

### **Context**

Among the hundreds of areas with hiking trails in Ontario, it was important to isolate the sites that are the most fascinating. Thus, it was necessary for the consultant to experience a handful of the trails himself.

In order to identify the sites, it was necessary to research several resources such as publications, websites and guides. Furthermore, it proved essential to consult hikers from Quebec in order to determine which of the locations in Ontario would be most interesting to the Quebecois tourist. Among the areas with hiking trails in Ontario, our consultant found these 25 sites to be the most interesting.

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|---|---|
| 1- Bruce Peninsula National Park of Canada      | 14- Awenda Provincial Park  |
| 2- Pointe-Pelee National Park of Canada         | 15- Killbear Provincial Park  |
| 3- Pukaskwa National Park of Canada             | 16- Frontenac Provincial Park   |
| 4- Georgian Bay Islands National Park of Canada | 17- The Bruce Trail   |
| 5- Killarney Provincial Park                    | 18- Oak Ridges Trail  |
| 6- Silent Lake Provincial Park                  | 19- Ganaraska Trail   |
| 7- Murphys Point Provincial Park                | 20- Backus Heritage Conservation Area                                   |
| 8- Bon Echo Provincial Park                     | 21- Dundas Valley, Governor's Road and Tiffany Falls Conservation Areas |
| 9- Mono Cliffs Provincial Park                  | 22- Crawford Lake Conservation Area and Iroquoian Village               |
| 10- Algonquin Provincial Park                   | 23- Niagara Glen  |
| 11- Samuel de Champlain Provincial Park         | 24- Haliburton Forest and Wild Life Reserve                             |
| 12- Lake Superior Provincial Park               | 25- Manitoulin Island   |
| 13- Sleeping Giant Provincial Park              |   |

### **The tour**

While exploring Ontario, it was necessary to create an itinerary that would include the most interesting possibilities while keeping distance in mind. It was important that the itinerary bring us completely around the Georgian Bay to address the needs of the Quebecois market. Given the vastness of the area it proved difficult to explore each identified site. However, the schedule prepared by the consultant allowed for completion of the study.

### **Recommendations**

- 1- Emphasize the two most extraordinary sites, (Georgian Bay Island National Park of Canada and Killarney Provincial Park) in order to raise awareness among Quebecois hikers.
- 2- Highlight the advantages of the Bruce Trail (850 km), which has everything needed to please the experienced hiker (among other things) and takes you around the Bruce Peninsula, which was most picturesque area I visited during my tour of Ontario in the summer of 2006. Work in collaboration with the organization that manages the trails in order to ensure they have documentation available in French (Internet site, brochures, guides...).
- 3- Promote Algonquin Provincial Park; it has an extremely well developed network of hiking trails along with several other assets (great camping grounds, beautiful beaches, canoe waterways, fauna...).

- 4- Develop a “vacation/family/beach/camping/outdoor activity/hiking” strategy, using the other areas listed (particularly Awenda, Killbear and Bon Echo Provincial Parks), as these answer the most criteria.
- 5- Promote the fact that there are 280 Provincial Parks in Ontario, 109 of which have hiking trails. In comparison, *Parcs Québec* has 22 parks, 16 wildlife reserves and 9 Historical sites.
- 6- Promote the fact that dogs are allowed in the Provincial and National Parks in Ontario. (*Parcs Québec* strictly forbids them!)
- 7- In the summer of 2007 (and over the next few years) continue the touring and production of documentation in order to present other pertinent places to hike in Ontario.
- 8- All publicity and promotion should concentrate on the beauty that is unique to Ontario: the clear water of Georgian Bay, warm waters (New Brunswick bases all of its advertising on this) marvellous beaches, few mosquitoes, exceptional camping grounds (many of which are situated in Pine forests), Niagara Falls, (a geological formation that is both unique and spectacular), the white quartz crests (another unique and spectacular geological formation), etc. It is important that the Quebecois are aware of the abundance of bodies of water in Ontario (Great Lakes Georgian Bay, lakes, rivers...) and all they offer to vacationers (beaches, swimming, canoeing, kayaking, excursions, islands, cruises, fishing). Thereby, for those who feel hiking trails are as important as the bodies of water (the most beautiful areas are the Georgian Bay Islands National Park and Killarney Provincial Park).