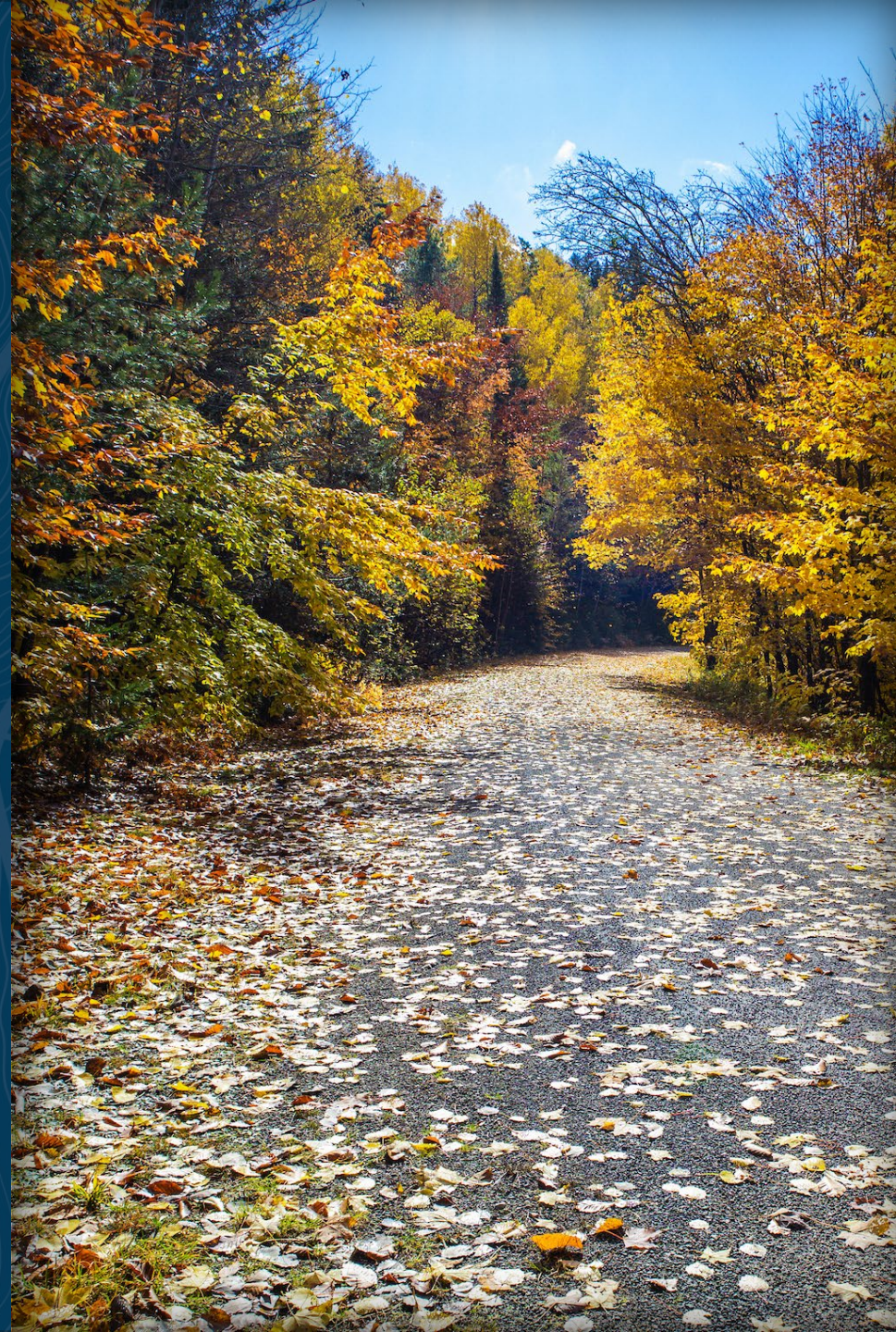




TRANS CANADA TRAIL
SENTIER TRANSCANADIEN TM/MC

Stewarding a Resilient Trail Network

Mathieu Roy, CEO of Trans Canada Trail



About the Trans Canada Trail

- ✓ Longest recreational trail in the world:
over 28,000 km (17,500 miles)
- ✓ 4 out of 5 Canadians live within 30
minutes of the Trail
- ✓ The Trail connects 15,000 communities
across every province and territory
- ✓ We act as stewards with 600+ local
partners





Our vision

Everyone embracing the outdoors, connecting with one another and experiencing the restorative power of nature along Canada's trails.

Our mission

Through collaboration and partnerships, we lead, develop and steward an accessible nationwide system of connected urban and rural trails.



What is our role?

Our role

Trans Canada Trail advocates, stewards and champions for Canada's nationwide trail system, providing leadership and guidance, funding and resources, outreach and engagement.

A multi-facet approach to trail sustainability



The longest outdoor lab - Examples



More severe local storms

- Increased severity in local storms
- Generally not covered by disaster assistance
- Extensive volunteer hours to re-open



Increased forest fires

- Wide-spread trail closures
- Increased health risks outdoors
- Loss of tourism revenue
- Biodiversity loss



Flood events

- Trail erosion and surface damage
- Structural damage to infrastructure
- Funding burdens on volunteer trail groups

Research and consultation



 ENGLISH



 FRANÇAIS



A gateway to Canada's natural environments

The Trail is an important
resource for:

- physical activity
- social connection
- connection to nature

01

Physical wellbeing

- More than 2.6 million people use the Trail for physical activity every year

02

Mental wellbeing

- 94% of trail users access the Trail to enhance their mental health

03

Connection to nature

- 97% of Trail users access the Trail to connect with nature and enjoy the landscape

04

Added value

- 89% of Trail users believe the Trail adds value to their community

The Benefits of Connecting Canadians

- **Data to demonstrate benefits are essential**
- **The Trail is a guardian for green spaces, particularly in urban settings**
- **Tool for flood mitigation, carbon sequestration, and protection against extreme weather events**

- 220,000 jobs
- \$23 billion of economic impact along the Trail
- \$1.7 billion in healthcare savings/year
- \$62.6 million in mental healthcare savings/year
- \$82 million in equivalent of environmental services / year

Mobile ID data to understand trail use trends

We've partnered with an ethical data firm to access and share trail visitation for local trails and the entire Trail



The preliminary results show that in 2022, Trans Canada Trail received:

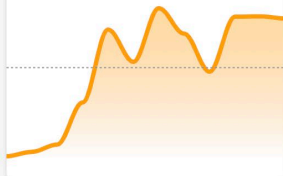
- A total for 2022, 240 million daily visits
- 12.5 million unique visitors

Summary

visits summary

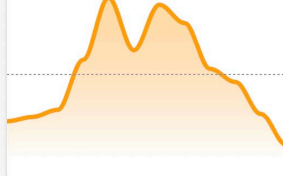
105 024

Daily total visits



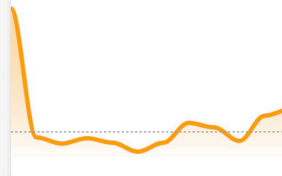
49 990

Unique visitors for this period



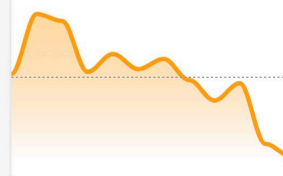
19 minutes

Average visit duration



25.1 km/h

Average speed



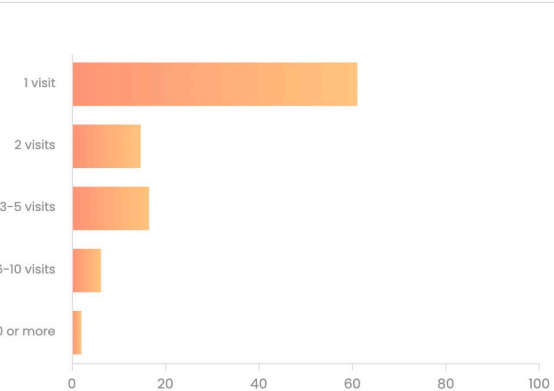
Visitors

Visitors information

2.35 visits

Average per person

Number of visits per person distribution



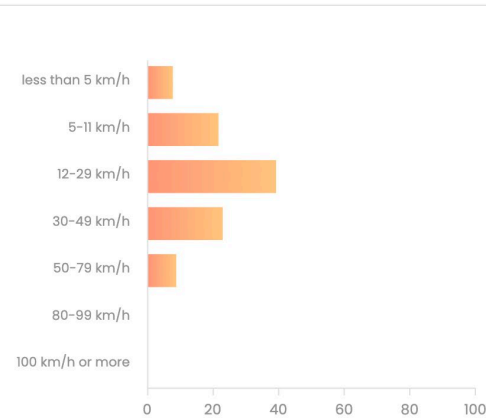
Movements

Of visitors inside the analyzed areas

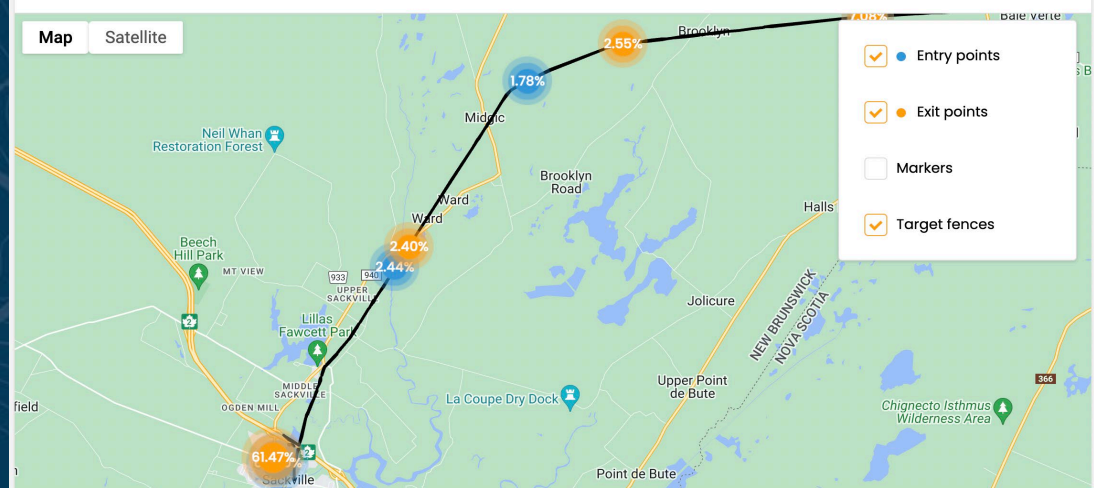
25.1 km/h

Average speed

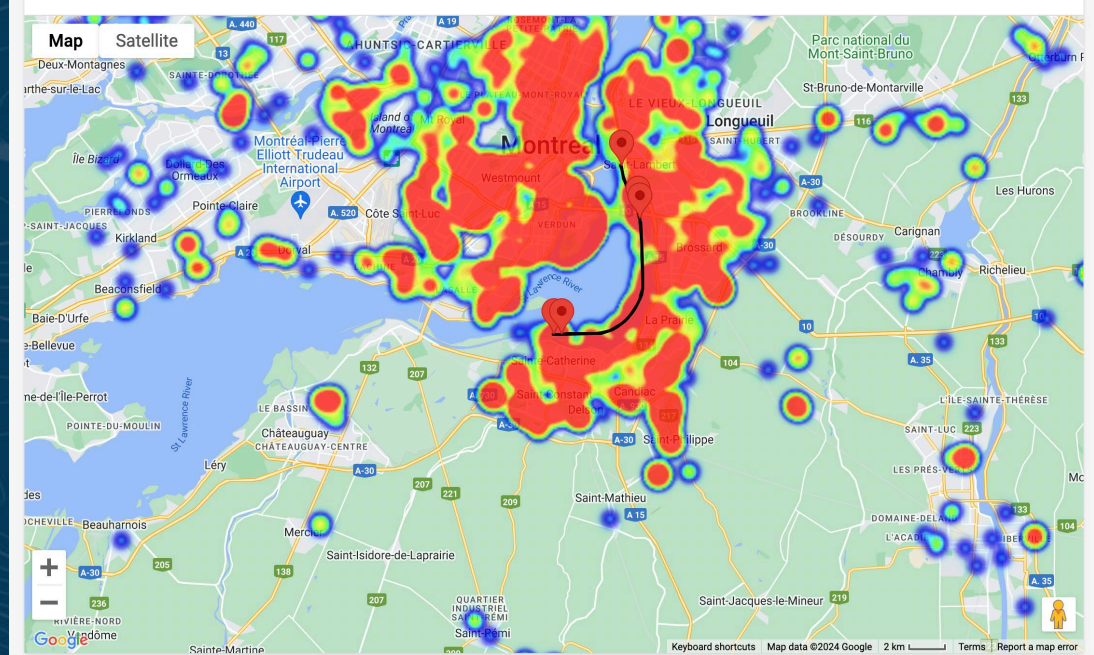
Speeds distribution



Visitors entry and exit points



Visitors residential locations



WORLD TRAILS CONFERENCE

Ottawa 2024



Register for the World Trails Conference

- September 30 – October 3, 2024
- Keynote speakers include Carol Ritchie, Harvey Locke and Dianne Whelan
- Hosted in Canada's capital for the first time ever
- Visit worldtrailsconference.org to register today



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Email mroy@tctrail.ca to learn more
about the Trail