanded connectivity along the waterfront with a dedicated Multi-Use Path along County Road 2.

South Glengarry

- The Glen Walter Waterfront Park (2022) includes bike parking, a bike repair station and Waterfront Trail Signage/Mapping, creating a perfect rest stop for cyclists that provides seating, shade, and a view of the St. Lawrence River.



Highlights from the GWTA and Survey

69 responses; conducted August 2023

22% first time on the GWTA

67% visited communities for the first time on the route.

97% rate the GWTA highly as a summer holiday experience.

97% will recommend the event to friends and family.

80% believe this section of the route is well-marked.

86% felt safe on this section of the Trail

Connecting Trails—Trent River, Lower Trent Trail, K&P, PEC Millennium, Brock Trail, and Cheese'n Crankers—were rated **very highly**.

75% used Ride with GPS

98% used printed maps

73% will revisit a community or area we cycled during the GWTA.

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

\$215K *Total estimated economic benefits for communities

\$1,489 average spending by participants

32% spent 1 or more nights in a hotel pre or post event; for a total 42 hotel nights.

67% stayed in hotels; **33%** camped*

~25% of respondents camped at least one night of the tour.



2023 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.



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



Bev MacDougall, former Lambton
Regional Councillor for Sarnia



Rod Forrester, WRT Volunteer

The WRT encourages Council members and staff to join the GWTA ambassador team founded by Peter Delanty (retired Mayor of Cobourg) and Steve Parish (retired Mayor of Ajax) in 2009. All are welcome to join ride for a couple of hours, a day or the entire route.

They are community leaders who have made and continue to make important contributions to the vision for a connected and healthy waterfront.

Ambassadors share their impressions of the Trail with colleagues and staff, and learn how their section of trail compares with others. It has resulted in some important improvements to the Trail over the years.



Mary Campbell, Prescott Councillor with
Michael Stewart, CAA, rode with the group
from Brockville to Prescott

2023 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.



Michael Stewart, Government & Community Relations



Tracy Marshall, Manager, Community & Stakeholder Relations



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



Vicky Perez, CAA Club Group

Political Engagement—30 Elected Representatives and Community Leaders

Brian Ostrander, Brighton Mayor

Ron Anderson, Deputy Mayor

Jeff Wheeldon, Brighton Councillor

Anne Butwell, Brighton Councillor

Jim Harrison, Quinte West Mayor

Egerton Boyce, Quinte West Councillor

Karen Sharpe, Quinte West Councillor

Ed McDonnell, Greenbelt Foundation

Eleanor Cook, Prince Edward County Tourism

Jim Hegadorn, Mayor of Loyalist Township

Rebecca Murphy, Loyalist CAO

Amber Meyer & Lyndsay Tee, Loyalist Township

Heritage, Culture and Tourism

Taylor Villa, Swim Drink Fish

Debbi Miller, Frontenac Tourism

Brian Mabee, Gananoque Town Crier & Councillor

John Beddows, Gananoque Mayor

Corinna Smith-Gatcke, Twp Leeds & Thousand

Islands Mayor

Mary Campbell, Prescott Councillor

Justin St. Pierre, Prescott Tourism Rep

Gauri Shankar, Prescott Mayor

Dana Valentyne, Prescott Tourism

Justin St. Pierre, Prescott Tourism Rep

Tory Deschamps, Edwardsburgh Cardinal Mayor

Mike Spencer, Manager of Facilities and Recreation

Rachel Porter, Recreation Coordinator

Justin Towndale, Cornwall Mayor

Abram Benedict, Grand Chief

Tony Fraser, SDG Counties Warden



2023 GWTA Special Events



Fraser Park Quinte West Sign Unveiling—with funding from CAA, two new trailhead signs were installed in Quinte West. Michael Steward, CAA, Quinte West Mayor Jim Harrison, Kin lee-Yow, CAA, Councillor Egerton Boyce and Councillor Karen Sharpe. Signage is identified as a priority by trail users.



Greenbelt Day wraps up with Taste of Quinte West Reception showcasing great local food and musical talent



Swim Drink Fish Water Sample Demonstration showing how citizens help monitor Lake Ontario's water quality

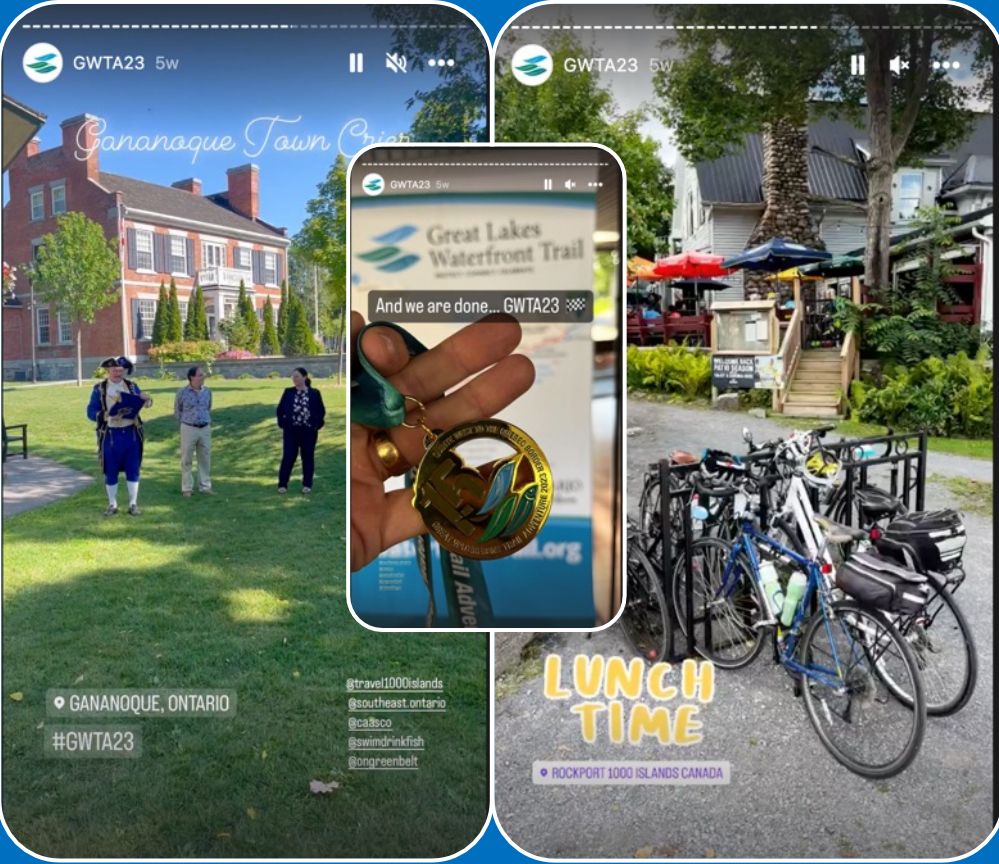


Celebration Dinner in Cornwall featuring the award-winning MacCulloch dancers – and Akwesasne Hoop and Dance Performance Artist, Feryn King.

WRT Instagram

Social Media

Daily Stories
Daily Posts Reach
Replays via Reels



5144 Plays/Impressions
4650 Accounts reached (50% non-followers)
1060 Engagement

Ultimate Ontario

**Exploring the Best Cornwall Cycle Routes:
A Cycling in Cornwall Weekend Itinerary**

**The Great Lakes Waterfront Trail
Adventure: An Annual Event That Is an
Ontario Cyclist's Dream**

Media Campaign

- 3 Ultimate Ontario Instagram/Facebook posts/photo carousels
- Slide UO Instagram/Facebook story carousel
- UO TikToks/Reels
- 2 Articles (posted on travelingmitch, Ultimate Ontario, We Explore Canada)



Media Coverage

Brighton welcomes 'Great Waterfront Trail Adventure' cyclists on pit stop
Mayor, councillors, Brighton staff, volunteers met riders in Memorial Park, highlighted local attractions
By Natalie Hamilton Brighton Independent
Aug 11, 2023
Article was updated Aug 14, 2023

Adventure through Quinte West on Great Lakes Waterfront Trail
Postmedia Staff
Published Aug 16, 2023 - 1 minute read
[Join the conversation](#)

Waterfront trail cyclists roll into Cornwall, SD&G Saturday
© August 10, 2023 News, Premium

From Brighton to the Border, Hundreds of Cyclists Embark on the Great Waterfront Trail Adventure
93.3 myFM
Waterfront Regeneration Trust Executive Director **Marlaine Koehler** says they're excited to be starting in Brighton.

Who Comes?

55%

Come with friends or family

28%

Come alone

57.5%

Female

42.5%

Male

56%

Aged 46 – 65

30%

Aged 66 – 74

9%

Aged 75+

5%

Aged 21 – 45



CAA Sponsored Support

76% of participants are members of CAA or AAA

60% of respondents used CAA's Mobile Bike Assist Service to repair or adjust their bike.

43% used support vehicles during the ride

54% said availability of support important to their decision to participate

82% of survey respondents used CAA hotel booking service (others camped)

"Very efficient!! Love the participation of CAA."

"While I only needed a pump up, the fact that CAA was there for other help if needed was a big factor in my decision to join ride."

"The Mechanic Service was AWESOME, and he really knows his stuff! This is one of the many great things about the GWTA ride, mobile bike assist is available."

"The bike mechanic was outstanding. I appreciated the opportunity to take the support vehicle back when I was so wet and a bit nervous to get back on the trail."

"Very satisfied, but I'd like to see the accommodation options before registration."

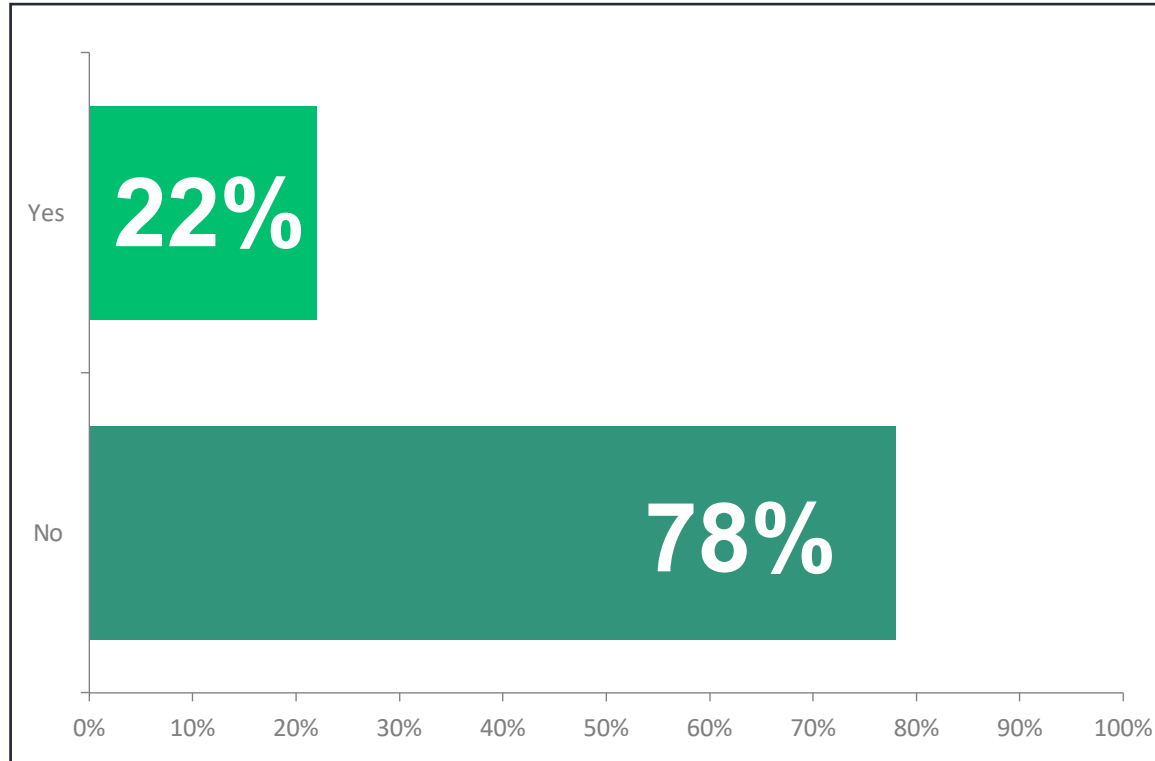
"CAA got caught by high hotel prices early in the year. Not their fault, I would use them again in 2024."

"Gershom is a fantastic mechanic and so knowledgeable."



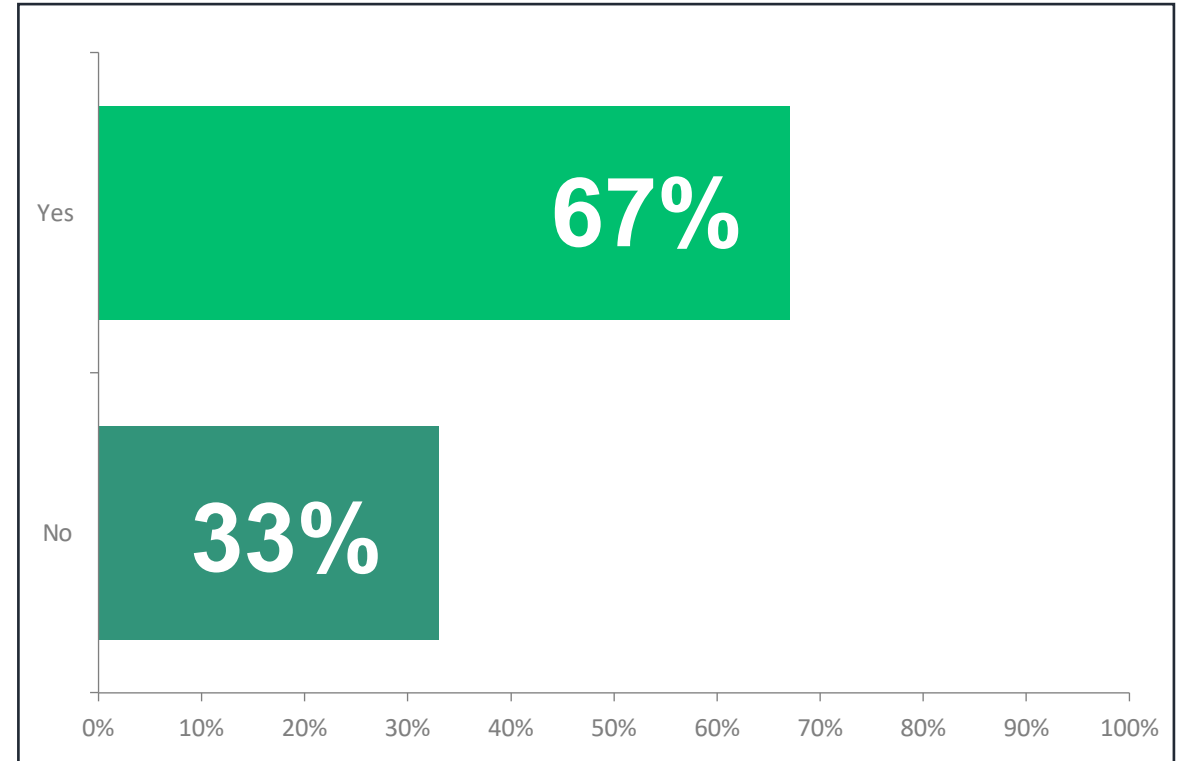
Q: Is this the first time you participated in the GWTA?

Answered: 69 Skipped: 0



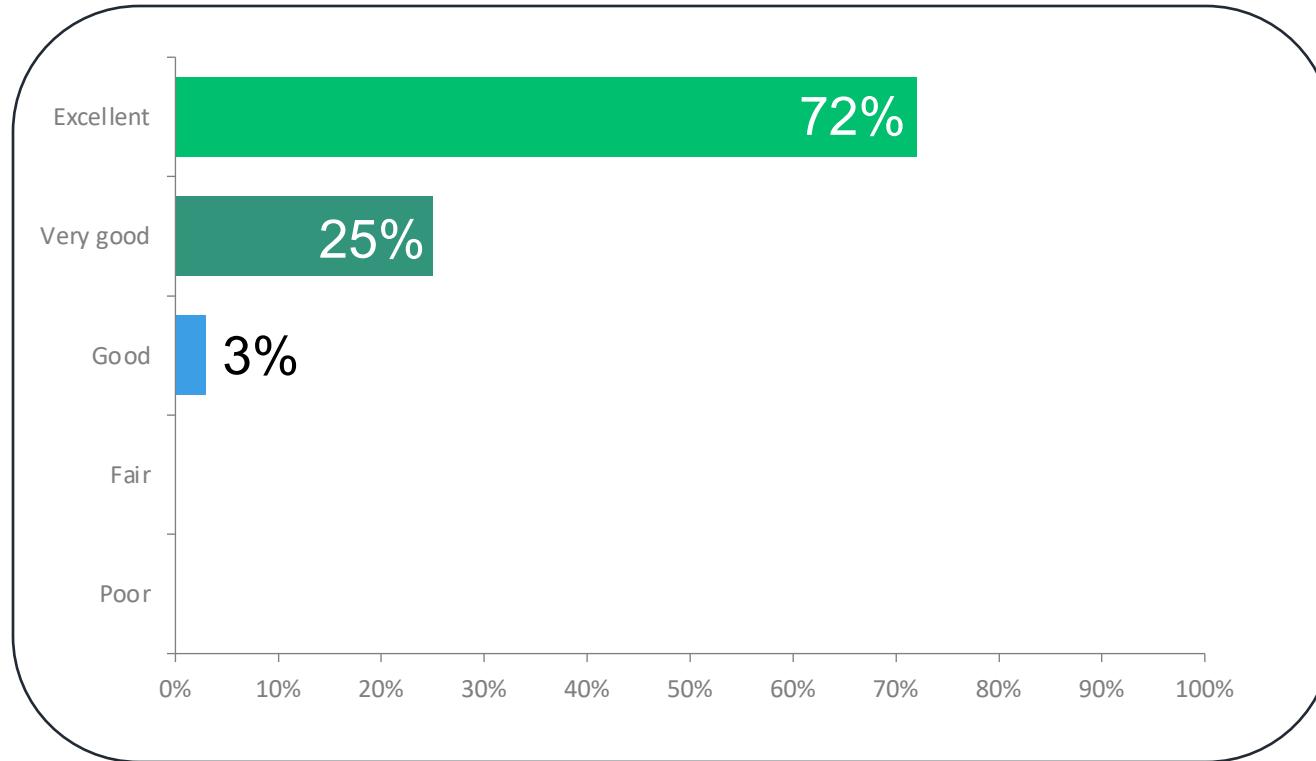
Q: Did you visit communities for the first time on this tour?

Answered: 69 Skipped: 0



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

Answered: 69 Skipped: 0

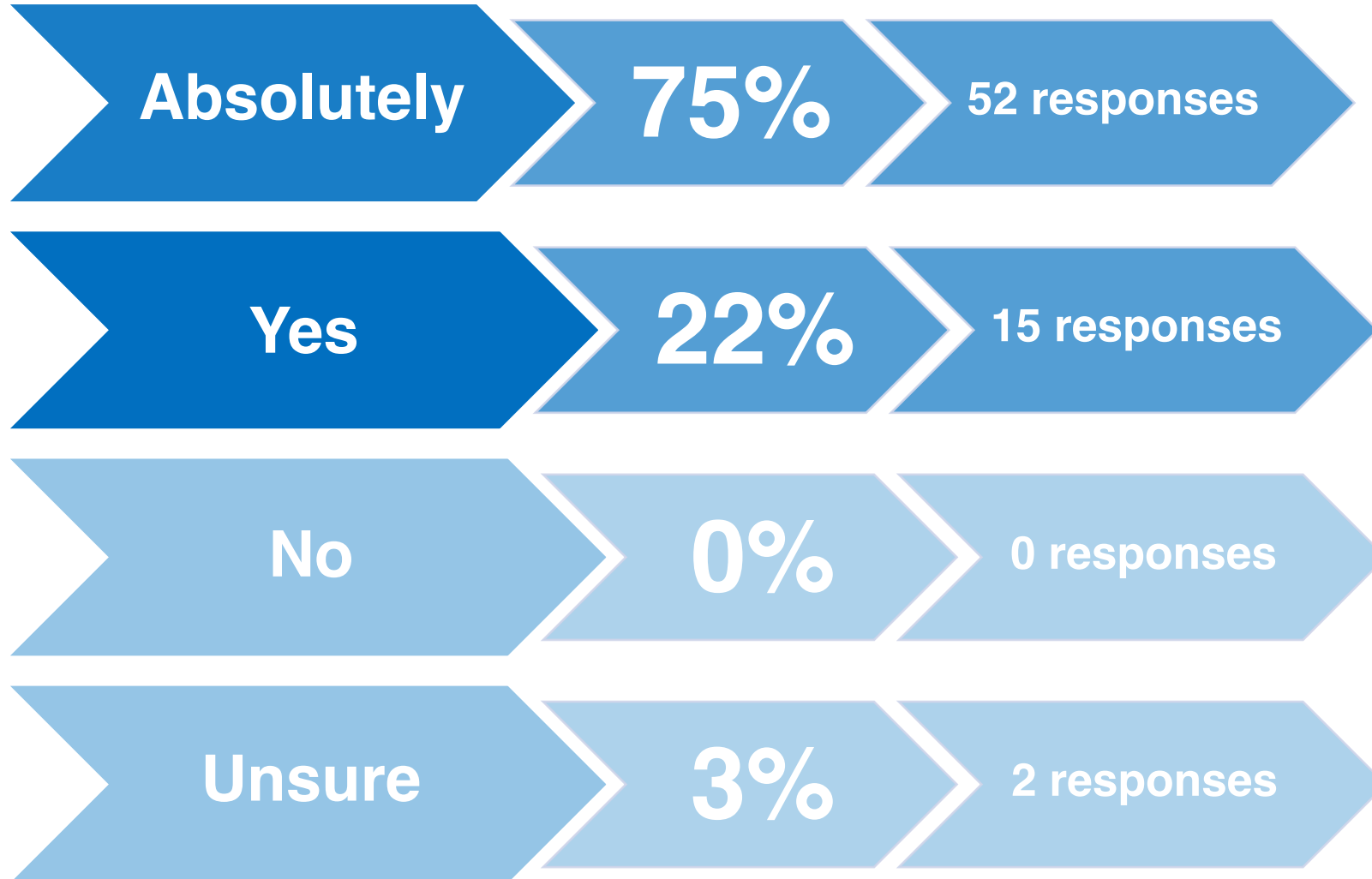


97%
Rate the GWTA highly
as a summer holiday
experience



Q: I will recommend the GWTA to friends and family

Answered: 69 Skipped: 0



What people loved about the GWTA event

In an open-ended question, we asked what our participants enjoyed about the GWTA 2023. 58 people provided comments. Here is a selection of their thoughts.

This is a fine section of the trail that you have developed along with the communities along the way.

The trail system, and the beautiful scenery. So well organized and clear.

The staff are great, I have great respect.

Reconnection with cycling friends, staff, volunteers, staying two nights twice in one location and new sections like the Cheese and Crankers route.

I love how this tour is fully supported with a well thought out route and itinerary, where we can just show up, jump on our bikes, and enjoy. I love the sense of community and the opportunity to connect with friends old and new. I also really appreciate how you take care of the riders – e.g. covering our camping gear with tarps during a thunderstorm and bringing hot coffee/tea and donuts to the campsite.

Well organized, welcoming host communities, participation of local tourism organizations.

Opportunity to ride new routes and opportunity to make new friends and renew previous friends.

The people were great, and the organization was very good. We enjoyed the scenery on the trail and the off-pavement sections too.

It was super well organized and supported. I was much more relaxed riding with the group than I would have been on my own. It was such a welcoming group and fun experience. Thank you so much.

It provides a well-supported "cycling platform" that riders can decide how to engage with...so they can decide if to use it to train for a "big" cycling event, or they can just "doodle along" to suit their slower agenda.

I liked the variety - rail trail, road, path.

Q: Rate the following statements as they pertain to the Brighton to Quebec Section of the Great Lakes Waterfront Trail: *Wayfinding and Safety*

Answered: 67 Skipped: 2

80%

Agree or Strongly Agree
that the Trail is
well-marked

86%

Agree or Strongly Agree
that they felt safe
cycling the route.

"There are still a couple stretches along highway 2 where the paved shoulders need to be added or expanded, I'm sure that's being worked on already."

"With the exception of when we were on the shoulder of 80 km roads, I felt safe. The separate bike paths were a joy to ride."



Q: Please tell us what you think of the following Trails and routes that were part of this year's Adventure

Answered: 68 Skipped: 1

90% of respondents who rode along the Trent River and Lower Trent Trail rate that route highly.

86% of respondents who rode the on-road route from Trenton to Frankford rate that route highly.

100% of respondents who rode the Millennium Trail through Prince Edward County rate that route highly.

97% of respondents who rode Frontenac's K&P Trail to Sydenham rate that route highly.

89% of respondents who rode the Brock Trail from Brockville's campground toward the hotels rate that route highly.

93% of respondents who rode the Cheese'n Crankers Loop in South Glengarry rate that route highly.

	GREAT	GOOD	SATISFACTORY	UNSATISFACTORY	N/A	TOTAL
Day 1: Route from Trenton to Frankford along the Trent River and Lower Trent Trail	28.79% 19	24.24% 16	4.55% 3	1.52% 1	40.91% 27	66
Day 1: On-road route from Trenton to Frankford	25.00% 16	26.56% 17	7.81% 5	1.56% 1	39.06% 25	64
Day 2: Millennium Trail through Prince Edward County	51.47% 35	20.59% 14	0% 0	0% 0	29.41% 20	68
Day 3: Frontenac's K&P Trail to Sydenham	27.27% 18	21.21% 14	1.52% 1	0% 0	50.0% 33	66
Day 4: Brock Trail from Brockville's campground toward the hotels.	19.40% 13	29.85% 20	5.97% 4	0% 0	46.27% 31	67
Day 6: Cheese and Crankers Loop in South Glengarry	43.28% 29	23.88% 16	4.48% 3	0% 0	28.36% 19	67

Q: Tell us what you loved about the Quinte West to Quebec section of the Trail.

Answered: 58 Skipped: 11

"The trail system, and the beautiful scenery.
So well organized and clear."

"We loved the ride through
Prince Edward County."

"Dedicated
bike paths."

"Beautiful road trails & scenery—
wonderful cycling;
nice cafés to stop at along the way."

"Absolutely loved all the routes the small
communities riding by the water.
Eastern Ontario is so delightful!"

"I am very familiar with the Kingston region and north
about an hour on the Rideau Canal, but had done
virtually no bike riding to the east or west of Kingston.
It was great to see this beautiful area from a bike! I
also enjoyed the K&P trail and Cataraqui Trail.

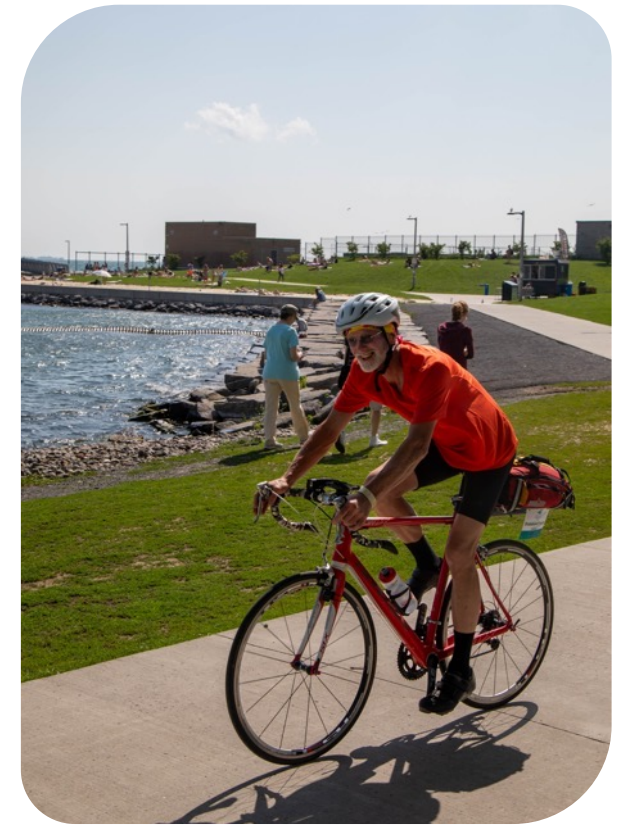
Overall, I loved the combination of biking and
multi-use trails, and the good quality shoulders
on the regular roads. Beautiful views everywhere!"

"Well organized,
welcoming host communities, participation of
local tourism organizations."

"The itineraries and maps provided in advance gave me a chance to review and plan places I wish to stop along the route.

I did not feel rushed, and I stopped at places I wished to see that I have passed other times. During those stops I inquired about other activities I do that are available in the area for a return trip.

The unique variety of all of the different stops and places to visit and the planned representatives in the community who were at rest stops or informed of our arrival to take advantage of either services or items they had to offer. This tour had a great variety of options and routes or trails or road for everyone."



"Exploring sections of the province that are new to me. Discovering new communities and their character, their culture and their great local food. This section of trail has some fantastic communities and off-road cycling. The St. Lawrence River is beautiful, especially where the character changes and the islands become more rocky."

Q: Rate your experience of the following GWTA event elements

Answered: 68 Skipped: 1

	EXCELLENT	GOOD	BELOW EXPECTATIONS	NO OPINION/ NOT APPLICABLE	TOTAL
Printed maps and itineraries	79.41% 54	19.12% 13	0% 0	1.47% 1	68
GPS routing data (if downloaded)	58.46% 38	20.00% 13	0% 0	21.54% 14	65
Included Meals	57.35% 39	35.29% 24	5.88% 4	1.47% 1	68
Community-hosted welcome stops	72.73% 48	25.76% 17	1.52% 1	1.52% 1	66



Q: Rate your experience of the following:

Answered: 68 Skipped: 1

	EXCELLENT	GOOD	BELOW EXPECTATIONS	NO OPINION/ NOT APPLICABLE	TOTAL
Hotel accommodations	23.08% 15	50.77% 33	4.62% 3	23.08% 15	65
Camping (Trenton, Brockville and South Glengarry)	6.56% 4	26.23% 16	4.92% 3	63.93% 39	61

Approximately
25%
camped at least
one night

Participants noted the sharp increase in prices for roofed accommodations along the route this year.

Limited or remote shower and washroom facilities identified as reasons for the lower rating.



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

Answered: 65 Skipped: 5

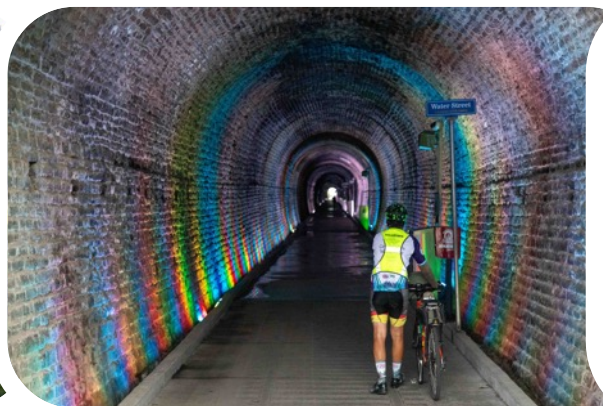
32%

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

42

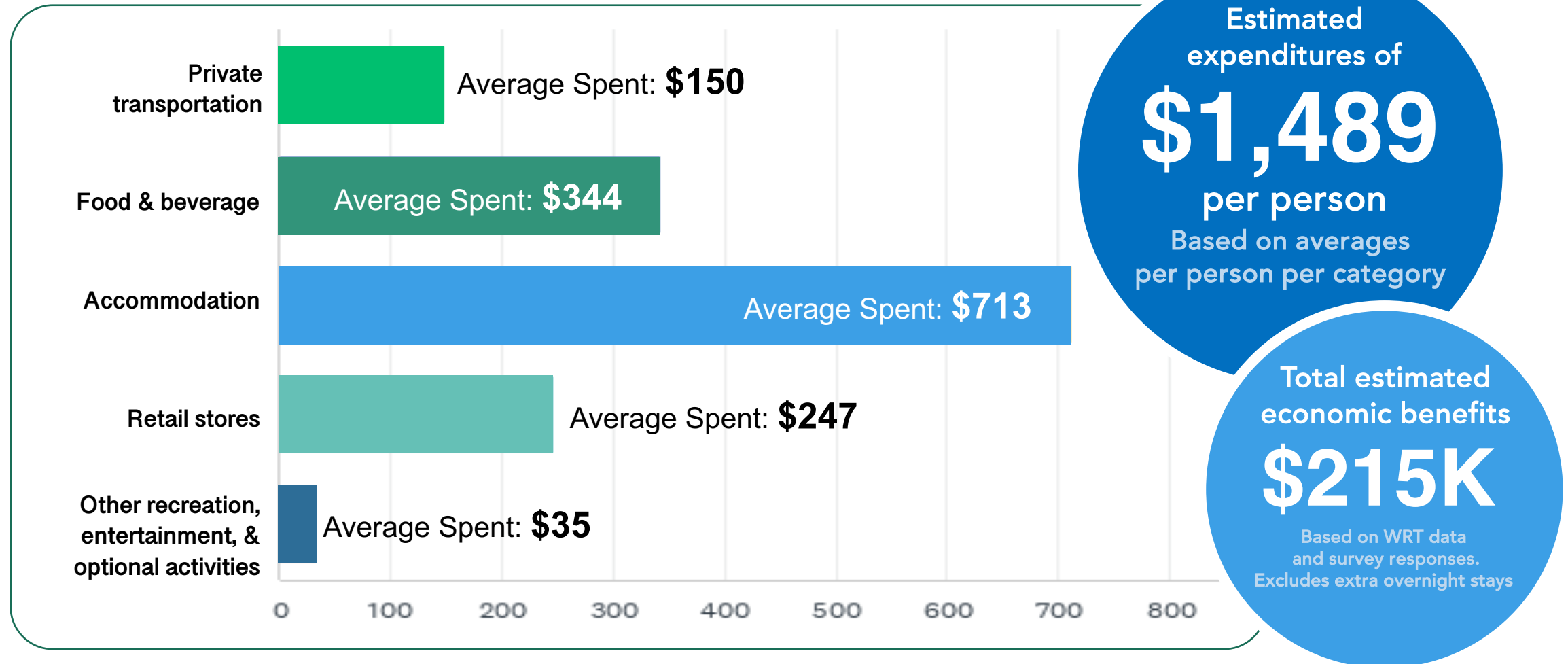
additional hotel nights were booked pre and post GWTA



Estimated Economic Impacts

Answered: 61 Skipped: 9

Participants were asked to estimate their GWTA-related expenses across several spending categories. \$1836 average spend for respondents staying in hotels (42); \$597 for respondents who camped (19).



73% of respondents are likely to return to a community or area we cycled during the 2022 GWTA to visit within 24 months.

Answered: 67 Skipped: 2

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



31%

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

42%

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 their favourite aspects of GWTA 2023. 66 people provided comments. Here are the 5 most frequently mentioned aspects of the trip by participants, and some of their comments on what stood out to them.

The GWTA route and the quality of the trail for cycling were most mentioned as participants' **#1 favourite aspect** of the ride.

"The lovely people and sense of community among all the riders—it's like summer camp for adults!"

"When I ran into trouble, instant help enabled me to continue the trip."

"We were well looked after in difficult situations."

"Most of this year's GWTA route felt safe because of lots of separated infrastructure and low volumes of traffic."

1 ROUTE

- Off-road trails
- Beautiful scenery

2 GWTA ORGANIZATION

- Staff & volunteers
- No planning needed
- Effective communication to participants
- CAA Support
- Maps and Ride With GPS

3 COMMUNITIES

- Hospitality of communities
- Integration of communities along the route into the tour

4 COMPANIONSHIP

- Meeting new friends and reconnecting with old ones
- Positive attitude of the tour, participants and organizers alike

5 ENTERTAINMENT

- Community rest stops
- Off-bike activities in communities

"The detailed maps & info, & Ride with GPS."

"Integration with communities along the way."

"The hospitality of the communities."

"Exceptional CAA bike support"

"Well-organized tour that "works" in general."

What activities stood out for participants

Across the open-ended questions of our survey, we collected data on what activities on the GWTA 2023 were mentioned positively by our participants unprompted.

#1

Cycling the stretch of paved trail from Upper Canada Village to Cornwall was the most frequently noted activity, repeatedly praised for its beautiful scenery, and excellent paved riding conditions.

#2

The Cornwall Celebration Dinner, Prescott Rest Stop, Cheese'n Crankers Loop, and the Morrisburg Rest Stop.

#3

The Taste of Quinte West Greenbelt Reception, the Kingston Penitentiary Tour, the Gananoque Rest Stop, and the trip to the Quebec Border.



FREQUENT MENTIONS

- Brockville Railway Tunnel
- Breakfast at the Café Fiore in Brockville
- Touring the Heritage SDG Jail
- Heritage Activities at Upper Canada Village
- Riding the Glenora Ferry



What Makes a Successful Great Waterfront Trail Adventure
Community Welcome Stops ❖ Town Crier ❖ Water ❖ Heritage ❖ SWAG
❖ Information ❖ Washrooms ❖ Shelter/Shade ❖ Mobile Bike Support



Take a 'brake' in...



Brighton, Ontario
parks | cafes | food trucks | boutiques | shops | patios | restaurants | & more!



What Makes a Successful GWTA

Take a Brake in Brighton

- Downtown BIA and municipality set up the rest stop on Main Street off the Trail, leading riders to the business centre
- Provided an attractive mini-guide to the businesses in the community with suggested lunch stops
- Supported take out options by creating a picnic atmosphere in Memorial Park
- Local musicians create festive atmosphere
- GWTA pick-up any purchases by riders for transport back to Quinte West

Explore, Shop & Eat in Downtown Brighton!

Map Labels:

- Tourism Information: 78 Main Street
- Out of the Box Food Trailer: 253 Main Street
- Cheer Farms: 365 Main Street
- Proctor Park
- Lola's Cafe: 74 Main Street
- Memorial Park
- The Tin Roof: 21 Prince Edward Street
- Oh Dahly! 79 Main Street
- The Gables: 14 Division Street North
- King Edward Park
- Pollywogs: 75 Elizabeth Street
- Vito's: 36 Prince Edward Street
- Just Like Granny's: 46 Prince Edward Street
- Frank's Corner Grill: 46 Prince Edward Street
- Northumberland Fine Foods: 59 Richardson Street
- Gringo's Railside Tacos & Fries: 62 Ontario Street
- Boardwalk Burger & Park Place: 250 Presqu'ile Parkway
- The Whistling Duck: 75 Harbour Street
- Harbourview: 5 Bay Street W

Scan here for a full list of Brighton's businesses.

There's more to explore 'down by the bay'...

Vertical text on the left: *Welcome to Brighton!*

Vertical text on the right: *To Trenton*

Vertical text on the far left: *To Presqu'ile Provincial Park*



What Makes a Successful GWTA

Picton • Bath • Prescott • South Stormont

- Engaged local businesses and BIAs
- Welcome signs
- Complimentary Samples
- Bike Parking, washrooms, water, shelter
- Hospitality
- Building on existing programming—Prescott Pop-Ups, Brockville Ribfest



GRAB IT HERE:

- BEAN COUNTER > BAKERY, CAFE, SANDWICHES, & LIGHT FARE
- BEACON BIKE & BREW > CAFE, SANDWICHES & SNACKS
- JULEZ > BAKED GOODS, SMOOTHIES, FRESH WRAPS & BOWLS
- LUISO BITES > PORTUGUESE LUNCHEONETTE
- LOCATED IN THE LOWER LEVEL OF THE ARMOURY
- CREPE ESCAPE > SAVOURY & SWEET CREPES
- LOS HERMANOS > MEXICAN DELIGHTS, AGUAS FRESCAS AND PALETAS
- GRESSY MUSTARD > HOT DOGS & RETAIL



SDG Counties Selfie Scavenger Hunt



- Hosted over two days and offering a prize!
- Promotes region's assets
- Created great buzz with participants
- Rest stops in South Stormont and Cooper's Marsh Conservation Area featuring Glengarry Cheese—a local specialty

How it works:

1. Take a selfie in front of a tourist attraction in SDG Counties, think local businesses, restaurants, or picturesque sights!
2. Share your selfie on Facebook or Instagram, using the hashtag #SDGCounties and tag @SDGTourism in your post!
3. Each selfie you submit will count as one entry to our 'Discover SDG Prize Pack' draw.
4. The winner will be announced at the GWTA Celebration Dinner on Sunday, August 13th, 2023.

Need some ideas? Here's some spots worth checking out:

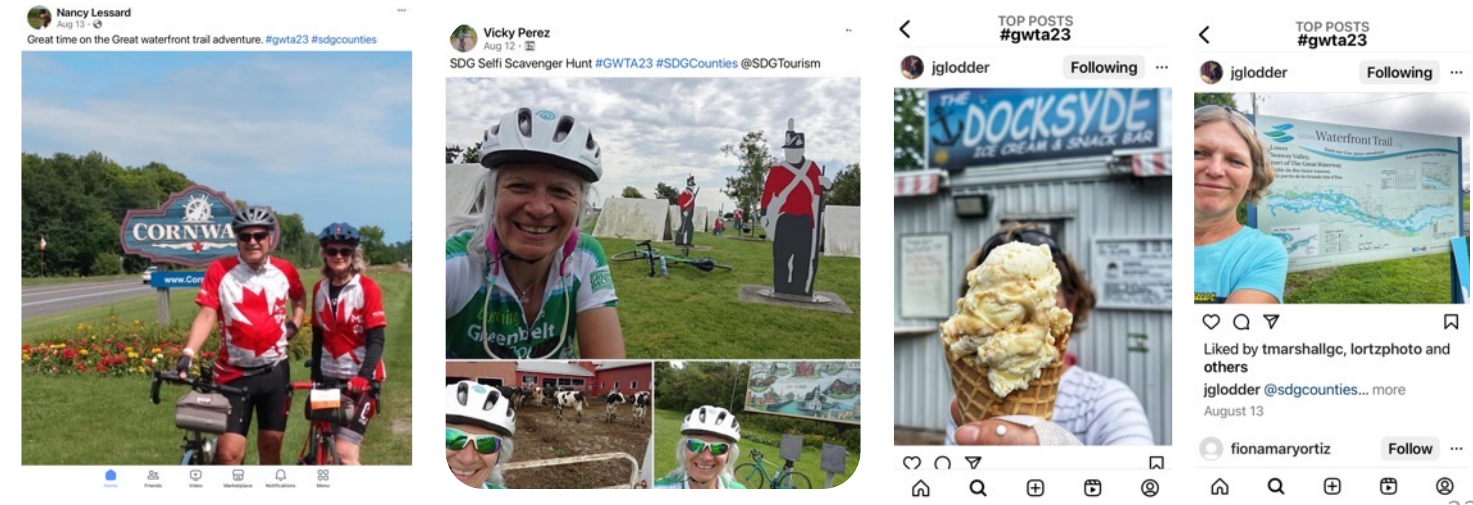
Iroquois	Morrisburg	Long Sault	Ingleside
Carman House Museum Giant Adirondack Chair (Iroquois Plaza) Iroquois Beach Iroquois Locks Violet's Vault	Morrisburg Farmer's Market Seaway Crafter's Guild Docksyde StoneCropAcres Winery Upper Canada Playhouse	Long Sault Parkway O'Neill's Pub Lost Villages Museum Lost Villages Brewery	Long Sault Parkway Humble Beginnings Ingleside Bakery Butler's

Cornwall	Lancaster	Summerstown
Historic SDG Jail Cornwall Museum Tilly's Eatery Saunders Hydro Dam	Cooper Marsh Glengarry Park Glengarry Fine Cheese Restaurant Bourdeau Perch & Paddle Pub Maison Eclectique	Marlin Orchards Summerstown Trails Blue Anchor Restaurant

All submissions must be received no later than August 13th, 2023 at 4:15pm EST

Visit: whereontariobegan.ca

What Makes a Successful GWTA—SDG Scavenger Hunt



What Makes a Successful GWTA

Safe connections from the Trail to shops, restaurants and accommodations

The City of Cornwall's cycling network links major accommodations to the Waterfront Trail and downtown.

Brockville's Brock Trail reduces time cyclists have to spend on busy county road to reach hotels located





What Makes a Successful Great Waterfront Trail Adventure
Off-bike activities ❖ Supporting Local Businesses ❖ Public art



“Congratulations to the team at Waterfront Regeneration Trust on 15 years of success as the GWTA celebrates its anniversary. This event allows cyclists to experience the Greenbelt and larger Great Lakes Waterfront Trail each summer, getting a firsthand look at how WRT is working to protect and restore the natural heritage of the Great Lakes region and discovering the wonderful communities along the way.” **Ed McDonnell, CEO of the Greenbelt Foundation.**

“Events like the GWTA encourage many to hop on their bikes to explore Ontario’s Great Lakes communities in an enjoyable and safe way. Our Members continue to embrace cycling and our work with the Waterfront Regeneration Trust is one of the many ways CAA is supporting travelling by two wheels across the province.” **Michael Stewart, community relations consultant, CAA South Central Ontario.**

“Quinte West welcomes all cyclists and is proud to be this year’s host community launching the annual Great Waterfront Trail Adventure. Picturesque landscapes along the historic Millennium Trail through Quinte West will provide a memorable experience for all participants and future visitors to the city.” **Mayor Jim Harrison, City of Quinte West.**

“As a founding community member of the Great Lakes Waterfront Trail we are proud and excited to welcome the Great Lakes Bike Ride cyclists on August 8th. The Great Waterfront Trail Adventure is an annual cycling tour and, as an initial supporting community, we look forward to welcoming these guests to Brighton.” **Mayor Brian Ostrander, Municipality of Brighton.**

“Cycle tourism creates a substantial impact in Lennox & Addington. We’re very fortunate to have the Great Lakes Waterfront Trail travel through the southern portion of our County, and the Great Waterfront Trail Adventure Tour in particular provides excellent exposure to our local businesses along the route. It also helps to generate awareness for our paved road cycling network, our backroad riding experiences and mountain bike trails that are found in communities throughout Lennox & Addington.” **Warden Henry Hogg, Lennox & Addington.**

“The Town of Prescott is thrilled to welcome the return of the Great Lakes Waterfront Trail Adventure (GWTA) in 2023. We look forward to showcasing Prescott’s diverse mix of cycling experiences, amenities and award-winning bike friendly businesses along the St. Lawrence River, and invite participants back to explore all Prescott has to offer on your next visit.” **Mayor Gauri Shankar, Town of Prescott.**

“Recent improvements to our waterfront area make Edwardsburgh Cardinal a great rest stop on any adventure. It’s an honour to welcome cyclists from the Great Waterfront Trail Adventure to TWPEC. Our Township is proud to work with the Waterfront Regeneration Trust, their partners and our community neighbours to promote a connected waterfront through our active transportation network.” **Mayor Tory Deschamps, Township of Edwardsburgh Cardinal.**

“We are so excited to welcome cyclists to our vibrant Municipality during the 15th anniversary of the GWTA. Our well-maintained waterfront is one of our most popular attractions and we know that you will enjoy our picturesque, multi-purpose trails. South Dundas has so much to offer — we encourage newcomers to stay a while and explore our unique shopping, including vast agricultural-based businesses, and our immersive history.” **Mayor Jason Broad, South Dundas.**

“Our government is working with partners like the Waterfront Regeneration Trust on the Great Lakes Waterfront Trail to improve active transportation, and is pleased to see an event like the GWTA that makes good use of cycling infrastructure throughout the province.” **Herb Villneff, East Regional Director of Operations, Ontario Ministry of Transportation.**

“We look forward to welcoming the Great Waterfront Trail Adventure to Cornwall, and showcasing our region and waterfront, including the recreational path. We are truly fortunate to have these amenities in our community and I invite visitors and residents alike to explore them fully.” **Mayor Justin Towndale, City of Cornwall.**

“South Glengarry is glad to receive the participants of the GWTA. At our Glen Walter Waterfront Park, we recently added a bike repair station which may be of benefit and are currently reviewing active infrastructure in our community. We hope the cyclists have an opportunity to tour the Cheese ‘n Crankers loop (55.7 km) and enjoy our rural hospitality while in town.” **Mayor Lachlan McDonald, Township of South Glengarry.**

“Participating in the GWTA each year has been both a privilege and a highlight for me. I have been able to experience firsthand the rich variety of Ontario waterfront communities. Truly there is something to appeal to every possible interest all wrapped up in the healthy activity of cycling that fosters both physical and mental fitness. I would highly recommend the GWTA to all.” **Rod Forrester, GWTA Ambassador and Volunteer.**



Great Lakes
Waterfront
Trail

St. Lawrence River

*I cycled 520 km from
QUINTE WEST to QUÉBEC
on the 2023*

**Great Waterfront
Trail Adventure**
15th Anniversary Ride

 #GWTA23 @WaterfrontRT |  @Waterfront_RT |  Waterfront Regeneration Trust |