



G2G – Guelph Trailway

Lorenz Calcagno

Chair of Guelph Trailway

GTW is the Guelph section of G2G Rail Trail

Covered Bridge - Downtown Guelph -

- Kissing Bridge Trailway

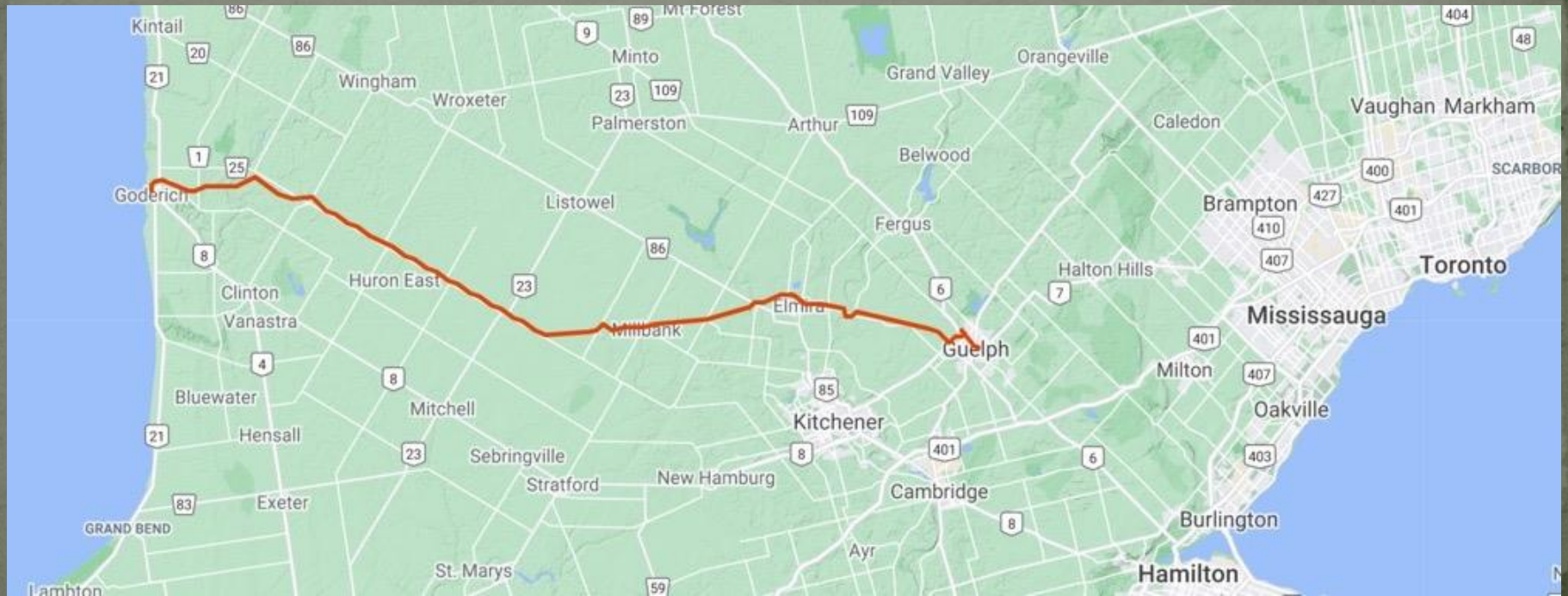


G2G – Guelph Trailway

G2G Rail Trail
Guelph to Goderich
146 km long
Charitable Non Profit



G2G 146 km





G2G – Guelph Trailway

The G2G Rail Trail resurfaced in 2020
Cost \$253K with \$76K from OMAFRA.
Wayfinding signs every km.



G2G – Guelph Trailway

So why is this relevant?



G2G – Guelph Trailway

Cycle Tourists













G2G – Guelph Trailway

G2G is a Cycle Tourist's destination
Guelph is where the trip begins...
...not Goderich



G2G – Guelph Trailway

Arriving from all over
southern Ontario



G2G – Guelph Trailway

Cycling Tourists are the best!

\$255/trip vs \$171/trip for regular tourist

Groups of 3 or more

50% of Cycle tourists vs only

25% of Regular Tourists



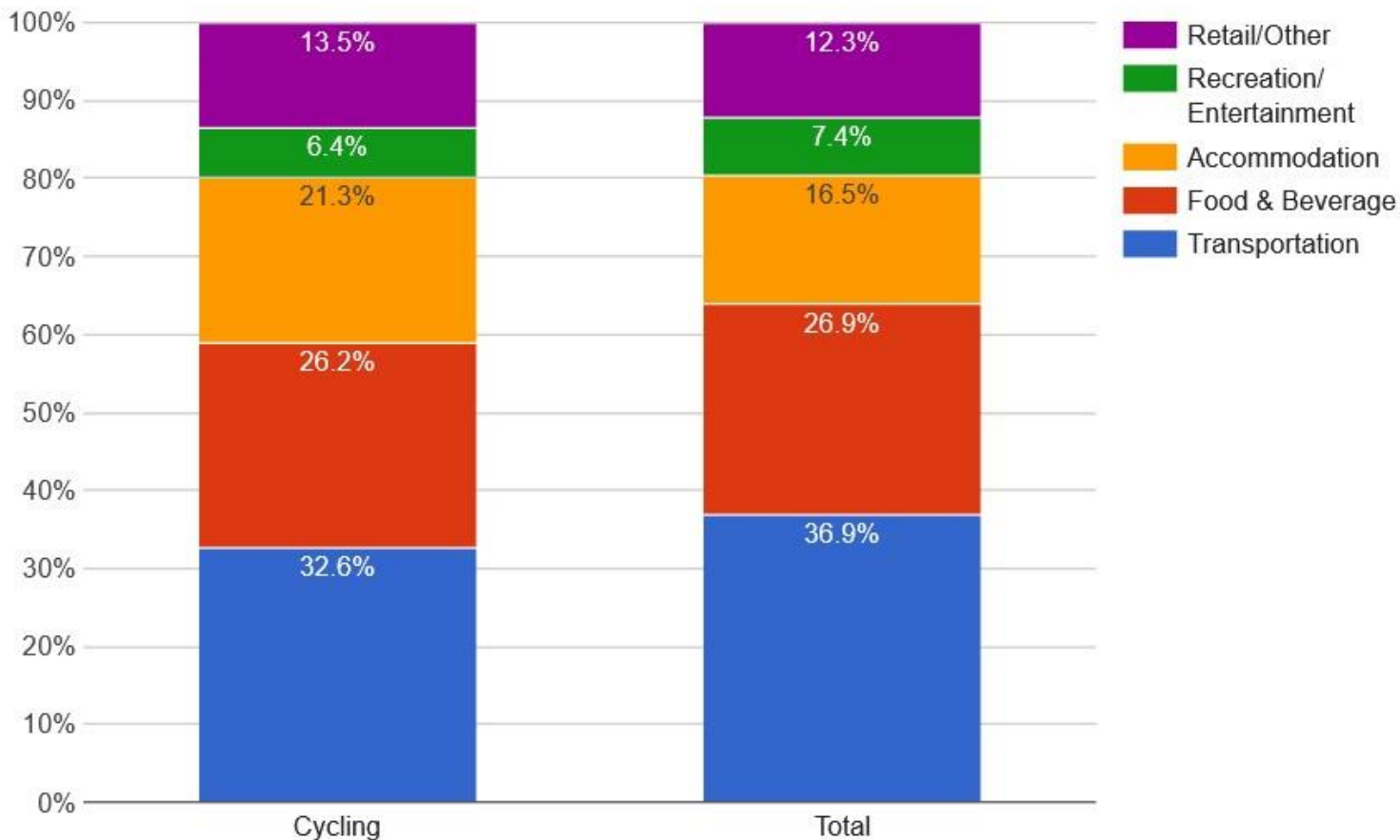
- Tourism
 - Investing in tourism
 - Resource-based tourism
 - Tourism-Oriented Directional Signing
 - Tourism regions
 - Tourism research
 - Business Tools, Strategies, Reports and Resources for the



Ontario's Cycling Tourism Plan

[Print Text-Only \(HTML\)](#) [Print Full Colour \(PDF\)](#)

Figure 3: Cycling Spending Breakdown





G2G – Guelph Trailway

2017 Economic Impact Study

O&E Canal Towpath Trail, NY

\$3.7 million in hard goods

\$160K soft goods

\$3 million in lodging



G2G – Guelph Trailway

2020 G2G = 180K trips

Day trip traveler = \$30

Overnight stay traveler = \$235



G2G – Guelph Trailway

Only one problem...



G2G – Guelph Trailway

Most Cycle Tourists begin their
Guelph to Goderich journey
outside of Guelph.



Thursday May 27, 2021

Silvercreek Parkway at Marden Tract



The Uncurated Experience



Thursday May 27, 2021

Silvercreek Parkway at Marden Tract



The Uncurated Experience



Original Route





2022 Route

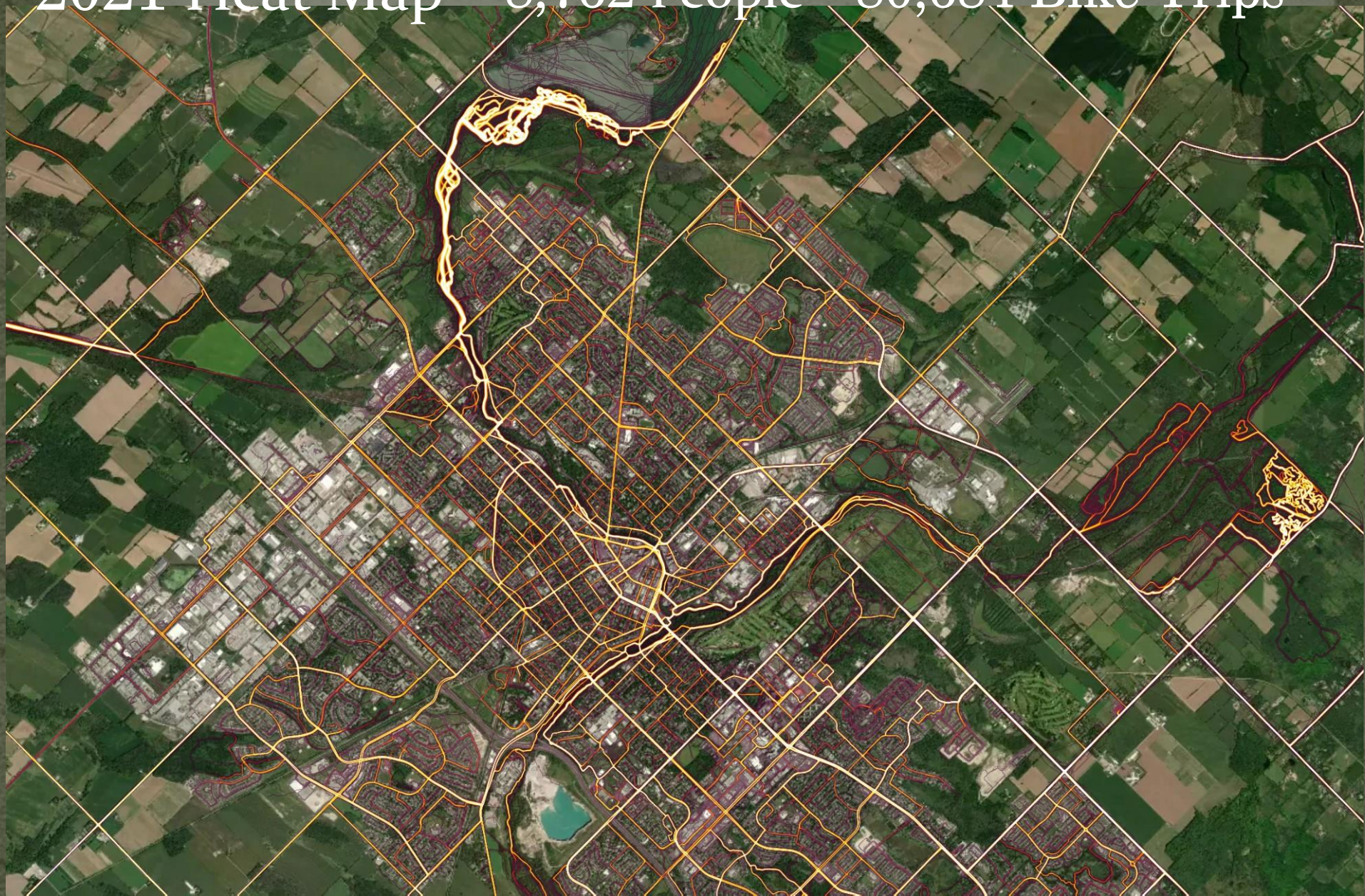
Google Earth

Image © 2021 CNES / Airbus

1 mi

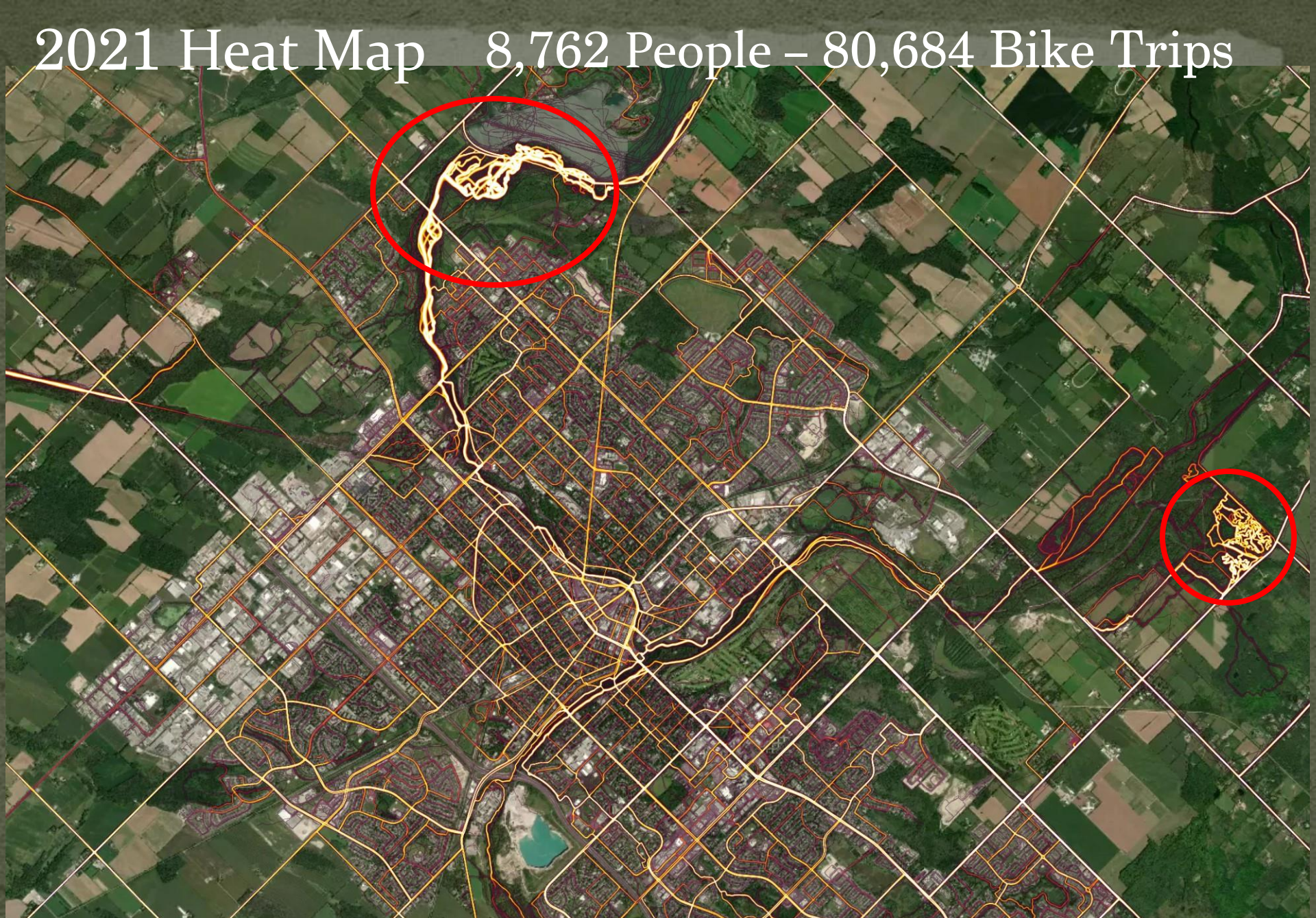


2021 Heat Map 8,762 People – 80,684 Bike Trips



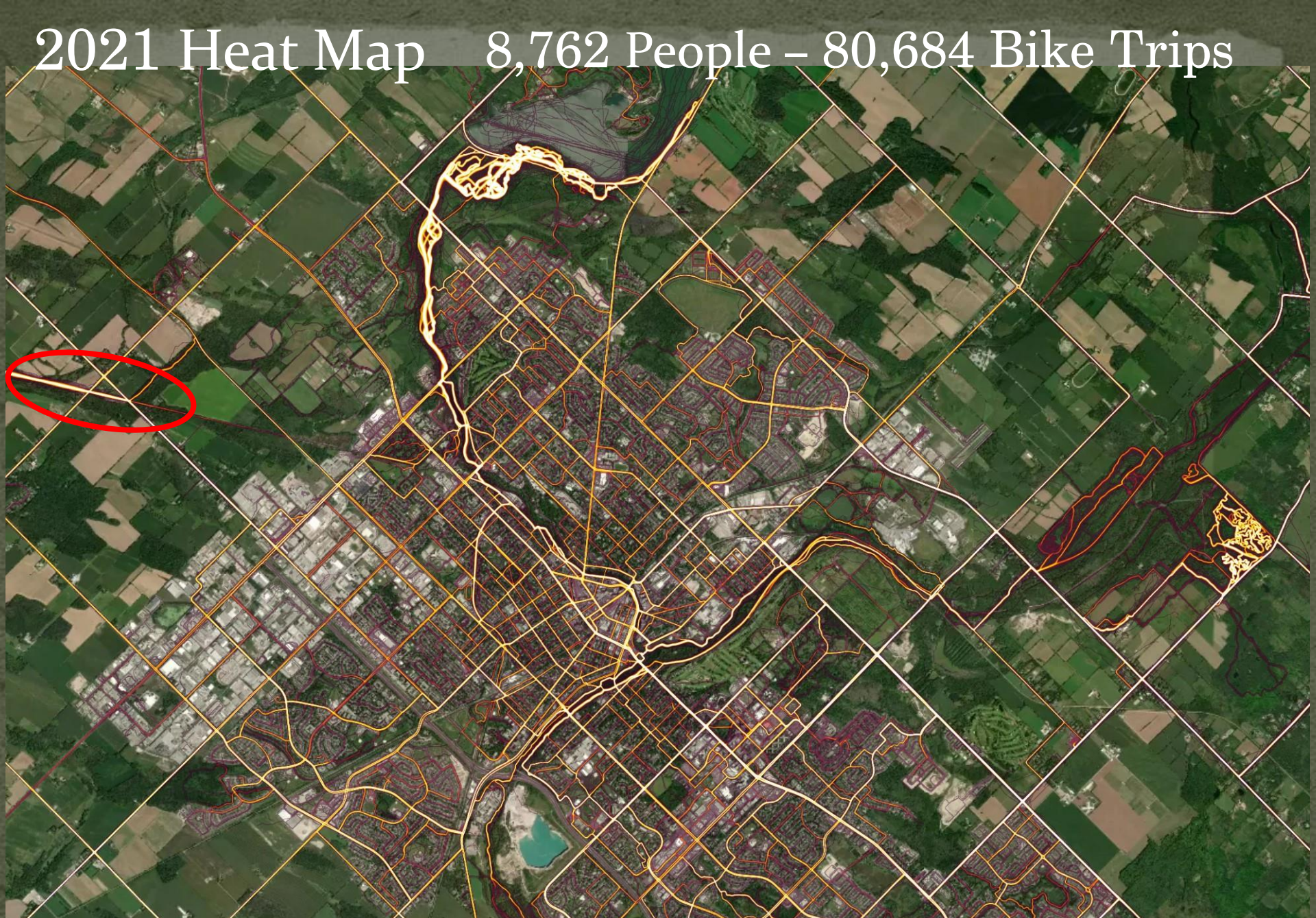
Apple Watch, Fitbit, iPhone, Smart phone, Bike Computer, etc

2021 Heat Map 8,762 People – 80,684 Bike Trips

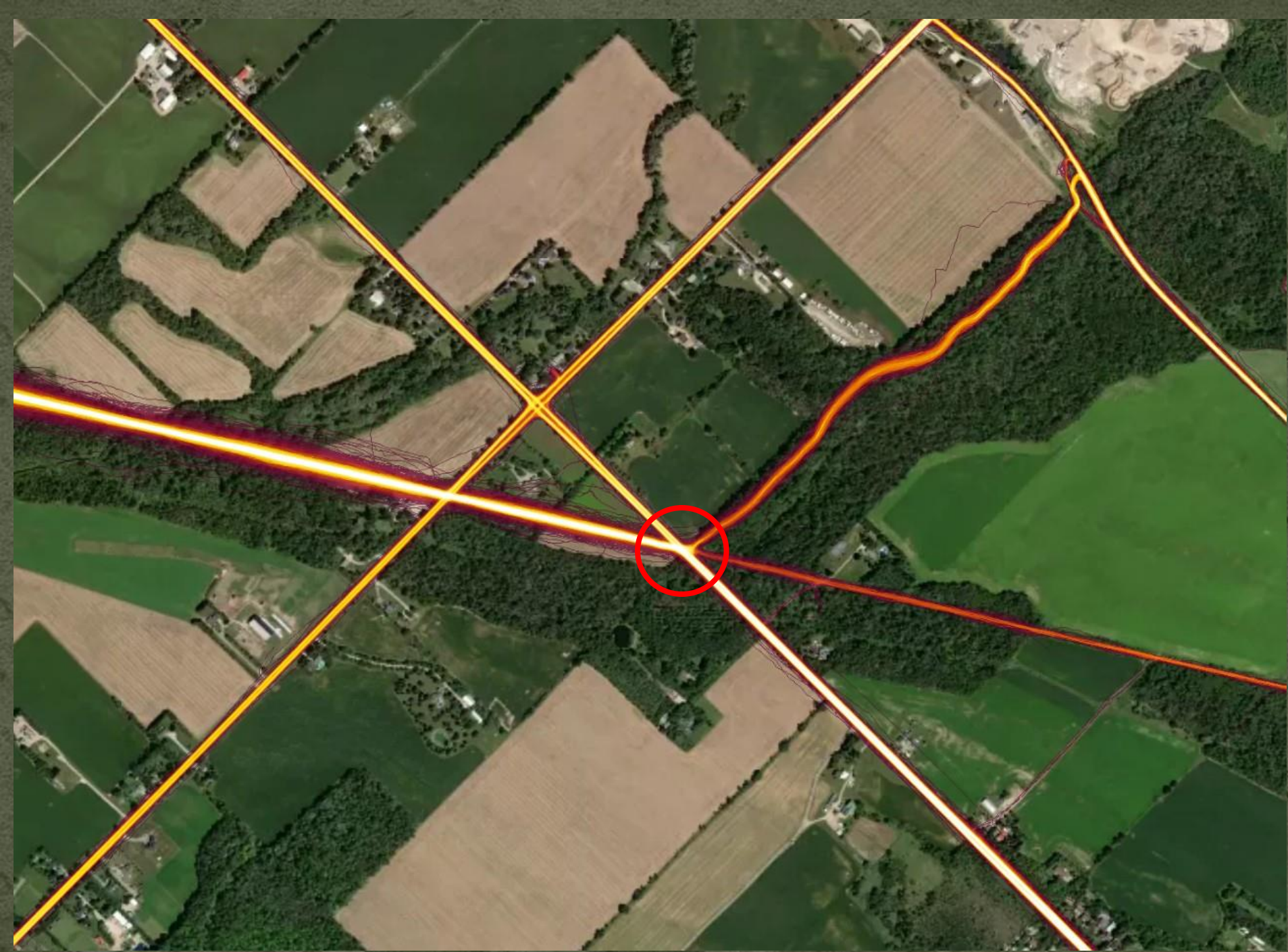


Apple Watch, Fitbit, iPhone, Smart phone, Bike Computer, etc

2021 Heat Map 8,762 People – 80,684 Bike Trips



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Thursday May 27, 2021

Silvercreek Parkway at Marden Tract



Curate destination experiences

A satellite map of a city, likely St. Louis, Missouri, showing a grid of streets and a river. A thick green line traces a path through the city, starting from the top left, moving south, then east, then south again, and finally east towards the river. A yellow line is visible in the top left corner, extending from the edge of the map towards the green line. The text "Commit to Improvements Earmark Funding" is overlaid in white serif font in the lower center of the map.

Commit to Improvements Earmark Funding

Google Earth

Image © 2021 CNES / Airbus

1 mi





Wayfinding Signage



Greenbelt *Route*



Possibility grows here.

Wayfinding Signage

**Gordon Glaves
Grand River Loop**
19 Kilometres of Scenic Trails

Glenhyrst Art Gallery...3.4km
Waterworks Park...4.2km
Downtown / Civic Centre...9.3km

TRANS CANADA TRAIL

Brant Conservation Area...1.5km
Mount Pleasant...10.9km

Wayfinding Signage



Wayfinding Signage



Improve user experience

A photograph of a park restroom facility. In the foreground, a silver pickup truck is parked on a gravel area. To its left, the rear of a blue car is visible. In the center, a modern restroom building with a blue and white design and wooden posts stands. Several people are gathered around the restroom; one person is bent over a bicycle on the ground, while others stand nearby. The background is filled with lush green trees under a clear sky. The text "Improve user experience" is overlaid at the bottom of the image.

Improve user experience














Reinvestment



Destination Development

G2G Trailhead Start KM 0

- A**  current canoe/kayak rental operations
- B C D E**  proposed canoe/kayak docks
-  canoe/kayak storage corrals
-  bicycle storage corrals
-  car parking areas
-  Bowling Green
-  Boathouse Outdoor Cafe green space
-  optional board walks
-  Pedestrian-controlled Crosswalks
-  G2G Trail
-  G2G Trailhead Sign



Build a Trail Head for the **G2G** inside Guelph


G2G TRAILHEAD
VIEW FROM NORTH



Build a Trail Head for the **G2G** inside Guelph

G2G TRAILHEAD
VIEW FROM SOUTH EAST



22 ©  ROBIN BAIRD LEWIS

Build a *must-see* Visitor Destination in Ontario