



## What is a Trail Town?



A “Trail Town” is a destination along a long-distance trail. Generally, it could be a rail trail, towpath or hiking trail. Within the Kawarthas Northumberland region our “Trail” is the Trent-Severn Waterway, a National Historic Site of Canada of which eighty percent traverses through our region.

The waterway isn’t just for boaters or paddlers, residents and visitors can hike along it, travel by bicycle, motorcycle or car along it or sit along the shoreline and enjoy the vistas before exploring one of the quaint towns and services offered in nearby communities. A “Trail Town” is a friendly and welcoming place that encourages trail users to visit and welcomes them with warm hospitality and pride of place. It supports trail visitor needs with overnight accommodations, food and retail opportunities, activities and attractions along with bike racks, benches and informative community and trail signage. It generally meets the needs of both the trail users and the residents.

Trail Towns are not stand-alone communities; they are linked by the trail corridor. Trail users may be passing through a community on a day trip or long-distance trek, or they may drive to a community and park to access the trail.

Trail users want to explore interesting places in their travels and will need services that communities along the Trent-Severn Waterway can provide such as:

- Enticing trail users off the trail and into the business district
- Welcoming trail users into communities by making information about the community readily available
- Educating local businesses on the economic benefits of meeting a trail tourists needs
- Recruiting new businesses or expanding existing ones to fill the gaps in goods or services that trail users need
- Promoting the “trail-friendly” character of each community
- Partnering with neighbouring communities to promote the entire trail corridor as a tourist destination

The Trent-Severn Waterway is a valuable asset to our region and to the communities along and nearby it. It provides free recreation for residents and visitors of all ages and fitness levels and offers opportunities to study nature and local history.

Kawarthas Northumberland’s goal in developing Canada’s first “Waterway Trail Town” program is to attract travelers from outside the region. Studies have shown that the longer a trail is, the farther people will travel to visit it, they will stay longer to explore it and spend more money while visiting it. Through the support of Parks Canada, our Destination Management Organizations and local communities we are pleased to be launching this program in August 2019.

For more information please contact:

Brenda Wood  
Executive Director  
RTO8 – Kawarthas Northumberland  
[brendawood@rto8.com](mailto:brendawood@rto8.com)  
Tel: 705-874-6565