



The Loop

Eastern Ontario Rail Trail Loop Market
Readiness Assessment



FRONTENAC

Project Overview

- Introduction to the Eastern Ontario Rail Trail Loop, aka “The Loop”
- A 360-km multi-use trail connecting K&P Trail, Cataraqui Trail, Algonquin Trail and Ottawa Valley Recreational Trail
- Purpose of the project: To develop a signature cycle tourism experience in Eastern Ontario with multi-day itineraries, regional connectivity, and economic development outcomes



Strategic Importance

- Alignment with regional & national plans:
 - K&P Trail Management Plan
 - Frontenac Destination Development Plan
 - Federal Tourism Growth Strategy
- Positioning Eastern Ontario as a cycling tourism destination

Market Readiness Assessment (2024)

- Conducted by Terminus Consulting
- Evaluated infrastructure, tourism services, governance
- Identified strengths and challenges to making the loop “market ready”

Strengths in Frontenac County

- Trail infrastructure in good condition*
- Trail Signage and Wayfinding
- Dynamic and changing landscapes
- Potential for economic benefits through increased visitation and local spending
- Potential for new business opportunities

Challenges & Opportunities

There are 75 kilometres of K&P Trail between Sharbot Lake and Calabogie with:

- Limited Food & Beverage
- Limited Accommodations
- Infrastructure Improvements needed

Potential for:

- Food Trucks (weekend traffic)
- Accommodations – Cabins, Backcountry Camping, Glamping, Campgrounds
- Outfitting – Gear rentals, Bike Rentals, Trip Support
- Shuttle Services (Moving cars, luggage, people)
- Events (Races, Festivals, Challenges)

Markets:

- Day Trips (Gravel Cycling)
- Bikepacking
- Distance Cycling



Frontenac County Challenges

- Limited accommodations & services
- Surface conditions requiring upgrades
- Gaps in wayfinding & signage
- Funding sustainability (Catarraqui Trail)



Frontenac County Action Plan

- Expand business development & tourism readiness: Accommodations Focus
- Improve trail surface
 - » Cataraqui Trail
 - » K&P Trail between Snow Road Station and Lanark County
- Strengthen regional partnerships & governance
- Ensure budget and funding in place for upgrades & marketing initiatives



Next Steps

- Partner Engagement
- Marketing & Brand Development
- Encouraging and Supporting Events
- Planned Capital Projects
- Business Development
- Support for Cataraqui Trail



Engagement & Public Awareness

- Trail Towns engagement sessions
 - » Virtual Event April 3 at 10:00 AM
 - » In Person Events (Locations to be determined)
- Speaking engagements:
 - » Economic Developers Council of Ontario
 - » Ontario East Municipal Conference
 - » Tourism Industry Association of Canada
- K&P Trail Business & User Survey (2025)





North Frontenac Rehabilitation

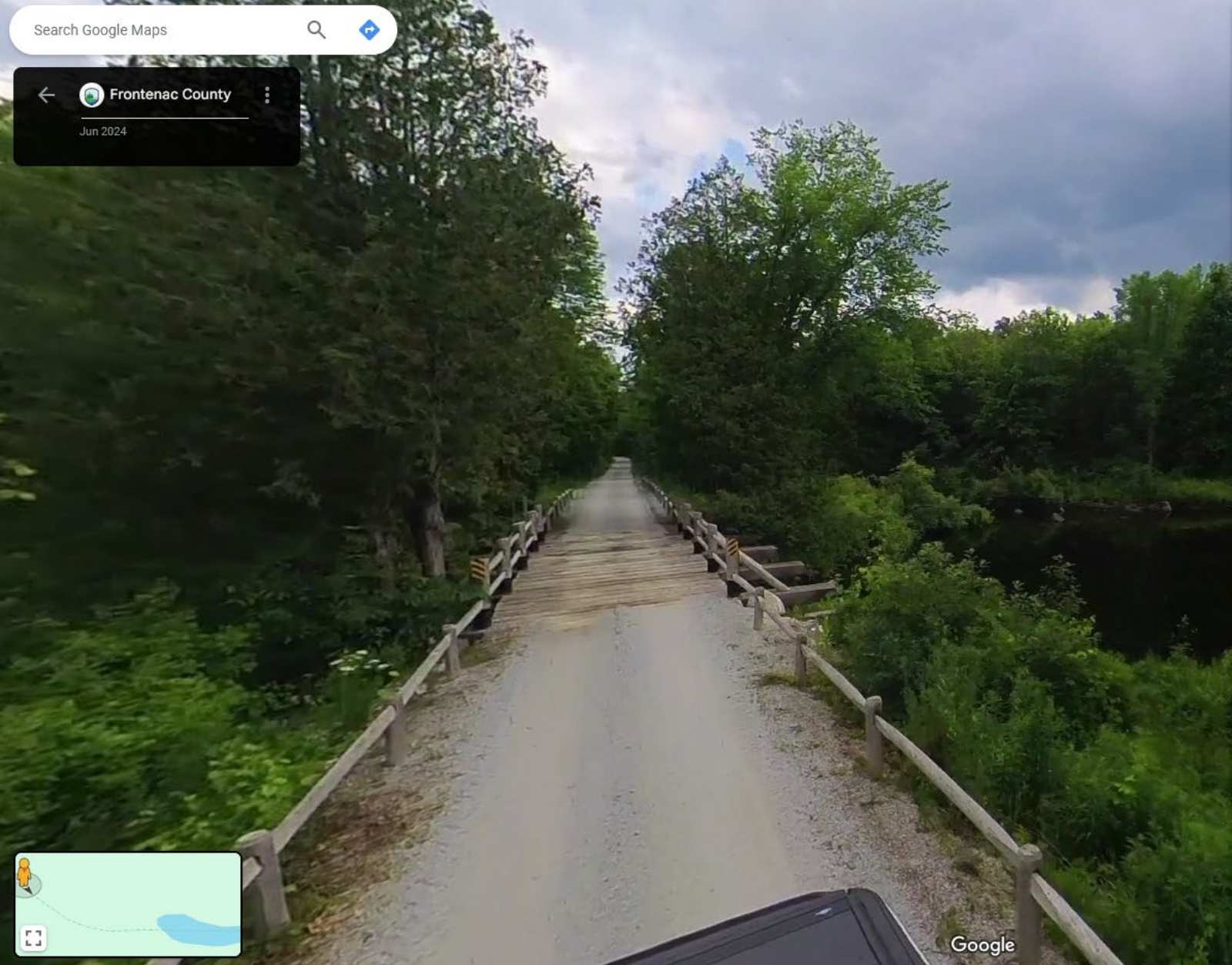
- Rehabilitated 8 kilometres of Trail in Central and North Frontenac with funding support from the Rural Economic Development Program.
- Additional financial support on this project came from Ottawa Valley ATV Club, Frontenac ATV Club, Kick & Push Brewery, Sharbot Lake Business Group, Clarendon Station Accommodation and 1 private donation

North Frontenac Rehabilitation cont.



North Frontenac Rehabilitation cont.





Streetview

Frontenac County added the K&P Trail to Google Street View, enhancing accessibility and trip planning.

- This project resulted in 360 degree footage of the K&P trail.
- Supports visitors, especially those with mobility challenges.
- Planning to capture North Frontenac and any gaps in Summer 2025.

Trail Use Data

Physical Counts	2021	2022	2023
Total Counts:	158,911	170,801	144,384
Peak Day	(Sept 4) 1615	(Jan 22) 2148	(Feb 5) 2264
Daily Average Use	435	468	437
Mobile Data	2021	2022	2023
Total Visits	231,794	218,199	197,110
Unique Visitors	52,025	86,498	82,711
Number of Tourists (100 km)	11,705	11,729	15,632

Questions?