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Trail Tourism Strategy

Ontario

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NORTHERN ONTARIO

Trail Tourism Strategy

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Prepared by Destination Northern Ontario in partnership with The Great Trail of Canada.

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Executive Summary

Northern Ontario provides the ideal landscape for outdoor enthusiasts. From The Great Lakes to the vast wilderness, there are endless opportunities to get out and enjoy the region by both land and water. With over 12,000 km of managed trails in the region, these trails provide the perfect vehicle to explore the routes of the voyageurs or the unique flora/fauna and biodiversity of a northern landscape.

The *Northern Ontario Trail Tourism Strategy* provides a strategic and integrated approach not only in identifying trails that have the potential to become economic drivers for the region, but also in how the communities they are connected to can ensure that they are providing the goods and services required to serve the trail tourist.

Through the Pre-Screening Assessment phase of the strategy, it was discovered that the primary trail user groups are hikers and paddlers. These user profiles complement each other, which bodes well for the development of a cohesive product in Northern Ontario. The Pre-Screening Assessment also resulted in the identification of three communities and trail clusters (Kenora, Timmins and Killarney) that Destination Northern Ontario should focus on in the initial phases of the Trail Tourism Strategy. These three areas not only provide a diversity of trail experiences, but also an opportunity to work with communities of varying sizes, thus allowing the development of a strong model to move forward with throughout Northern Ontario.

The strategy highlights a thoughtful approach that ensures strong linkages between each phase of the plan:

- Signature Trail and Trail Community Assessment
- Community Workshops
- Development of the Trail Community Program
- Development of a Trail Data Collection Program
- Stakeholder (Business) Engagement
- Trail Tourism Signage Program
- Program Launch

The *Northern Ontario Trail Tourism Strategy* is a blueprint for Destination Northern Ontario to develop a product that creates a strong trail economy for the region, but also creates a truly progressive trail tourism strategy that relies heavily on the engagement of key stakeholders throughout the development of the strategy. Trail builders and managers working hand in hand with outfitters, business owners and community leaders will be the key to success of the Northern Ontario Trail Tourism program.

Trails in Northern Ontario

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Northern Ontario is rich in trails. Trails were the backbone of travel for First Nations people, and historically they allowed access for the fur trade, explorers, and settlers.

Over the years, these traditional routes evolved into recreational corridors and are now becoming a critical component of the tourism mix for Northern Ontario. Many municipalities and First Nations communities have been developing trails as part of their tourism and economic development plans and have coordinated promotional campaigns by many local and regional tourism organizations. There are many more trails than those discussed here that currently exist in the Ontario Trails Council (OTC) database. Many groups have been upgrading and developing new trails, conducting Trail Inventories, and developing Trail Master Plans, all of which continue to add to the growing number of kilometres of trail in the province.

Northern Ontario is the ultimate outdoor enthusiast's playground, featuring unique experiences that cannot be found elsewhere in the province. The following is a sampling of exciting trails currently in use.

Lake Superior Water Trail

> The Lake Superior Water Trail extends 1,000 km (600 miles) along the Canadian coastline of Lake Superior between Gros Cap Marina Park on Whitefish Bay and Fisherman's Park in Thunder Bay.

This water trail is a significant Ontario section of The Great Trail by Trans Canada Trail, a 24,000 km (15,000-mile) trail system from coast to coast to coast. The Lake Superior Water Trail has a number of access points that are connected to The Great Trail-designated hiking trails such as the Voyageur Trail, Group of Seven Lake Superior Trail, Casque Isles Trail, Nipigon River Recreation Trail and the Coastal trails in Lake Superior Provincial Park and Pukaskwa National Park.

Working with The Great Trail and Trans Canada Trail Ontario, the Lake Superior Watershed Conservancy brought together coastal municipalities, First Nations communities, and Ontario Parks and National Parks across the vast geographic region of the Lake Superior North Shore to collaboratively connect this segment of The Great Trail.

Water Trail Access Features include:

- Universal access at 15 priority Lake Superior Water Trail access locations

- High-quality Water Trail access point amenities include universal access EZ Docks; Clivus Multrum composting toilets; bear-proof garbage and recycling containers; universal access picnic tables; and dog waste disposal stations.

- Additional Land Trail connections to Aguasabon Gorge, Red Rock Mountain, and the Nipigon River overlooks enhance the Lake Superior water trail user's experience.

- Kiosks at each access point display safety information; photos and maps connecting the Lake Superior Water Trail to local hiking trails, parks, and accommodation, food services and local cultural attractions and other businesses and services in nearby communities.

Voyageur Trail

> The Voyageur Trail Association's (VTA) vision is to work with volunteers and partner organizations to build a continuous wilderness-style hiking trail from Sudbury through Sault Ste. Marie to Thunder Bay, a distance of some 1,100 km, paralleling the rugged Northern Ontario shores of Lake Huron and Lake Superior.

Some 600 km of the Voyageur Trail have been completed and the group has been working with its clubs along the route to complete new segments. The coordinating council comprises representation from each of the six clubs along the route. The concept of a connected North Channel and North Shore began with the assembly of a group of like-minded individuals. Using the Bruce Trail as the model, the Voyageur Trail was divided into sections, and clubs were developed to take on the responsibility of trail building, maintenance, and leading public hikes for each section. Until the recent development of the Lake Superior Water Trail and the North Channel Cycling Route, the Voyageur Trail was the only Great Trail connection between Sudbury and Thunder Bay. As the strategic plan of Trans Canada Trail Ontario unfolds, the VTA will again provide the land trail segments of a completed land and water trail connection across Ontario.

Path of the Paddle

Path of the Paddle (POPA) is a water trail connection of The Great Trail from Thunder Bay to the Manitoba border.

This 1,100 km route connects rivers and lakes to communities to form this Northern Ontario segment of the Great Trail. Modeled after the Bruce and Voyageur trails, a club structure based on an assigned geography was organized into four Regional Trail Committees. The trail is primarily maintained by volunteers with some segments stewarded by Provincial Park staff. For promotional purposes, POPA was divided into six segments – Anishnabe, Migizi, Maukinak, Quetico, Omimi and Animikii Trails. The Animikii Trail connects with the Lake Superior Water Trail; the Anishnabe Trail is proposed to connect with White Shell Provincial Park in Manitoba. The role of POPA is to coordinate, facilitate, educate, promote, and cooperate as the lead organization for the project. Maps for the route are published on the organization's website for visitors to download.

Many of these larger projects are in the planning stages to connect large parts of Northern Ontario. Trans Canada Trail Ontario has recently released its proposed Trail Connection Strategy, a plan to connect all of Ontario using both a land trail and a water route. The land route connections will focus on the North Shore of Lake Superior and west of Thunder Bay. These segments were connected with Path of the Paddle and Lake Superior Water Trail. The water trail will then focus on other parts of the province where land trails are the prevalent connection. The Voyageur Trail Association has been working on a land trail connection from Sudbury to Thunder Bay for the past 40 years. The Waterfront Regeneration Trust is looking to connect all the Great Lakes with a cycling route. As many of these projects are long-term, many shorter trails are moving forward, which will support the connection of the longer trail routes. With a focus on tourism, the support mechanisms in place to provide stable funding, increased use and demand, and linkages to the supports required by trail users, local organizations and municipalities would have an easier time developing future trails.

Destination Ontario

Recreation or Tourism?

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Trail organizations tend to see recreation opportunities and tourism opportunities that trails afford their region as mutually exclusive. As the trail market expands, it is becoming increasingly evident that, although they are developed for different markets and do have different attributes, they can also be mutually supportive.

Recreational trail opportunities assist in developing community support and awareness that allow communities to expand their reach into the tourism market. When a community supports its trails through the provision of recreational opportunities, it creates a sense of pride within the region. Community support opens the door to organizations that are responsible for the development and promotion of the trails to influence the decision-makers to further invest in the trail product in their region.

Trails developed for local recreational use create the foundation of a strong tourism product; however, they are not always to be considered one and the same. Having a strong recreational trail system creates long-term sustainability for the trail. If it is not supported by locals, it cannot be expected to be a tourism product. That being said, not all recreational trails can be considered a tourism product. For example, a 6 km trail through a wetland may be an exceptionally pleasant walk with a strong natural heritage, but it is not a stand alone tourism product, as it is not of adequate length to draw a tourist to the region. On the other hand, a route developed as an active transportation system could be developed as a tourism product if it has strong links to businesses and is able to tell a compelling story of the region. Creating a trail tourism product requires a defined trail system, robust partnerships, an interesting story (cultural, historical, or nature-based) and a strong integration with businesses. Without these components, the trail is still valuable but should not be considered a tourism product.

Definition of a Signature Trail

Signature Trails have the highest tourism and recreation value, offering a variety of activities such as walking, hiking, paddling, and cycling. They are major regional tourism attractions and are considered economic revenue generators. It is important to note that this definition was initially developed by the Atlantic Canada Trails Association and was originally identified as a "Destination Trail".

A Signature Trail draws people for reasons as diverse and individual as those who use it. Generally, it is set in a distinctive landscape that reflects a region's most distinguishing characteristics such as views, natural features, culture, and/or heritage. A Signature Trail is often themed and elicits a "WOW" response.

A Signature Trail encourages continuous movement through a potential system of linear, looped, and linked pathways and roadways. Some Signature Trails will be accessible to all, while others will attract a focused market niche (providing a strong thematic approach distinctive to the region and "on-trend" with provincial tourism priorities). A Signature Trail has high-quality standards for design, maintenance, and amenities; tells a compelling story; and provides a multi-day experience. It also has trained and knowledgeable staff and/or volunteers dedicated to the management and maintenance of the trail and its amenities, who provide quality tourism services.

Signature Trails generally fall into one of six categories:

1. **Day-use trails** *(accessible to most types of users)*
2. **Wilderness trails**
3. **Linear multi-use trails**
4. **Linear walking trails**
5. **Water trails, and**
6. **Urban trails.**

RECREATION

BUSINESS INTEGRATION

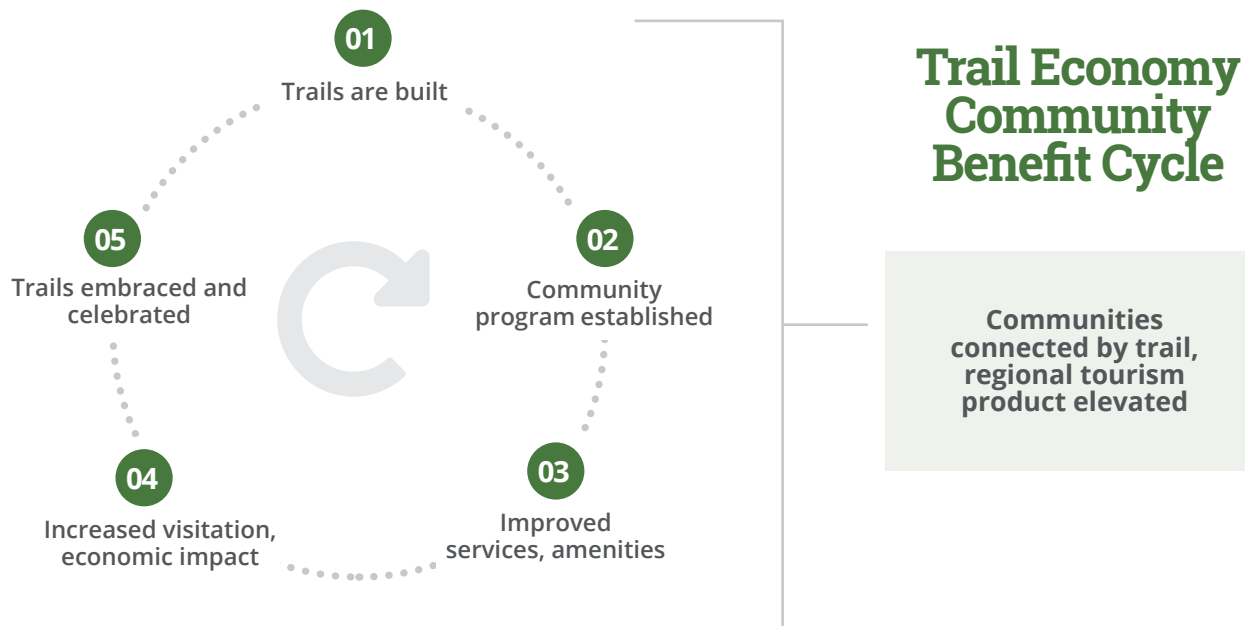ACTIVE TRANSPORTATION

Complete Trail

TOURISM

In the early- to mid-1990's, there was a boom in trail development primarily driven by The Great Trail (TCT) project. Communities that were not on the TCT route looked at ways to connect themselves to the TCT, which began to create the network of trails we all know today. TCT was started as a Recreation Trail (connecting Canadians from coast to coast to coast) and many community trails also began with a recreation focus. As Active Transportation (AT) became policy for many municipalities, trail linkages from neighbourhoods were built. Many separated cycling corridors were built with AT funding. The "Staycation" model also helped trails as people were travelling within a 90 km radius specifically to their local/regional trail destinations. The current focus is on business integration as part of the return loop investment for trails as successful businesses support trails through taxation and other methods.

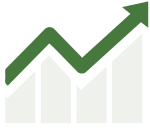# Integration between users at Trail Junctions (Communities)

"Community Hub and Spoke" trail networks are typically set up with an "anchor" community which provides services and amenities for the trail user and is connected by a variety of trails, either providing a wide range of uses (hiking/mountain biking/paddling) or a singular user experience with multiple trails providing a wide variety of unique experiences that will keep tourists in the region ideally for 2-3 days.

Another way of looking at the integration of trails is what Creative Trails Canada has coined as the **"Resort Model of Trail Integration"**. Many four-season resorts provide the visitor with a range of trail experiences that they can enjoy during their stay. The resort acts as the hub and service provider for the various trail experiences, whether they offer rental services (outfitters, in a community setting), meals (restaurants/cafés, in a community setting), accommodation (hotels, campgrounds, B&Bs, in a community setting), souvenirs/gifts (boutiques/artisans, in a community setting), and entertainment (cultural events/festivals in a community setting). The major difference between a "community hub and spoke model" and a "resort model of trail integration" is that the resort model was developed as a full package, ensuring a seamless integration among all the elements, while a community hub and spoke model requires extensive engagement between the trail managers and the business community within the region.

01 Trails are built

02 Community program established

03 Improved services, amenities

04 Increased visitation, economic impact

05 Trails embraced and celebrated

Trail Economy Community Benefit Cycle

Communities connected by trail, regional tourism product elevated

Source: Cycle Forward/Terminus Consulting

Creating a Sustainable Trail Economy

The following four trail experiences provide insight into the development potential of a robust trail economy for Northern Ontario. The **"Trail Tourism Integration Model"**, which combines multiple trail experiences that encourage tourists to stay in a region for an extended period, is an emerging trend in the trail tourism industry. There are however very few studies in North America that have measured the impact of an integrated **model**. More often than not, the trail economy of a region is measured based on a singular linear/loop trail experience. The following four examples will provide insight into the potential impact to the region, with the *Vallée Bras du Nord* most closely representing the type of model that would work very well in Northern Ontario. It is important to note that there is a scalability factor that needs to be considered when reviewing these numbers. Clearly, population density plays a role in the amount of potential economic impact to a region. What is more important to learn from these examples is not the total amount of revenue generated, but rather how the particular regions have been able to generate this revenue through stakeholder/business engagement and what lessons Northern Ontario and its communities can learn from these areas.

01 The Great Allegheny Trail Experience

In 2008, it was announced that **$40 million (USD) in direct annual spending** was attributed to the Great Allegheny Passage (GAP) in Pennsylvania and Maryland.

That number has since climbed to $50 million along the 240 km trail. It is important to note that this trail draws from the Eastern Seaboard, a very large catchment area. However, the GAP's success has been a result of working tirelessly with community stakeholders. The *Trail Town* program and strong relationships with business and community stakeholders has been the key to creating a sustainable trail economy for the region.

A significant example of how a small community embraced the trail and its own uniqueness as a small town is Confluence, Pennsylvania. Confluence, located along the GAP, is a small community whose economy has shifted from industry to tourism. For a town of 700+ residents, the trail's impact is substantial. Remarkably, Confluence is home to over a dozen B&Bs, bunkhouses, campgrounds, and vacation rentals. Add a handful of restaurants, a full-service bike shop, grocery store, library, and community art center, and you have a small town that simultaneously relies upon trail traffic while charming its visitors. One of the guesthouse owners has remarked that her primary market used to be visitors to Frank Lloyd Wright's Fallingwater, but now it is the GAP trail user. To reach the heart of town, trail users must cross two rivers using pedestrian bridges. To get them there, the community and its partners have installed a wayfinding sign system, maintained the bridges (a GoFundMe campaign is helping with one), advertised in trail publications; painted a mural along the trail and have had volunteers in period dress greet visitors as they approach the trail.

02 Fredericton Trails Network - connecting the community through trails

> One could argue that the City of Fredericton is not only the capital of New Brunswick, but the trail capital of the province as well.

With nearly 88 km of City-managed trails, this trail network is the number one recreation and tourism asset in the City, linking tourists to a vast range of tourism assets and residents to work, school, and play. The success of the trail network is due in part to the strong relationship between the City and numerous volunteer trail organizations, including The Fredericton Trails Coalition (trail advocates for the City trail), The River Valley Cycling Club (mountain bike trails), Wostowea Ski Club (cross-country ski trails) and the St. John River Society (water trail). In 2017, the New Brunswick Trails Council conducted an economic impact study of various trails throughout the province, including sections of the City of Fredericton Trail Network (those managed by the City). The study revealed that these sections had an impact of **$6.6 million dollars** with the average spending by tourists amounting to $375 per person, which represents 6% of the total trail users surveyed.

Businesses based in Fredericton have embraced the trails and incorporated their use into their business model. Here are some examples:

- *Radical Edge:* A local outdoor sporting goods store located in the heart of the city's downtown business core. *Radical Edge* owner Mike Davis is a fervent supporter of the local mountain bike community and regularly provides funding to the River Valley Cycling organization to assist them in the development and maintenance of their trail network.

- *Second Nature Outdoors:* An outfitter located in the heart of the city that provides both land- and water-based trail experiences. The company partners with local breweries to create memorable experiences for residents and tourists alike.

- **Savage's Bicycle Centre & Radical Edge:** Bike & Ski. Both businesses are located near the trail and offer bicycle repair and tune-ups.

- **The Running Room:** While this is not necessarily for tourists (although they offer drop-in opportunities for visitors), the Running Room offers running programs and equipment, and makes extensive use of the trail network.

- *Picaroons Roundhouse and Trailway Brewing Taproom:* Picaroons Brewery recently expanded its operations and developed a tasting room directly on the trail. Trail users can hop off the trail and head into The Roundhouse for a beer (or other beverage of their choice) and a bite. Trailway Brewing has named its company after the trail system because the owners saw the potential of being on the trail route. In addition to extensive beer and food offerings, *Picaroons* boasts a beautiful patio located just off the trail.

- *The City of Fredericton Tourism Department:* The City of Fredericton has embraced the trails and the outdoors as a critical component of its tourism mix, offering bike rentals at "The Lighthouse" (along with ice cream) and it features its trails in marketing materials: City at the Edge of Nature.

03 **The Huron River** - Creating a strong trail economy[1]

> **In 2016, the Huron River Watershed Council partnered with the Grand Valley State University's Seidman College of Business to answer the question, "Can we put a price on the Huron River?".**

Over the course of the survey period, it collected data with respect to the river as a recreational asset, the impact on property values along the River and the value of the biological diversity of the river. While it is important to understand the environmental impact and property valuation, this snapshot will focus on the recreational economic impact of the river to the region.

The Huron River draws on a local population of 650,000 in the watershed and is a recreational and tourist destination for four million residents of the region. The river serves as a vital economic driver for Southeastern Michigan. In 2015, the river was designated as a National Water Trail which encouraged the opening of more businesses as well as the development of Trail Towns along the River. Families were also drawn to experience paddle sports.

Key findings of the survey:

- **$53.5M (USD) in annual economic output** ($29.9M in direct spending and $23.6M in indirect spending)
- **$258 - $266** average visitor expenditure
- **641** local jobs added to the region
- Visitors use the Huron River corridor on average **21 times** a year

Business Development along the River:

- **Canoe and Kayak Outfitters:** There has been an uptick in outfitters in the region that specifically cater to the Huron River users. These businesses provide equipment for sale, lessons, and tours and are patronized by residents and tourists alike.

- **Trail Town Shops and Restaurants:** There are five designated river towns along the Huron River. These towns cater to the needs of the trail tourist and keep them in town for a longer period, resulting in increased spending.

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[1] A summary of the Economic Impact of the Huron River, Huron River Watershed Council, 2016

04 Vallée Bras-du-Nord

Located approximately 1.5 hours north of Quebec City, Vallée Bras-du-Nord is an outdoor paradise, with two mountain bike areas, a 17.5 km canoe route, over 80 km of hiking trails and many other activities that appeal to a wide range of visitors. The region provides a variety of options for visitors, from backcountry wilderness to luxury accommodation, and works very closely with businesses to create truly memorable experiences.[2]

The development model for Vallée Bras-du-Nord is a unique one that has proven successful since 2002.

COOP Solidarité: A partnership model was created to include business operators, trail groups, and landowners to work cooperatively to develop a sustainable model of success. This model has proven to be a breeding ground for innovative business partnerships and employment opportunities for marginalized citizens of the region.

Tourism Saint-Raymond: Tourism Saint-Raymond has positioned Vallée Bras-du-Nord as its pillar for tourism development in the region.

Sustainable Tourism Model: The foundation of a sustainable tourism model is a responsible and ethical approach to tourism, while ensuring that it is community-driven, thus providing a strong return on investment that will benefit the entire community/region and not a select few.

In summary, there is a tremendous amount of opportunities to serve the trail tourist and create a strong trail economy in Northern Ontario communities. It really comes down to understanding the tourist's needs and preferences and then making the decision to meet those needs. The implementation plan provides a clear path to take many of the lessons learned through the preceding four trail experiences and develop a truly progressive Trail Tourism Strategy in Northern Ontario.

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[2] https://www.valleebrasdunord.com/index-english

Photo by Jake Melara on Unsplash

Pre-screening Assessment Process

This initial step acts as a precursor to the more comprehensive Destination Trail Assessment and Community Assessment processes. If a trail receives a score of 75% or higher, it will qualify for further assessment; however, if a trail does not achieve a score of 75% or higher, it will be given a summary of its assessment with recommendations on how to improve its score for future assessments.

The following are the criteria to be assessed:

BASELINE INFORMATION

01 Community Name   **02** Trail Names   **03** Trail Description

04 **Identification of trail and type:** Although a destination trail does not have a mandatory length, it is important the trail attract tourists to stay in the region for at least one night. Therefore, depending on the trail type, the following lengths are recommended:

Day-use: Generally short- to medium-length trails (2-10 km for walking, hiking and skiing, 10-15 km for paddling and 15-25 km for cycling), which can be clustered together to create a multi-day draw for the tourist.

Wilderness Hiking Trail: These are typically longer and more challenging trails that consist of a single or multi-day experience. These trails are typically skewed to self-sustained hikers who require minimal services. The length of these trails is typically 10-20 km.

Linear cycling trails: These are often part of a long-distance experience (e.g., The Waterfront Trail) that encourages visitors to stay in the region for 2-3 days. The length of the trail is typically 75 km or more in total.

Multi-day paddling/water trails: Similar to a long-distance cycling route, paddlers will go on a 2-3-day (or even longer) trip and will be on the water 15-20 km/day depending on portages and access points.

Urban/suburban walking and multi-use trails: These are typically not considered a primary tourist motivator, but rather a complement to the primary experience. Such trails often act as connectors to attractions, services, accommodation, and food and beverage providers.

05 Managing trail groups: Who is responsible for the overall management of each identified trail?

06 Trail Maintenance & Sustainability Plan:

- Are there maintenance and long-term sustainability plans in place for each of these trails?

- Is there an appropriate mix of trail experiences in the community to create a multi-day tourism product?

07 Trail Liability: Do the trail groups have liability insurance?

08 Basic usage statistics: This would include who is currently using the individual trails and what they are using the trails for (i.e., are they primarily cyclists commuting to work, parents with children, etc.).

09 Tourism Assets: A high-level review of shops, food and beverage services, accommodation, and other vital services necessary for a good user experience.

SWOTT ANALYSIS

➕ Strengths

Characteristics of the trail that give it an advantage over other similar trail experiences (e.g., outstanding views, proximity to amenities)

➖ Weaknesses

Characteristics of the trail that give it a disadvantage over other similar trail experiences (e.g., lack of volunteers)

✔ Opportunities

Elements outside of the trail organization management that it could capitalize on or benefit from (e.g., engagement of a local social media influencer to promote trails)

⚠ Threats

Elements outside of the trail organization or community's control that could jeopardize the trail experience (e.g., proximity to logging operations)

CONCLUSION & RECOMMENDATIONS

Assessment of Destination Trail Potential:

0%   50%   100%
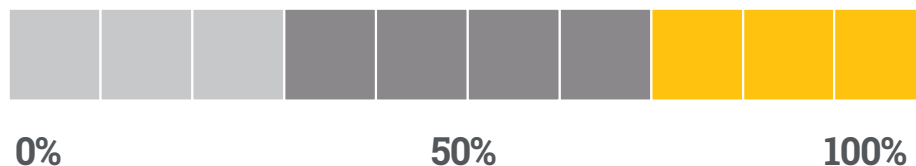
Pre-screening Overviews

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In order to ensure that there was a broad range of trail experiences and a good variety of communities, the following regions/communities were selected for review:

Kenora, Nipigon, Timmins, Wikwemikong (including Killarney and Point Grondine) and Blind River. As noted above, the review process included a high-level review of the community and basic services offered in the area. An inventory of the trails was conducted through a review of the Ontario Trails Council website, The Great Trail mapping program and community, conservation authorities and the Ontario Parks website. These overviews are not meant to be a comprehensive review of the communities and trails, but a high-level review to identify potential candidates for the more comprehensive Signature Trail and Trail Community assessments. Please note that the complete trail assessment and community assessment can be found in the Appendices section of this report.

Kenora PRESCREENING OVERVIEW

Community Assessment:
With a population of over 15,000, the City of Kenora has the amenities and services required to meet the basic needs of the trail tourist. Kenora is already considered a tourist destination for outdoor enthusiasts, particularly for visitors from the neighbouring United States and Manitoba.

Trail Assessment:
With nearly 80 km of land and water trail, the City of Kenora is a true trail hub. There is a mix of hiking/walking trails and paddling. Many of the hiking trails are short distances and would need to be packaged together in order to create a cohesive experience. The trails provide a nice mix of easy to difficult experiences for all levels of activity and the landscapes range from wilderness to wetlands.

➕ Strengths
- Good mix of trail opportunities (80 km hiking, padding, cycling)
- Large community with businesses to support visitors
- Appears the City supports trails (based on website assessment)
- Currently a trail hub for Path of the Paddle

➖ Weaknesses
- Information on trails is not in one consolidated spot. This makes it difficult for people not familiar with the trails to plan their visit.
- Many of the hiking trails are short.

✔ Opportunities
- Capitalize on the "Kenora Trails and Tours" app by adding all the trails
- Create hiking packages to group some of the shorter trails

⚠ Threats
- Long-term sustainability of the trails (volunteer organizations)

Conclusion & Recommendations:
Kenora values its outdoor product and is an excellent candidate to become a trail community. Given the existing outdoor products, packages could be developed that include non-trail-related activities, thus extending the length of stay in the area. This will mean having discussions with existing outfitters and businesses servicing the anglers coming to the area. It would be valuable to see if they would be willing to diversify their businesses, as they would be logical candidates to offer services to the trail tourist. There is a tremendous opportunity to build on the Kenora Trails and Tours app to create a multi-functional platform that provides a one-stop shop for the trail tourist. Path of the Paddle and either of the trails managed by the Sportsmen's Club of Kenora or those in Rushing River Provincial Park should be identified as the Signature Trail products for the City. Selecting a cluster of trails managed by a single body will be an easier option to begin with.

Assessment of Destination Trail Potential: 0% 50% 100%
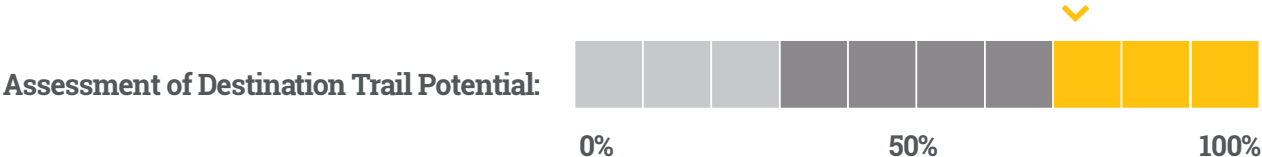
Nipigon

PRESCREENING OVERVIEW

Community Assessment:
Nipigon is a small town located on the shores of Lake Superior. The town has a minimal amount of services to support a trail tourist but there is a small downtown core.

Trail Assessment:
There are nearly 80 km of hiking/walking and mountain biking trails, as well as a roughly 13 km loop water trail. However, the trail does extend beyond the loop and could provide a multi-day experience if Nipigon were to partner with adjacent communities. Many of the trails provide stunning views of Nipigon Bay and Lake Superior.

➕ Strengths

- Good mix of trail experiences (80 km hiking, paddling, mountain biking)
- Many natural features such as views of Lake Superior and Mazukama Falls
- The marina offers free camping for long-distance cyclists

➖ Weaknesses

- Apparent insufficient accommodation availability in the summer (anecdotal)
- Most hiking experiences are moderate to difficult, which may not be a great option for family-oriented vacations (children or older adults)
- Does not have a Regional Trail Committee

✅ Opportunities

- Creation of hybrid trail experiences. Nipigon Marina is the junction for both a land and water trail experience.
- Roughly 13 km paddling loop opportunity on the Nipigon River access point to the Lake Superior Water Trail
- Organization of a Regional Trail Committee to provide coordinated oversight of the regional product

⚠️ Threats

- Potential lack of volunteer capacity. Voyageur Trails Association has had challenges with capacity in the past.

Conclusion & Recommendations:
The Town of Nipigon has a tremendous opportunity to become a trail community, however the lack of accommodation is a major issue that will need to be addressed. This can be achieved through unique partnerships with homeowners (unique concept for cycle tourists https://www.warmshowers.org/) or hostel-type accommodations. A major feature that the community has identified is the Great Trail hub at the marina for the Lake Superior Water Trail and the Nipigon Red Rock Trail. This should be capitalized on and potentially create a partnership with the marina to act as a multi-functional facility.

Assessment of Destination Trail Potential:

0%   50%   100%
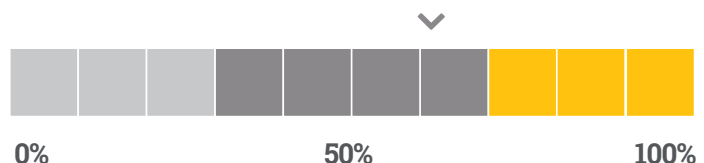
Timmins   PRESCREENING OVERVIEW

Community Assessment:
The City of Timmins has a population of 41,788 and is the fourth largest city in Northern Ontario. Timmins has a well-defined downtown core, which is an asset in the identification of trail communities. There are enough amenities to accommodate trail tourists as well as parks and greenspaces that would enhance the visitor experience.

Trail Assessment:
There are roughly 362 km of land- and water-based trails in Timmins. Trail tourists could visit the area and focus on a single activity (hiking or paddling) or create a multi-modal experience, combining both land and water activities. Unique features along the many trails provide a good level of variety for many different interests.

Strengths

- Regional Trail Committee in place
- Many services available for tourists and the downtown core has a Business Improvement Association (this is very helpful when implementing a Community Trail Program)
- Mattagami Region Conservation Authority (MRCA) has a robust trail program and extensive network of 55 km trails
- The Great Canadian Kayak Challenge: www.thegreatcanadiankayakchallenge.com
- Strong management bodies for the trails
- Many of the trails have mapping and information brochures
- Good data found on both the MRCA and City of Timmins websites

Opportunities

- Unique partnership opportunities with some of the local breweries and independent food and beverage vendors
- Festivals are a great way to create support within a community. Perhaps the City could build on The Great Canadian Kayak Challenge and create a similar type of event for land-based trails.
- Consolidated website with trail information and services/amenities

Weaknesses

- None observed at high-level (will require additional data)

Threats

- None observed at high-level (will require additional data)

Conclusion & Recommendations:
The pre-screening assessment indicates that the City of Timmins warrants further investigation of its potential to be developed as a Trail Community. There are enough amenities and trails to ensure that tourists would have adequate variety of trail experiences and services to support a 2-3 day visit to the region that centres around a trail experience. The keys to creating a successful tourism product will be to ensure that City stakeholders buy into the development of diversifying their product offerings in order to cater to the needs of trail users and that the identified trails (despite the great amount of trails in the region only those that merit designation as a Signature experience) provide a cohesive experience and brand. It is recommended that the Mattagami Regional Conservation Authority trails and the water trails be further assessed as the key Signature Trails for the City.

Assessment of Destination Trail Potential:

0%   50%   100%
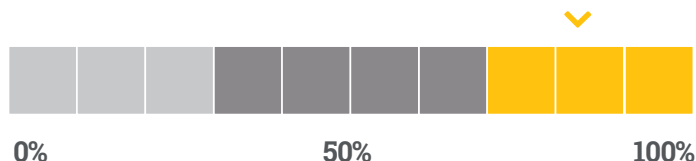
Wikwemikong/ Killarney

Community Assessment:

Killarney is a small community located on Georgian Bay and is primarily a tourist destination. From the website: "With a year-round population of less than 500, this treasure of Rainbow Country must surely rank as the biggest little town in Canada, if not the world!". Killarney is clearly proud of what it has to offer, and the community is already welcoming travellers from around the world. There is a very small downtown core with an adequate amount of services. The Municipality is more than twice the size of Toronto and the population increases significantly in the summer.

Wikwemikong, now known as the Wiikwemkoong Unceded Territory is Canada's only officially recognized Unceded Indian Reserve. The community extends from the eastern peninsula of Manitoulin Island to the Killarney region including islands in Georgian Bay. Point Grondine is home to the Point Grondine Park, one of the only Indigenous owned and operated Wilderness recreational parks in Canada with over 18,000 acres of Park. Wikwemikong Tourism has been welcoming travellers from around the world through a variety of quality market ready products, services and premier events.

Trail Assessment:

The region is a hiker's paradise with over 150 km of hiking trails. There are also many opportunities to paddle on the lakes and rivers within the vastness of the Municipality including Killarney Provincial Park. With such a rich history, the trails tell stories that could not otherwise be told in a meaningful manner.

➕ Strengths

- Strong complement of hiking trails
- Many cultural and historical attributes can be found along the trails
- Killarney Provincial Park provides many trail experiences that could be packaged as multi-day experiences for visitors
- Point Grondine hiking trails rank highly with visitors, based on data from Trip Advisor and Facebook
- Partnership development with the Wikwemikong Unceded Indian Reserve for trail maintenance, development, interpretation, and workforce

➖ Weaknesses

- Most of the trails are rated moderate to difficult which may dissuade a casual hiker (although based on the demographic profile this may not be an issue)
- Limited amenities to service high volume of tourists
- There is a cost associated to access the trails within the park

✅ Opportunities

- Ongoing partnerships with Wikwemikong Unceded Indian Reserve
- Investment by Killarney Mountain Lodge

⚠ Threats

- Potential lack of stakeholders

Conclusion & Recommendations:

The reward may outweigh the risk with respect to the potential lack of amenities and small population. This is a region that could benefit tremendously from its development as a Trail Community. As noted earlier, Trail Communities are not only developed for tourists, but also for residents. Given that this is an area with a large number of cottagers, the diversification of businesses to accommodate tourists would also benefit seasonal residents. The Town of Confluence, Pennsylvania (Great Allegheny Passage) has a population of 700 and it has been able to establish a strong trail economy with over a dozen accommodations, a handful of restaurants, outfitters, etc. While the GAP has a much larger population to draw from, the Wikwemikong/Killarney region is close to the United States and is only 4.5 hours from Toronto. This will require a considerable amount of work engaging stakeholders, but with strong outreach and community development workshops, this could be a great catalyst for the region. Developing a Signature Trail product around La Cloche Silhouette Trail and the Wemtagoosh Falls Loop Georgian Bay Trail would be a logical place to start.

Assessment of Destination Trail Potential:

0%   50%   100%
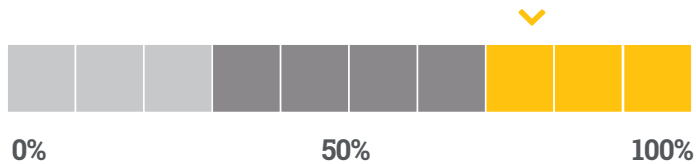
Destination Northern Ontario

Blind River   PRESCREENING OVERVIEW

Community Assessment:

Blind Driver is a small community located on the North Channel of Lake Huron. It has a fur trade history and strong Indigenous partnerships. There is a small downtown core with good wayfinding signage; however, many of the accommodations are not located in the downtown are but rather along Highway 17. The town has the basic amenities and services that are necessary for trail tourists including a hospital and all medical services.

Trail Assessment:

Between current first sentence and second: The community is undergoing significant trail expansion to link cyclists to its Boom Camp Trail system. This will link cyclists and hikers to camping, marina, museum, and art gallery via a historical/conservation space.

➕ Strengths

- Cycling link to Sault Ste. Marie and Sudbury (currently says "Saint")
- Unique history (fur trade, logging/timber)
- Good mix of compatible experiences (mountain biking, hiking, bird watching/study, photography sites, skiing etc.)
- GTA marketing presence
- Funding available for annual trail maintenance

➖ Weaknesses

- The primary hiking trail does not have a direct link into the town but is close to the town and is easily accessed by car or bike or via the marina
- Camping bylaw in Boom Camp
- No restroom facility in Boom Camp
- Limited promotion along corridor outside of Blind River
- Outdated signage on trails

✅ Opportunities

- Complete trail expansion project to link Youngfox Trail to Boom Camp network
- Install restrooms at waterfront (portable if needed)
- Convert trailhead to covered meeting space that promotes plein-air experiences
- Canoe Trips (entrepreneur opportunity)
- Guided Tours (entrepreneur or guided by municipality)
- Billboards on Highway 17
- Opportunities for businesses to advertise throughout trail system (rest bench, message board etc.)

⚠ Threats

- Reliant on outside funders
- Potential burn out from ski club for winter trail maintenance

Conclusion & Recommendations:

Further investigation with respect to business opportunities and connections to the trails is required. There is definite potential for this area to be developed as a Trail Community; however, at this point there does not seem to a strong enough product offering (as noted above, focusing on the cycling route may be risky). The opportunity to learn from the work being done in the region to develop other communities as trail communities could ensure that Blind River will not be far behind.

Assessment of Destination Trail Potential:

0%   50%   100%
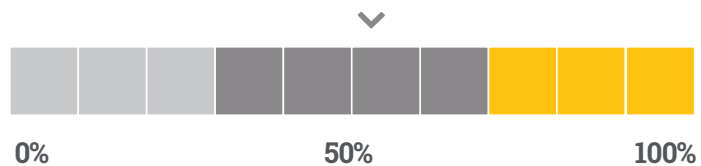
Recommendations:

The three communities that have been identified as the best options to develop a Signature Trail and Trail Community product are:

TIMMINS

- Mattagami Region Conservation Authority Trails
- Water Trails – Grassy River or Tatachikapika River

KENORA

- Path of the Paddle
- Hiking Trails – Sportsmen's Club of Kenora or Rushing River Provincial Park

KILLARNEY

- La Cloche Silhouette Trail
- Wemtagoosh Falls Loop, Georgian Bay Coast Trail

All these communities have robust trail offerings and the necessary minimum services to cater to the trail tourist and develop a strong trail economy. This also provides Destination Northern Ontario with experience in developing Trail Communities in communities of varying sizes (Timmins > 40,000; Kenora >15,000; and Killarney <500) which will provide templates for future development.

The following Implementation Plan outlines the recommended steps to develop a well-defined Trail Tourism Strategy and the necessary tools to implement the program. Depending on available funds, the communities/trails outlined above can be developed concurrently or independent of each other. The development of the Trail Community Program (Phase 6) and Development of a Trail Data Collection Program (Phase 7) would be a generic program and would be developed for all of the trails regardless of whether they are done concurrently or independent of each other.

Recommendations & Implementation Plan

The following steps are recommended in order to implement a progressive Trail Tourism Strategy for Northern Ontario. The phases have been outlined in a thoughtful manner that allows each phase to build upon each other; some will be done in tandem while others will need to be completed prior to the start of the next phase.

Destination Northern Ontario

PHASE 1

a Signature Trail Assessment*

It is extremely important to understand that not every trail is a tourism product. The Signature Trail Assessment process provides an in-depth review of each trail that has been identified as a potential product through the Pre-Screening Assessment. The assessment process will require the assessor to conduct a review of online/planning material available for people who are planning their trip and will culminate in an on-the-ground assessment (on foot, bike or paddling) of the trail condition, signage, design, etc. This is an extremely in-depth process that will be of great value to the trail. The final result will produce an assessment with recommendations regarding the improvements required to improve the trail experience for both residents and tourists. The assessor will meet with the proponents to review the outcomes.

b Trail Community Assessment*

The pre-screening assessment takes a high-level look at a trail tourist's requirements that are currently available in the communities. However, the pre-screener does not dive deep into a complete assessment of the community. A full audit of the communities identified in the strategy should be conducted in order to better understand the opportunities and gaps along the route. This information will be crucial when reaching out to stakeholders, decision makers and potential committee members. A community assessment will consist of on-the-ground assessments (by foot or bicycle depending on the land-based trail experiences) to not only identify businesses along the trail (or gaps in services), but also how they connect to the trail (i.e., proximity), the overall "look and feel" of the community, and basic amenities that trail users expect to have available to them. The assessor will meet the proponents to review the outcomes.

c Community Stakeholder Workshops

The first step in the engagement process, in each community, is to organize workshops with key stakeholders and committee members to review both the Destination Trail Assessment and the Trail Community Assessment. These workshops will be critical in ensuring that there is buy-in to the project and that the stakeholders see themselves as part of the process and not simply participants.

PHASE 2

Establishment of a Regional Trail Tourism Committee

Ontario has a very strong Regional Trail Committee (RTC) Model; however, the primary focus of these committees is on the development, advocacy, and promotion of the trails within a region. Should a region already have an RTC in place then a Regional Trail Tourism Sub-Committee (RTTC) may be struck, however if there is not an RTC in place then a stand-alone Regional Trail Tourism Committee should be struck.

PHASE 3

Development of Trail Community Program*

Building on the Trail Community Assessment, Destination Northern Ontario and the RTTC will work to develop a comprehensive Trail Community Program.

What is a Trail Community?

- A Trail Community is a community that serves the needs of trail users within the community or region.
- A Trail Community is not simply developed to serve tourists, but also residents.
- A Trail Community provides a welcoming environment for trail users and ensures that they provide the necessary services to encourage active trail use.
- A Trail Community may be a community along a long-distance trail system or act as a hub for services to a cluster of trail opportunities within a region.

(Terminus Consulting, February 2018)

Program Criteria: Destination Northern Ontario currently has criteria through Tourism Excellence North (TEN) for various products including cycling and snowmobiling. It will be important to review the criteria and ensure that they also provide guidance for the businesses and services catering to hiking and paddling visitors. This may include restaurants providing high carb meals for hikers or that campgrounds have sites available for paddlers or hikers who were unable to book prior to their arrival due to being out on the trail. The intent of developing program criteria is not to make it difficult for businesses and service providers to become part of the program, but rather to ensure that there is a consistent level of service for the tourists.

Program Materials: This will include items such as brochures, signage, banners and pull ups and any other promotional materials including online promotion via website and/or social media.

Evaluation Tools/Data Collection: The key to any successful program is the monitoring of key performance indicators and the measurement of usage to create a true profile of users. Program evaluation is particularly important during the first year of the program; it is a learning opportunity to improve the experience for visitors and businesses.

PHASE 4

Phase 4: Develop a Trail Data Collection Program

Building on the data collected through the Trail Community Program, it will also be important to collect data for each of the specific trails. This will allow these trails to build a case for support for further funding to assist in long-term maintenance of the trails and possible extensions and upgrades. There are three types of data collection that are recommended. These can be used together or as stand-alone tools.

01 **Trail Counters**
Trail counters are usually the first step that communities take to collect trail use data. This method of data collection will show how many people at what times of the day travelled through the infrared beam. Data is uploaded to a computer and is provided in the form of a graph. Most trail counters can distinguish between pedestrian and two-wheeled traffic. Time of day of trail use can often indicate type of use. For example, peaks of cycling activity in the morning and late afternoon could indicate commuter traffic on the trail. Trail counters cannot collect other data that is important for the development, management or marketing of trails such as who is using the trail; it is recommended that they are used in conjunction with direct surveys.

02 **Direct Surveys**
Direct surveys are conducted by people stopping and talking to trail users. This is often completed by students at different times of the day, and on different days of the week including weekends. This method will give the community a better sense of who is using the trail for what purpose, point of origin and destination and other feedback data such as user assessment of trail, its signage, etc.

03 **Trail Counts Program**
The final method for trail use data collection is the Trail Counts program through the Ontario Trails Council. This is a passive form of data collection through placement of stickers along the trail where people complete an online survey through QR Code activation. The survey can be customized to the information desired. It is very affordable and will continue to collect data without staff to either monitor the trail counters or conduct direct interviews

PHASE 5

Stakeholder (Business) Engagement

A strong stakeholder engagement strategy will be essential to the success of the Trail Community Program. Without engagement and buy-in, it will be very difficult to successfully deliver a quality product to the consumer. A trail developed to attract tourists is only as good as the services that support it. It is therefore important to work to educate stakeholders in a meaningful and hands- on manner.

Development of Stakeholder Materials: Materials will be developed to introduce the program to new stakeholders (those that have been engaged through the initial workshops should act as champions for the program). These tools would include information about the program, value of the trail economy, case studies of successful models in regions like their own, etc.

Stakeholder Workshops: These workshops would be held for those businesses/services that have opted to become a part of the Trail Community Program. Workshops will not only allow them to fully understand the program but will encourage them to collaborate and create unique partnership opportunities between businesses and services and possible diversification of their offerings. Workshops would ideally be held face-to-face due to the importance of engagement with community stakeholders; however, these can be facilitated through a well-organized video conferencing program.

PHASE 6

Development of a Cohesive Northern Ontario Trail Tourism Signage Program

Brand identity and clear wayfinding signage will be critical in creating a "sense of place" for the trails and ensure that the users feel safe and secure on them. Trail and community signage similar in colour, feel, and size regardless of the trail or community provides a consistency throughout the entire project area. This is not intended to detract from unique trail or community aspects; these should be considered and celebrated as the signage is developed. It is important to note that Destination Northern Ontario currently provides support for communities developing wayfinding and provides guidance in developing clear and consistent signage. However, this phase would be focused on developing a product with a standalone logo and brand that ties all the Trail Communities together.

PHASE 7

Official Public Launch of the Northern Ontario Trail Tourism Project

As noted previously, while this is being developed as a tourism product, it will be essential that community members feel engaged and see themselves as ambassadors. The official launch of the project should act as a "festival of trails" for the region with events and activities that both bring people in to enjoy the new tourism product, but that also allows residents to get out and experience their community and trails in a different way. Familiarization (FAM) tours which provide opportunities for media and local dignitaries, ambassadors, and influencers to experience the trail will also be an important component to getting a broader buy-in and to garner media coverage. This could be an opportunity for participants to fully immerse themselves in the experience or to provide them with snapshots of the experiences through visits to key viewpoints or unique experiences on the trail and to visit businesses to speak to the owners about their offerings to the trail tourist.

PHASE 8

Evaluation of New Trails and Communities

Upon successful implementation of the Pilot Phase of the Trail Tourism Strategy, it will be important to continue to monitor trails and communities that are currently part of the program. It will also be important to identify and work with new trails and communities to help them realize the potential of the trails within their region and the impact that they can have on their communities.

*The Signature Trail Assessment and Trail Community Assessment processes and the Trail Community Program referenced are based on tools developed by *Terminus Consulting (Jane McCulloch)*. It is not necessary that these processes are used in the future; however, it is the model that is employed by Creative Trails Canada with their clients.

Implementation Timeline & Budget

The implementation timelines are based on a two-year implementation roll-out beginning in the fall of 2020. Each Phase can be stand alone and completed as funding is available. Please note that these costs are estimates only and do not include trail upgrade costs or signage fabrication and installation costs.

PHASE			TIMELINE	EST. COST	NOTES
PHASE 1					
a	Signature Trail Assessment		Fall/Winter 2020	$36,000	$12,000 per community trail cluster Each community cluster will require approximately 1 week for the trail and community trail assessment and the workshop to review the findings with stakeholders
b	Trail Community Assessment		Fall/Winter 2020		
c	Workshops		Fall/Winter 2021		
PHASE 2	Regional Trail Committee		Winter 2020	$1,000	Preparation of Terms of Reference and assist in identifying committee members
PHASE 3	Trail Community Program		Spring- Fall 2021	$20,000	Development of criteria, identification of business opportunities, partnership opportunities
PHASE 4	Trail Survey Program		Fall 2021	$3,000	Creation of data collection survey for all trails in Northern Ontario in order to have consistent measurables
PHASE 5	Stakeholder Engagement		Winter 2021/2022	$20,000	This includes community meetings and collateral
PHASE 6	Signage Program & Branding		Winter/ spring 2022	$35,000	This would be contracted out. Cost is an estimate based on previous work and does not include fabrication
PHASE 7	Launch		Summer 2022	$9,000	Festival of trails and FAM tours
PHASE 8	Evaluation of new experiences		Ongoing		

ADDITIONAL RECOMMENDATIONS

Include trails as part of the Tourism Recovery Strategy for Northern Ontario once the Coronavirus pandemic ends such as the inclusion of a dedicated trail page on the NorthernOntario.Travel (portal) website.

A consolidated web portal and strategic marketing plan will need to be developed to create a strong product offering. Creating a cohesive Signature Trail network for Northern Ontario with a strong brand identity will create a multi-year destination for people who visit the area and wish to continue to visit the region for a similar and consistently developed trail experience.

Consider looking at thematic opportunities for the various trail experiences in Northern Ontario. Stories draw people to an area and Northern Ontario has countless stories to tell. With subjects as varied as the Group of Seven, First Nations culture and traditions, logging and trapping, the fur trade , and the Great Lakes to name a few, visitors will be drawn to these rugged landscapes and shining waterways for unforgettable experiences.

Identification of preferred trail user audience. While this report provides an overview of the various trail users and identifies both hikers and paddlers as targets, other factors need to be considered, whether it be the Explorer Quotient model or other priorities outlined by Attractions Ontario or other bodies.

Identify potential ambassadors and influencers for the Signature Trail product. Community Trail Ambassadors can act as spokespeople within their communities to champion the engagement of businesses and residents in the development of the region as a Trail Community Destination. Influencers are becoming quite popular in encouraging people to get out and use trails. These could be local social media influencers (perhaps lifestyle bloggers, Instagrammers) or local sports/musical/arts celebrities that use the trails or are from Northern Ontario and are champions for tourism in the area.

Appendices

LIST OF TERMS

TERM	DEFINITION
Direct Spending	Refers to purchases of goods and services that are purchased directly by an individual
Familiarization (FAM) tours	Provide opportunities for media and local dignitaries, ambassadors, and influencers to experience the trail will also be an important component to getting a broader buy-in and to garner media coverage.
Hub and Spoke	The spoke-hub distribution paradigm is a form of transport topology optimization in which traffic planners organize routes as a series of "spokes" that connect outlying points to a central "hub".
Indirect Spending	Refers to revenue generated through employment and other items that are not a consumable good
Line Data	GPS data (trail route)
Signature Trail Assessment Tool (STAT)	A tool to evaluate a Signature Trail as a tourism product
Signature Trail Community Assessment (STCA)	A tool to evaluate community goods, services, and amenities around the trail in order to support it as a tourism product
Trail Data	User statistics
Trail Economy	Economy developed around trails that attract tourism
Signature Trail	Trails that provide the stimulus for people to visit them as a tourism product
Trail	A route or path designated for recreation, tourism, or economic development

Destination Ontario

LIST OF ORGANIZATIONS

NAME	DESCRIPTION
CycleON	Provincial initiative to provide safe cycling routes across Ontario
Great Lakes Waterfront Trail	A provincial organization to protect, connect and celebrate the world's largest group of freshwater lakes. A signature project of the Waterfront Regeneration Trust.
Hike Ontario	A provincial organization that advocates and supports hiking trails in Ontario
Canadian Trails Federation	National organization that supports provincial trail organizations through policy, advocacy, and leadership
Ontario By Bike	Not-for-Profit organization dedicated to linking Ontario with safe cycling routes
The Great Trail	TCT promotes and assists in the development and use of The Great Trail of Canada – created by Trans Canada Trail and their partners – by supporting success at the local level in the continued improvement and enhancement of this national network.
Trans Canada Trail Ontario	The Great Trail partner in Ontario working directly with organizations to develop the linkages to connect The Great Trail
Ontario Trails Council	Provincial organization that advocates and supports all trail development for all users
Path of the Paddle Association	To support the development, stewardship, and sustainability of Path of the Paddle water trail network in Northwestern Ontario in partnership with regional stakeholders. Water trail route of The Great Trail through Northwestern Ontario from Thunder Bay to the Manitoba border
Voyageur Trail Association	Connecting Sudbury to Thunder Bay with a rugged wilderness hiking trail

LIST OF ACRONYMS

AT – Active Transportation
BIA – Business Improvement Association
CTF – Canadian Trails Federation
GLWT – Great Lakes Waterfront Trail
IMBA – International Mountain Biking Association
MTCS – Ministry of Tourism, Culture & Sport
OTC – Ontario Trails Council
POPA – Path of the Paddle Association

RTC – Regional Trail Committee
RTO – Regional Tourism Organization
RTTAC – Regional Trail Tourism Advisory Committee
STCA – Signature Trail Community Assessment
STAT – Signature Trail Assessment Tool
TGT – The Great Trail formally known as Trans Canada Trail
TCTO – Trans Canada Trail Ontario
VTA – Voyageur Trail Association

Community Trail Profiles

Destination Ontario

KENORA

Kenora

Kenora

POPULATION	15,096
COMMUNITY DESCRIPTION	Kenora is a tourism town and sees an influx of visits from cottagers, American tourists, and people fishing Lake of the Woods.
DOWNTOWN CORE	Kenora has a defined downtown core.
ACCOMMODATIONS	36 accommodation services listed for Kenora.
FOOD & BEVERAGE	Kenora has a full range of food and beverage providers and a brewery .
SERVICES	Kenora is a town of 15,000 people and is a regional hub for smaller communities (food, services, and other supplies)
PARKS & GREENSPACES	Kenora promotes its trails and parks for both tourism and for recreation. A few Provincial Parks in the area also provide trails, greenspace, and accommodation.
CONNECTION TO TRAIL	Kenora is a hub for Path of the Paddle and the local land trails.
CHAMBER OF COMMERCE	Kenora & District Chamber of Commerce, Kenora Tourism.

Kenora

TRAIL INVENTORY

TRAIL NAME	Bur Oak	Fern	Aspen Trail	Red Pine Trail	Lookout Trail	Wetland Trail
LENGTH (KM)	1.1	0.6	0.6	0.3	0.8	1.4
TRAIL USES	Hiking & Walking	Hiking & Walking	Hiking & Walking	Hiking & Walking	Hiking & Walking	Hiking & Walking
TRAIL TYPE	Greenway	Greenway	Greenway	Greenway	Greenway	Greenway
DIFFICULTY	Moderate	Easy	Easy	Easy	Moderate to Difficult	Moderate
SURFACE	Natural	Natural	Natural	Natural	Natural	Natural
UNIQUE DESIGN FEATURES	Ironwood and Bur oak stands			Red Pine Forest	100-year-old red pine grove, MNRF research forest	Follows wetland, ruins of old homestead
MANAGEMENT BODY	Sportsmen's Club of Kenora	Sportsmen's Club of Kenora	Sportsmen's Club of Kenora	Sportsmen's Club of Kenora	Sportsmen's Club of Kenora	Sportsmen's Club of Kenora
MAINTENANCE PLAN	Yes	Yes	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes	Yes	Yes
SIGNAGE	Yes	Yes	Yes	Yes	Yes	Yes
TOURISM POTENTIAL	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.
ADDITIONAL NOTES						

Kenora

TRAIL INVENTORY

TRAIL NAME	Vernon Nature Area Lookout Trail	Marsh Trail	Kenora Nordic Trails	Granite Knoll Trail	Lower Rapids Trail	Pine Ridge Trail	Beaver Pond Trails
LENGTH (KM)	1.1	1.3	3.2	2.7	1.8	0.5	1.1
TRAIL USES	Hiking, Walking & Snowshoeing	Hiking & Walking	Cross Country Skiing, Downhill Skiing, Hiking & Walking, Running, Snowshoeing, Mountain Biking, Winter (Fat) Biking	Hiking & Walking	Hiking & Walking	Hiking & Walking	Hiking & Walking
TRAIL TYPE	Greenway	Greenway	Greenway	Greenway	Greenway	Greenway	Greenway
DIFFICULTY	Moderate	Easy	Varies - network of the trails	Difficult	Moderate	Easy	Moderate
SURFACE	Natural	Natural	Natural	Natural	Natural	Natural	Natural
UNIQUE DESIGN FEATURES	Lookout over Lake of the Woods	Around a wetland		Granite knob, alongside Rushing River, can paddle to this location	Old portage that leads around rapids and a waterfall		
MANAGEMENT BODY	Sportsmen's Club of Kenora	Sportsmen's Club of Kenora	Kenora Nordik	Ontario Parks	Ontario Parks	Ontario Parks	Ontario Parks
MAINTENANCE PLAN	Yes	Yes	Yes	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SIGNAGE	Yes	Yes	Yes	Yes	Yes	Yes	Yes
TOURISM POTENTIAL	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.
ADDITIONAL NOTES				Entrance fee to access park	Entrance fee to access park	Entrance fee to access park	Entrance fee to access park

Kenora

TRAIL INVENTORY

TRAIL NAME	Mink Bay Trail	Rabbit Lake Skating Trail	Rabbit Lake Trail	Rat Portage Urban Trail, City Centre	Path of the Paddle	Waa'say' Gaa Boo- Tunnel Island Trail
LENGTH (KM)	4.3	1+	5	8	27.5	10
TRAIL USES	Hiking, Walking, Cycling, Snowshoeing	Skating Trail, winter use only	Hiking, Walking, Running, Accessible	Cycling - Roads & Paths, Hiking & Walking, Running, Accessible	Canoe & Kayak	Hiking, Walking & Running
TRAIL TYPE	Greenway	Winter Trail	Greenway	Greenway	Blue Trail	Greenway
DIFFICULTY	Easy	Easy	Moderate		Moderate	Moderate
SURFACE	Paved streets, sidewalks, and well-worn, grassy forest trails	Natural	Natural		Rivers & Open Water	Natural
UNIQUE DESIGN FEATURES		Meandering trail with multiple pathways that change annually. Trail surrounds pond hockey rinks on a lake.				
MANAGEMENT BODY	Kenora Parks & Recreation	Kenora Hospitality Alliance (KHA)	Kenora Parks & Recreation	Kenora Parks & Recreation	Path of the Paddle	Kenora Parks & Recreation
MAINTENANCE PLAN	Yes	Yes	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes	Yes	Yes
SIGNAGE	Yes	Yes	Yes	Yes	Yes	Yes
TOURISM POTENTIAL	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Yes 1/2-day excursion to hike all the trails at the Vernon Nature Area. Brochure available, map not included.	Connects to 1,200 kms of paddling adventure	Yes, Reconciliation Trail
ADDITIONAL NOTES	Has a self-guided historical walk program already developed		Has a self-guided historical walk program already developed	Entrance fee to access park		This land was gifted to the Common Ground partnership between the City of Kenora, Grand Council Treaty #3 and the communities of Wauzushk Onigum, Ochiichagwe'Babigo'Ining and Obashkaandagaang. Please respect the heritage value of this sacred site, while enjoying the land.

TOTAL TRAIL LENGTH **72.3 KM**

Nipigon

Nipigon

POPULATION	1,642
COMMUNITY DESCRIPTION	Nipigon is a small town located on the shores of Lake Superior roughly an hour east of Thunder Bay. Nipigon has quite a few hiking trails and has been active in supporting the development of other trails to attract new visitors to Nipigon.
DOWNTOWN CORE	Yes, has a defined downtown core.
ACCOMMODATIONS	There are several hotels in the area, but they are usually booked through the summer months.
FOOD & BEVERAGE	Nipigon has a few restaurants.
SERVICES	Nipigon has most services including hardware, grocery, department store, RBC bank, post office, library, museum .
PARKS & GREENSPACES	Surrounded by NMCA, Ruby Lake Provincial Park to the east, lots of crown land surrounds the town.
CONNECTION TO TRAIL	Lake Superior Water Trail and land trail (TCT&VTA) connection at Nipigon Marina.
CHAMBER OF COMMERCE	Top of Superior Chamber of Commerce.

Nipigon

TRAIL INVENTORY

TRAIL NAME	Deer Lake Mountain Trail	Kama Cliffs Trail	Mazukama Falls Trail	Nipigon Red Rock Trail
LENGTH (KM)	6.6	7.3	6.7	8.63
TRAIL USES	Hiking, Walking, Cycling, Snowshoeing	Hiking & Walking, mountain biking, snowshoeing	Hiking & Walking	Hiking, Walking & Snowshoeing
TRAIL TYPE	Greenway singletrack wilderness	Greenway singletrack wilderness	Greenway singletrack wilderness	Greenway singletrack wilderness
DIFFICULTY	Moderate	Moderate with some difficult sections	Difficult	Difficult in some sections
SURFACE	Natural	Natural	Natural	Natural, some staircases and bridges
UNIQUE DESIGN FEATURES	Amazing lookouts over Nipigon Bay	Amazing lookouts over Nipigon Bay	Large waterfall, best seen in spring freshet conditions	Viewing platforms, interpretive signage
MANAGEMENT BODY	Nor'wester VTA Club	Singletrack Trail Society	Towns of Redrock & Nipigon	Kenora Parks & Recreation
MAINTENANCE PLAN	Yes	Not sure	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes
SIGNAGE	Yes	Yes	Yes	Yes
TOURISM POTENTIAL	Yes, as part of a hiking package	Yes	Yes	Yes
ADDITIONAL NOTES			Used Paju Mountain Run and Hike for Health Events	

Nipigon

TRAIL INVENTORY

TRAIL NAME	Redrock Mountain Trail	Crew Trail	Bald Spot	Ruby Lake Trails	Lake Superior Water Trail
LENGTH (KM)	4.9	0.8	2.8	42	
TRAIL USES	Hiking & Walking, mountain biking, snowshoeing	Hiking & Walking, mountain biking, snowshoeing	Hiking & Walking, mountain biking, snowshoeing	Hiking, Walking & Snowshoeing	Canoe & Kayak
TRAIL TYPE	Greenway singletrack wilderness	Greenway singletrack wilderness	Greenway singletrack wilderness	Greenway singletrack wilderness	Water Trail
DIFFICULTY	Difficult	Easy	Moderate	Moderate to Difficult	Moderate to Difficult
SURFACE	Natural	Natural	Natural	Natural	Water
UNIQUE DESIGN FEATURES	Lookouts over Lake Superior and the National Marine Conservation Area		Views over Nipigon and Nipigon Bay	Stellar views of Lake Superior and Mesas	TCT hub at Nipigon Marina at junction of Nipigon Red Rock Trail
MANAGEMENT BODY	Town of Redrock	Singletrack Trail Society	Singletrack Trail Society	Ontario Parks/ Nor'wester VTA Club	Lake Superior Watershed Conservancy
MAINTENANCE PLAN	Yes	Yes	Yes	Not yet	Yes
INSURANCE	Yes	Yes	Yes	No	Yes
SIGNAGE	Yes	Yes	Yes	No	Yes
TOURISM POTENTIAL		No	No	TBD	No
ADDITIONAL NOTES				All day hiking experience	Visit www.superiorconservancy.org/water-trail for more information

TOTAL TRAIL LENGTH 79.73 KM

TIMMINS

Timmins

Timmins

POPULATION	41,788
COMMUNITY DESCRIPTION	Timmins is the 4th largest city in Northern Ontario. Having its origins in mining, the town is switching more to tourism including trails. Timmins Economic Development has been very supportive of trails for over a decade.
DOWNTOWN CORE	Timmins has a well-defined downtown with a Business Improvement Association
ACCOMMODATIONS	There is a wide range of accommodation offerings in Timmins from chain hotels to small resorts and B&B's.
FOOD & BEVERAGE	There are several chain restaurants, unique eateries and two breweries.
SERVICES	Timmins is a larger population centre so has all the services you would expect from a midsized town.
PARKS & GREENSPACES	There are over 10 parks in Timmins from ball & soccer fields, dog parks, historical parks etc. There is also adjacent Crown Land surrounding Timmins providing lots of recreational opportunities
CONNECTION TO TRAIL	There are many trails within the boundaries of Timmins.
CHAMBER OF COMMERCE	Timmins has a chamber of commerce and a tourism organization.

Timmins

TRAIL INVENTORY

TRAIL NAME	Bart Thomson Trail - North Loop	Bart Thomson Trail - South Loop	Bridge to Bridge Trail	Gillies Lake Promenade	Golden Springs Trail	Hersey Lake Trails	Lion's Walk
LENGTH (KM)	10	8	6	2.5	15	11.5	5.5
TRAIL USES	Hiking, Walking & Snowshoeing	Hiking, Walking & Snowshoeing	Hiking & Walking, Mountain Biking, Snowshoeing	Hiking & Walking	Hiking & Walking, Mountain Biking, Snowshoeing	Hiking & Walking, cross country skiing	Hiking & Walking, Mountain Biking, Snowshoeing
TRAIL TYPE	Rural Greenway	Rural Greenway	Rural Greenway	Rural Greenway	Rural Greenway	Rural Greenway	Rural Greenway
DIFFICULTY	Easy to moderate	Easy to moderate	Easy to moderate. One set of stairs	Easy	Easy to moderate	Easy	Easy
SURFACE	Crushed fines, natural surface	Crushed fines	Crushed fines	Crushed fines, boardwalks	Crushed fines, boardwalks	Natural	Crushed fines
UNIQUE DESIGN FEATURES	Northern part takes you through both lowland and upland forests, past interesting geological formations, and several small streams and ponds.	Starts at the Airport Hotel near the White Waterfront Conservation Area.	Offers scenic views of the Mattagami River and the many natural features that can be found along its shores	Interpretive signage along the trail	Reclaimed tailings ponds	Picnic areas, nature trails, a swimming beach are a few of the features this area has to offer.	Connector trail between Gillies Lake Promenade & Rotary Trail. The trail is rich in history Porcupine Camp and many mines, features the McIntyre headframe and the rejuvenated McIntyre Park
MANAGEMENT BODY	Mattagami Regional Conservation Authority	Mattagami Regional Conservation Authority	Mattagami Regional Conservation Authority	Mattagami Regional Conservation Authority	Mattagami Regional Conservation Authority	Hersey Lake Conservation Area - Conservation Ontario	Mattagami Regional Conservation Authority
MAINTENANCE PLAN	Yes	Yes	Yes	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes	Yes	Yes	Yes
SIGNAGE	Yes	Yes	Yes	Yes	Yes	Yes	Yes
TOURISM POTENTIAL	Detailed maps and information brochures are available for purchase at the MRCA office at Gillies Lake.						
ADDITIONAL NOTES							

Timmins

TRAIL INVENTORY

TRAIL NAME	Ross Stringer Rotary Park	Tamarack Nature Trail	Scout Rock Trail	Tatachikapika River	Dana Jowsey Lake	Malette Bridge to Timmins Waterfront	Triple Lakes Chutes
LENGTH (KM)	8.5	1	4	95	8	13	20
TRAIL USES	Hiking & Walking, Mountain Biking, Snowshoeing	Hiking & Walking	Hiking & Walking, Mountain Biking, Snowshoeing	Canoe & Kayak	Canoe & Kayak	Canoe & Kayak	Canoeing, kayaking
TRAIL TYPE	Rural Greenway	Rural Greenway	Rural Greenway	Blueway Water Trail	Water Trail	Water Trail	Water trail
DIFFICULTY	Easy to moderate	Easy	Easy to moderate	Easy to Difficult - 30 sets of rapids, 15 portages	Easy	Easy	Easy
SURFACE	Crushed fines	Crushed fines, boardwalks	Crushed fines	Water	Water	Water	Natural
UNIQUE DESIGN FEATURES	Part of an old railway corridor, ski trail and a tailings dam	Interpretive nature trail	All along the trail are many rare and interesting plants that are not usually found this far north. Scout Rock itself makes for spectacular viewing of many parts of the city.	The full trip, starting at Tatachikapika Lake to the City of Timmins takes 4-5 days to complete.	Islands covered in large red & white pine forests.	Fur Trade Route	On the east shore of the first lake there was a little known mine called the Triple Lakes Mine that followed a quartz vein up from the water's edge. At the bottom end of the lakes is a portage route past an impressive chute of fast moving water that empties into a pool at the bottom.
MANAGEMENT BODY	Mattagami Regional Conservation Authority	Mattagami Regional Conservation Authority	Mattagami Regional Conservation Authority	Promoted by Mattagami but not managed	Promoted by Tourism Timmins but not managed	Promoted by Tourism Timmins but not managed	Tourism Timmins
MAINTENANCE PLAN	Yes	Yes	Yes	No	No	No	Not sure
INSURANCE	Yes	Yes	Yes	No	No	No	Not sure
SIGNAGE	Yes	Yes	Yes	No	No	No	Not sure
TOURISM POTENTIAL					In Tourism Timmins Guide	In Tourism Timmins Guide	
ADDITIONAL NOTES							

Timmins

TRAIL INVENTORY

TRAIL NAME	Papakomeka Lake	Peterlong Lake	Porcupine Lake	Porcupine River	Redstone River	Timmins Waterfront to Sandy Falls	Wealthy Lakes (Meadow Lake)
LENGTH (KM)	6	20	8	47	20	14	6
TRAIL USES	Canoe & Kayak	Canoe & Kayak	Canoe & Kayak	Canoe & Kayak	Canoe & Kayak	Canoe & Kayak	Canoe & Kayak
TRAIL TYPE	Water Trail	Water Trail	Water Trail	Water Trail	Water Trail	Water Trail	Water Trail
DIFFICULTY	Easy	Easy	Easy	Easy	Easy to moderate	Easy	Easy to moderate
SURFACE	Water	Water	Water	Water	Water	Water	Water
UNIQUE DESIGN FEATURES	Logging History		Logging History	Wildlife viewing	Wildlife viewing	Wildlife viewing	
MANAGEMENT BODY	Promoted by Tourism Timmins but not managed	Promoted by Tourism Timmins but not managed	Promoted by Tourism Timmins but not managed	Promoted by Tourism Timmins but not managed	Promoted by Tourism Timmins but not managed	Promoted by Tourism Timmins but not managed	Promoted by Tourism Timmins but not managed
MAINTENANCE PLAN	No	No	No	No	No	No	No
INSURANCE	No	No	No	No	No	No	No
SIGNAGE	No	No	No	No	No	No	No
TOURISM POTENTIAL	In Tourism Timmins Guide	In Tourism Timmins Guide	In Tourism Timmins Guide	In Tourism Timmins Guide	In Tourism Timmins Guide	In Tourism Timmins Guide	In Tourism Timmins Guide
ADDITIONAL NOTES							

Timmins

TRAIL INVENTORY

TRAIL NAME	Grassy River	Circle Timmins Trail	Terry Fox Waterfront Trail	Ivanhoe Lake	Archie's Rock	Kettle Lakes
LENGTH (KM)	165	13	2.5	4.6	3	14
TRAIL USES	Canoe & Kayak	Hiking & walking, cycling	Hiking & Walking, cycling, accessible	Hiking & walking	Hiking & walking, cycling (except last 1 km to rock formation)	Walking, Biking
TRAIL TYPE	Blueway - Water Trail	Rural Greenway	Urban Greenway	Rural Greenway	Singletrack wilderness hiking, and single-track mountain biking	Park roads
DIFFICULTY	Easy to Difficult - 11 portages	Easy	Easy to moderate	Easy to Moderate	Easy to moderate	Easy
SURFACE	Water	Crushed fines	Crushed fines	Natural	Natural	
UNIQUE DESIGN FEATURES	Deep clear lakes, beautiful rapids and waterfalls, and a landscape of mature jack pine forests are the predominant features you will see along this route.	Incorporates other trails in loop to connect around the periphery of the old town of Timmins.	Abandoned Rail Corridor	Walk over an old lake now exposing a quaking bog, viewable from a platform with interpretive panel. Another trail leads up and over esker ridges, passes beaver lodges, and follows the shore of Saw Lake.	Archie's Rock a geological formation from the last Ice Age where huge boulders were deposited on top of one another in the middle of a dense forest.	The route is mainly through jack pine forest with stretches of poplar and birch trees. The trail is fairly flat with some gentle hills along the way. Side trips can be made through the campground roads. Island Lake Campground is a beautiful area with an excellent swimming beach.
MANAGEMENT BODY	Promoted by Mattagami but not managed	Tourism Timmins	Tourism Timmins	Tourism Timmins	Tourism Timmins	Provincial Parks
MAINTENANCE PLAN	No	Yes	Yes	Yes	Not sure	Yes
INSURANCE	No	Yes	Yes	Yes	Not sure	Yes
SIGNAGE	No	Yes	Yes	Yes	Not sure	Yes
TOURISM POTENTIAL						
ADDITIONAL NOTES						

TOTAL TRAIL LENGTH	540.1 KM

WIKWEMIKONG

Wikwemikong

Wikwemikong

POPULATION	4,200
COMMUNITY DESCRIPTION	First Nation Community on Manitoulin Island and Killarney Region.
DOWNTOWN CORE	Strip
ACCOMMODATIONS	Yes-Bayside Resort and Nearby Manitowaning
FOOD & BEVERAGE	Yes, there are a few restaurants and seasonal chip stands
SERVICES	Grocery store, gas stations, Travel Information Center
PARKS & GREENSPACES	Marina, public beaches, boat launches, trails
CONNECTION TO TRAIL	Parking lot at trailhead. Some people walk from town but not many. Quiet gravel road, lots of dog walkers.
CHAMBER OF COMMERCE	No, Covered under the Wikwemikong Development Commission and member of the Manitoulin Tourism Association-Destination Manitoulin Island.

Wikwemikong

TRAIL INVENTORY

TRAIL NAME	Amik Ziibing Interpretive Trail	Bebamikawe Memorial Trail	Merv's Landing Trail	Wemtagoosh Falls Loop Georgian Bay Trail
LENGTH (KM)	3	14	6.9	21
TRAIL USES	Hiking & Walking	Hiking & Walking, lower trail accessible	Hiking & Walking	Hiking & Walking
TRAIL TYPE	Singletrack wilderness trail	Greenway, single-track wilderness trail	Singletrack wilderness trail	Singletrack wilderness trail
DIFFICULTY	Moderate	Moderate to difficult	Moderate to advanced	Advanced
SURFACE	Granular and natural	Granular and natural	Natural	Natural
UNIQUE DESIGN FEATURES	Interpretive signage, lakefront access and cultural exhibits.	Cultural Exhibits and Interpretive signage, Fitness Trail with Green gym equipment, viewing platforms overlooking Georgian Bay	Summit overlooking the white quartzite Mountains of the Killarney Mountain Range to the Recollets Summit overlooking the Killarney Mountain Range.	Backcountry camping experience
MANAGEMENT BODY	Wikwemikong Development Commission	Wikwemikong Development Commission	Wikwemikong Development Commission	Wikwemikong Development Corporation
MAINTENANCE PLAN	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes
SIGNAGE	Yes	Yes	Yes	Yes
TOURISM POTENTIAL	Yes, cultural programming, visits from cruise ships	Yes, cultural programming, schools, motor coach and visits from cruise ships	Yes	Yes
ADDITIONAL NOTES	Has interpretive signage, a trail guide and guiding available	Has interpretive signage, a trail guide and guiding available		

TOTAL TRAIL LENGTH   **44.9 KM**

KILLARNEY

Killarney

Killarney

POPULATION	386
COMMUNITY DESCRIPTION	Small community on Georgian Bay. Mainly a tourism town with Killarney Provincial Park, cottages, and expansion of destination accommodation like Killarney Mountain Lodge.
DOWNTOWN CORE	Yes, very small downtown
ACCOMMODATIONS	Provincial Park, Point Grondine Eco Park (camping), Killarney Mountain Lodge and Sportsman's Lodge.
FOOD & BEVERAGE	Some seasonal restaurants
SERVICES	Limited but has most essential services
PARKS & GREENSPACES	Marina, trails
CONNECTION TO TRAIL	Easy walk to Tar Vat Trail & Lighthouse Trail. Boat ride to George Island Trail. Car ride to Point Grondine and Killarney Provincial Park trails
CHAMBER OF COMMERCE	Sudbury East Chamber of Commerce

Killarney

TRAIL INVENTORY

TRAIL NAME	George Island Wilderness Trail	Tar Vat Trail	Lighthouse Trail	La Cloche Silhouette Trail
LENGTH (KM)	7.8	3.6	2.3	80
TRAIL USES	Hiking & Walking	Hiking & Walking	Hiking & Walking	Hiking & Walking
TRAIL TYPE	Singletrack wilderness trail	Singletrack wilderness trail	Roadway and natural trail	Singletrack wilderness trail
DIFFICULTY	Moderate to difficult	Moderate to difficult	Easy to moderate	Difficult
SURFACE	Natural	Natural	Gravel & Natural	Natural
UNIQUE DESIGN FEATURES	Many historic elements that trace the history of logging and commercial fishing. A rich First Nation history as seasonal fishing grounds for the Anishinabek.	Boulder fields, abandoned shorelines, short climbs of granite ridges, location where nets were tarred for commercial fishery that thrived in Killarney at the turn of the century.	Trail out to the lighthouse at the mouth of the channel.	Loop Trail around most of the park including the Crack and Silver Peak (made famous by AY Jackson and the Group of Seven).
MANAGEMENT BODY	Town of Killarney	Town of Killarney	Town of Killarney	Killarney Provincial Park
MAINTENANCE PLAN	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes
SIGNAGE	No	Limited	Yes	Yes
TOURISM POTENTIAL	Yes, connected with Killarney Mountain lodge	Yes	Yes	Yes
ADDITIONAL NOTES				

Killarney

TRAIL INVENTORY

TRAIL NAME	The Crack	Chikanishing Trail	Cranberry Bog Trail	Granite Ridge Trail
LENGTH (KM)	6	3	4	2
TRAIL USES	Hiking & Walking	Hiking & Walking	Hiking & Walking	Hiking & Walking
TRAIL TYPE	Singletrack wilderness trail	Singletrack wilderness trail	Singletrack wilderness trail	Singletrack wilderness trail
DIFFICULTY	Difficult	Moderate	Moderate	Moderate
SURFACE	Natural	Natural	Natural	Natural
UNIQUE DESIGN FEATURES	Part of the Silhouette Trail	Windswept vegetation, logging history	Follows along Cranberry Bog	Views of La Cloche Mountains
MANAGEMENT BODY	Killarney Provincial Park	Killarney Provincial Park	Killarney Provincial Park	Killarney Provincial Park
MAINTENANCE PLAN	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes
SIGNAGE	Yes	Yes	Yes	Yes
TOURISM POTENTIAL	Yes	Yes	Yes	Yes
ADDITIONAL NOTES				

TOTAL TRAIL LENGTH	108.7 KM

BLIND RIVER

Blind River

Blind River	
POPULATION	3,472
COMMUNITY DESCRIPTION	Blind River is a small community located along the North Channel on Lake Huron. Deep roots tied to the fur trade when, in 1789, a Northwest Company fort was built at the mouth of the Mississagi River.
DOWNTOWN CORE	Yes, Blind River has a downtown core
ACCOMMODATIONS	Nine hotels due to its location on Highway 17
FOOD & BEVERAGE	Approx. 17 food providers in Blind River.
SERVICES	Medical, food, arena, marina, gallery, museum, library, legal, laundromat, clothing, hardware, power sports, storage, trails, beaches, playgrounds, parks, free bike repair stations (Free Bike Repair stations throughout community).
PARKS & GREENSPACES	Nearby Provincial Parks, public greenspace, and adjacent Crown Land
CONNECTION TO TRAIL	The VTA section is north of Blind River and does not make a trail connection into town. Future TCT water trail will make connection to Blind River. TCT cycling route does make connection
CHAMBER OF COMMERCE	Blind River and District Chamber of Commerce

Blind River

TRAIL INVENTORY

TRAIL NAME	Boom Camp Trails - Delta Loop	Boom Camp Trails - Harbour Loop	Boom Camp Trails - Woodland Loop	Blind River to Algoma Mills Route	Penewobikong Section of the Voyageur Trail	TCT Cycling Link
LENGTH (KM)	7.4	3.1	7.4	11	45	
TRAIL USES	Hiking & Walking, mountain biking, cross country skiing	Hiking & Walking, mountain biking, cross country skiing	Hiking & Walking, mountain biking, cross country skiing	Hiking & Walking, cycling	Hiking & Walking, snowshoeing	Cyclists
TRAIL TYPE	Urban Greenway	Urban Greenway	Urban Greenway	Roadway connections	Singletrack wilderness trail	Highways, secondary roads
DIFFICULTY	Easy to Moderate	Easy to Moderate	Easy to Moderate	Easy to Moderate	Easy to Moderate	Easy to Moderate
SURFACE	Packed fines	Packed fines	Packed fines	Roadways and trails to make connection	Natural	Paved, hardpacked
UNIQUE DESIGN FEATURES	Logging/booming operations, historical watershed use as a recreational resource and trade route, and functioning of the wetland complex.	Significant timbering heritage and history of the area	Shoreline Geology is the primary focus of this loop with interpretive information on the unique geological formations that gave rise to early mining and logging activities in the region	Connects several community assets and attractions		Connects SSM to Sudbury with off highway cycling options
MANAGEMENT BODY	Town of Blind River	Town of Blind River	Town of Blind River	Town of Blind River	Penewobikong VTA Club	Waterfront Trail
MAINTENANCE PLAN	Yes	Yes	Yes	Yes	Yes	Yes
INSURANCE	Yes	Yes	Yes	Yes	Yes	Yes
SIGNAGE	Yes, signs in French, English, and Ojibwa.	Yes, signs in French, English, and Ojibwa.	Yes, signs in French, English, and Ojibwa.	Not sure	Yes	Yes
TOURISM POTENTIAL	Yes	Yes	Yes	Yes	Yes	Yes - Bruce Mines Chamber is promoting cycling packages Bruce Mines CoC
ADDITIONAL NOTES						

TOTAL TRAIL LENGTH   **73.9 KM**

Profiles of Trail Users

Destination Ontario

These profiles have been created based on data collected for other trails, anecdotal accounts from users, as well from studies such as TAMS (Travel Activity and Motivation Survey), however nothing is more accurate than collecting data specific to your particular region or community. Therefore, it is important to know that as your product is developed, a clearer understanding will emerge.

Whether the visitor is in the region to paddle, hike, or mountain bike (or a combination of activities), the following features are valuable to all trail users:

Sense of Security

Maps, signs, information kiosks, apps, and other visual cues that allow people to relax and enjoy the trails.

Create Unique Experiences

Consider adding tandem cycles, recumbent trikes, Nordic walking poles and other interesting items that may be a novelty for the visitor. Set up a unique photo op, perhaps a cut-out of a wacky hiker, a voyageur canoe, or sculpture made of bicycle parts. Be creative!

Engagement & Belonging

Visitors need to feel that they are welcome. Hospitality is very important for trail tourists, as they like to be part of the community and immerse themselves in local culture.

Outfitters near trail

These should be close to trail access points and near attractions and town centers. Rental options should allow people to go out for just an hour or two on short notice as well as longer full day and multi-day experiences. Flexibility is key.

Destination Ontario

Hiker/Eco-Tourist*

Age
35-54 years old (We feel that this number is not accurate. There is limited data on the "eco-tourist" and much of it is out of date. Based on a general assessment of a variety of data, the range is likely broader, including millennials and older seniors, reaching into the 70s.)

Gender
50% female & 50% male (Varies based on type of activity)

Education
82% were college graduates

Average Expenditure
Willing to pay up to $1000-$1500/trip

General
60% prefer to travel as a couple

Eco-tourists have been included in this profile because many people who are taking trips to go birding or flora/fauna-viewing are accessing hiking trails to engage in these activities.[3]

[3] *http://hummingfish.org/cbet/about-ecotourists/*

HOW DO WE MAKE HIKING TOURISM EASIER FOR RECREATIONAL HIKERS?

Provide a list of key items they will need:
Due to the rugged terrain of Northern Ontario, users should have a clear understanding of what they will need. Some ideas include:

- Type of hiking boots
- Appropriate backpack
- What type of clothing should they bring and how much?
- Food and drink supplies
- Overnight accommodation – equipment required.

Manage Expectations:
If a user is not from the area, things as simple as whether it is "fly season" or "rainy season" may not seem like important decision-making factors. Visitors will enjoy their experience more and talk about it in a positive way if they understand what the best time of the year is to come, what the topography will be like, etc. They should also know if there will be cellular reception along the route and if there will be areas where they can resupply or whether they need to be prepared for an extended period on the trail.

Destination Ontario
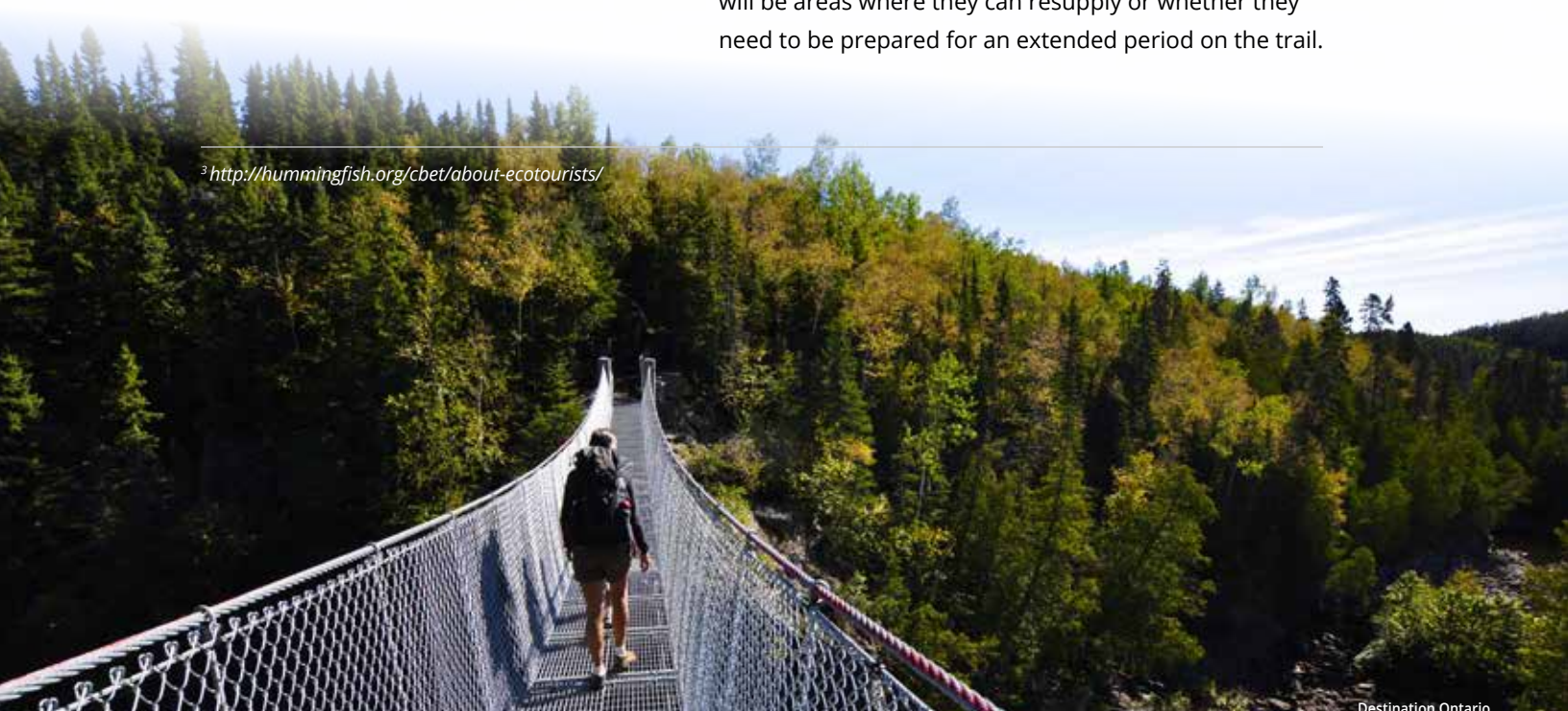
⚙ Mountain Bikers

Age
37% are between the ages of 30-39

Gender
74% Male

Education
35.2% have a college or post graduate degree

Average Expenditure
Own 2-4 bikes and willing to spend up to $1800 on a new bike

Salary
49% make salaries over $50,000

EXPECTATIONS

- Connection with nature
- Escape
- Fun
- Challenge
- Exercise
- Variety
- Connections
- A sense of belonging
- Good facilities

Destination Ontario

Canoe / Kayakers (Paddlers)

There is limited information available with respect to paddlers; much of this data is old or anecdotal.

The following information has been taken from the Canadian Trail Market "Hiking, Climbing & Paddling While on Trips" Report. The information combines paddlers with hikers and climbers. While this is not ideal to create a true profile of a paddler it does show that hikers and paddlers have the same general preferences and demographics.

Age
The average age is 40 years old, 65.6% are married and 69.2% do not have children under 18 years old

Gender
The breakdown between male and females is 50/50

Education
40.1% have a university degree

Salary
$77,490 is the average household income

General

- 25.4% of adult Canadians went hiking, climbing, and paddling (4th most common outdoor activity undertaken by Canadian pleasure travelers) with 8.9% participating in freshwater canoeing or kayaking with 33.9% reporting that this activity was their main reason for taking at least one trip

- They enjoy activities such as aboriginal cultural experience and participatory historical activities.

- They typically stay in campgrounds and resorts and have an above-average interest in wilderness activities

- 75% use the Internet to plan trips. They can also be targeted through science and nature media and social media.

LAKE SUPERIOR WATER TRAIL ACCESS POINT SURVEY[4]

In 2018, a general survey was conducted at 14 access points along the Lake Superior Water Trail. The results did not provide a great deal of information specific to who the users were, but rather the visitors' general satisfaction with the access points (as opposed to the actual water trail). A few interesting aspects that came out of the 115 surveys administered:

Demographics

- 233 individuals: 38 youth, 44 young adults, 66 adults, 75 seniors
- 38% were staying in the region overnight
- 75% were from Ontario and approximately 25% from the United States

Access Point data collection:

- 65% found it difficult to find information
- 53% identified that they wanted to paddle (although unclear if they were going to paddle)
- They would be interested in having canoe/kayak rentals available, guided paddling opportunities and self-guided paddling opportunities
- They planned on also participating in hiking, photography, and camping
- Most were staying at campgrounds, wilderness camping, or staying with friends
- 78% were not aware of the Lake Superior Water Trail

[4] An Analysis of the 2018 Access Point Water Trail User Survey on the Trans Canada Trail Lakes (sic) Superior Water Trail

Destination Northern Ontario

Long Distance Cyclists[5]

Age
56-65 years old (this represents 44% of tourist with the 46-54 range representing 20%)

Gender
54% female & 46% male

Education
82% were college graduates

Salary
52% of tourists from outside of Quebec earn over $100,000

Average Expenditure
$240/day for families from outside of Quebec

General
46% prefer to travel as a couple and 28% travel with friends

Eco-tourists have been included in this profile because many people who are taking trips to go birding or flora/fauna-viewing are accessing hiking trails to engage in these activities.[3]

[3] http://hummingfish.org/cbet/about-ecotourists/

Destination Northern Ontario

WHAT DO VISITING CYCLISTS WANT?

Visiting cyclists can be placed into two broad categories: "dedicated" and "recreational" cyclists. Those who are serious about biking and even go on bike overnights tend to spend more than casual day trippers. Think of it as people splurging for a vacation or bucket list experience.

That said, we believe that the biggest market opportunity lies with recreational cyclists.

HOW DO WE MAKE CYCLE TOURISM EASY FOR THE RECREATIONAL CYCLISTS?

Make it easy for them to plan their trip: Dedicated websites and guides for trails are key for recreational cyclists to feel comfortable that their cycling experience will be safe and secure. There are many good examples of websites that provide good pre-planning information for trail users; some of these include:

- Confederation Trail: https://www.tourismpei.com/pei-confederation-trail (profile of Confederation Trail will be provided)

- The Great Allegheny Passage: https://gaptrail.org/ . It is important to note that the Great Allegehny Passage also provides a trail guide and app for trail users- this allows users to select their preferred source of information or a combination thereof.

- La Route Verte: http://www.routeverte.com/. The La Route Verte website allows users to map out their own itinerary online and purchase an official trail guide.

WHO IS CYCLING AND WHAT DO WE KNOW ABOUT THEM?

Likely visiting cyclists:

Recreational cyclists
- Likely to need a rental
- Prefer leisurely and shorter rides
- Might decide to bike on a whim while visiting

Dedicated cyclists
- More likely to bring own bikes and gear
- More likely to plan their trip before visiting
- Cycling opportunities may play a role in selecting the destination

WHAT DO THEY NEED?

- Maps, signs, and clear trailheads
- Ability to fill water bottles
- Access to food and drinks, snacks
- Adult beverages
- Basic bike parts and tools (sold in shops, public bike repair stations, etc.)
- Bike racks
- Cash/ATM (and credit card purchases)
- Cell coverage, internet access
- Fresh, local foods
- Indoor lodging
- Safe bike storage
- Safe routes into town
- Shuttling and transportation, luggage transfer
- Trail and regionally themed gear/souvenirs
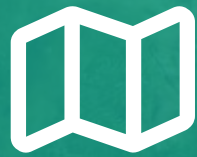
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Day Use Trails

🔍 Overview

Day-use trails frequently provide access to specific natural or heritage features (such as viewpoints, waterfalls, etc.) and often include interpretation. They appeal to a wide scope of users including family groups and individuals with a low to moderate level of fitness. The corridor is generally wide enough for people to bike or walk together and to pass each other. Users have access to tourism services such as food and beverage outlets, shopping, etc.

👍 Appropriate Activities

These types of trail are typically short- to medium-length walking trails; they may also accommodate cyclists.

🅰 Materials

These trails are typically built to a front-country standard with a crusher dust surface.

🌲 Wilderness Trails

🔍 Overview

Wilderness (or backcountry) trails are longer and more challenging experiences, either single day or multi-day (with camping or huts), suitable for fit hikers without mobility limitations. The experience often involves a personal challenge. The trail corridor is generally narrow, and hikers walk in single file. Related tourism services may be available before and after the hiking experience.

👍 Appropriate Activities

Wilderness Trails are suitable for experienced trail users (they are typically rated from easy to difficult) who can safely navigate natural obstacles on a narrow trail. These user groups may include hikers, mountain bikers, and equestrians. Winter activity will be limited due to the narrow trail corridor but may be used for snowshoeing in some areas. Specific guidelines should be adopted on these trails to avoid user conflicts.

🛤 Materials

Surface material is composed of anything found in the natural landscape. Materials can vary across distances on a given trail and may include mineral soil, organic soil, bedrock, or constructed features made of locally sourced rock and trees.

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Linear Multi-use Trails

Overview

Multi-use linear trails generally connect communities. They often allow entry to trails at various points along the trail's span. They may also connect national and provincial parks and other tourism and recreation assets. The entire system may be multi-day (sometimes weeks) but linear trails are more often done in sections, with the heaviest use close to communities. The experience of a linear trail may be as much about the communities and attractions along the way as on the natural features of the trail route. These trails attract a wider catchment group of users seeking tourism, leisure, and recreation experiences (soft adventure). Users have access to tourism products and services. The corridor is typically more open with wide curves, minimal slopes and compacted gravel or paved surfaces.

Appropriate Activities

Cyclists are the predominant user on multi-use linear trails.

Materials

Surface material is typically composed of crusher dust; however, many linear multi-use trails are being developed as tourism products or active transportation corridors and are being paved in high-use areas.

Linear Walking Trails

Overview

Linear walking trails may have a wilderness orientation. Like multi-use trails, they may have a cultural theme and intersect frequently with communities. The corridor is generally designed to wilderness or front-country standards.

Appropriate Activities

These trails are designed specifically for hiking/walking only.

Materials

Surfacing for linear walking trails is typically a natural surface (parks) or a crusher dust surface in more urban areas.
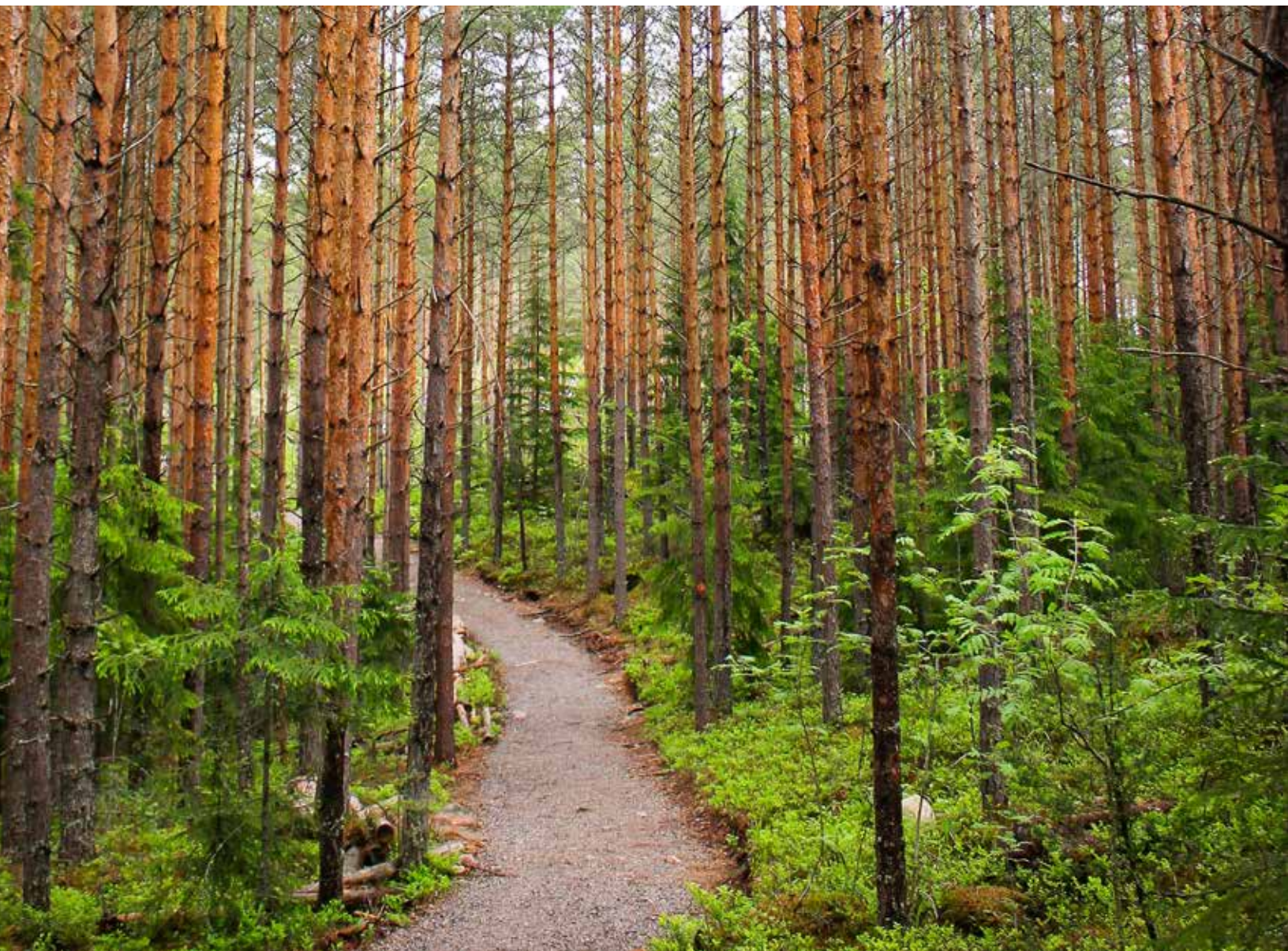
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Water Trails

Q Overview

A Water Trail is an established line of travel along a water course, with defined access points and portages to assist the user in navigating the route.

👍 Appropriate Activities

All non-motorized boat traffic is appropriate along these routes. In some cases, motorized boat traffic may also be present along a water route if permitted by relevant legislation or regulations such as the Navigable Water Protection Act. In the winter, some of these routes may be passable on a frozen water surface; however, travel is not recommended in most cases.

Materials

Water trails will invariably have sections of dry land trails (portage). Access to these portages will often be difficult so the trails will typically be dirt trails.

Urban Trails

Overview

Urban trails are available to the broadest number of users with varying skill levels. Casual and day users predominate. Tourism products and services are readily available. Urban trails are generally wide enough to accommodate large numbers of users.

Appropriate Activities

Primary activities include walking, running, cycling, and other active transportation modes as well as family-oriented activities.

Materials

These trails are most often surfaced with crusher dust or paved in high-traffic areas.

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