

THE GREAT
TRAIL

deeply
connected

▸ Pitt River, Vancouver, BC

Introduction

In 2017, Trans Canada Trail (TCT), along with our partners and supporters, celebrated the cross-Canada connection of The Great Trail. It was an incredible, historic moment, one that filled many Canadians with emotion and pride. Buoyed by this remarkable achievement and the momentum that it created, TCT is now poised to begin a new and exciting chapter in our collective story.

This strategic plan provides a clear direction beyond connection, with a steadfast commitment to ensuring that this iconic project continues to weave its way into the hearts and minds of Canadians and visitors to our country. It is the product of rich discussions at the Board and Committee levels, and of consultations with partners and other stakeholders; it is the dynamic blueprint for the continued growth of Canada's national Trail.

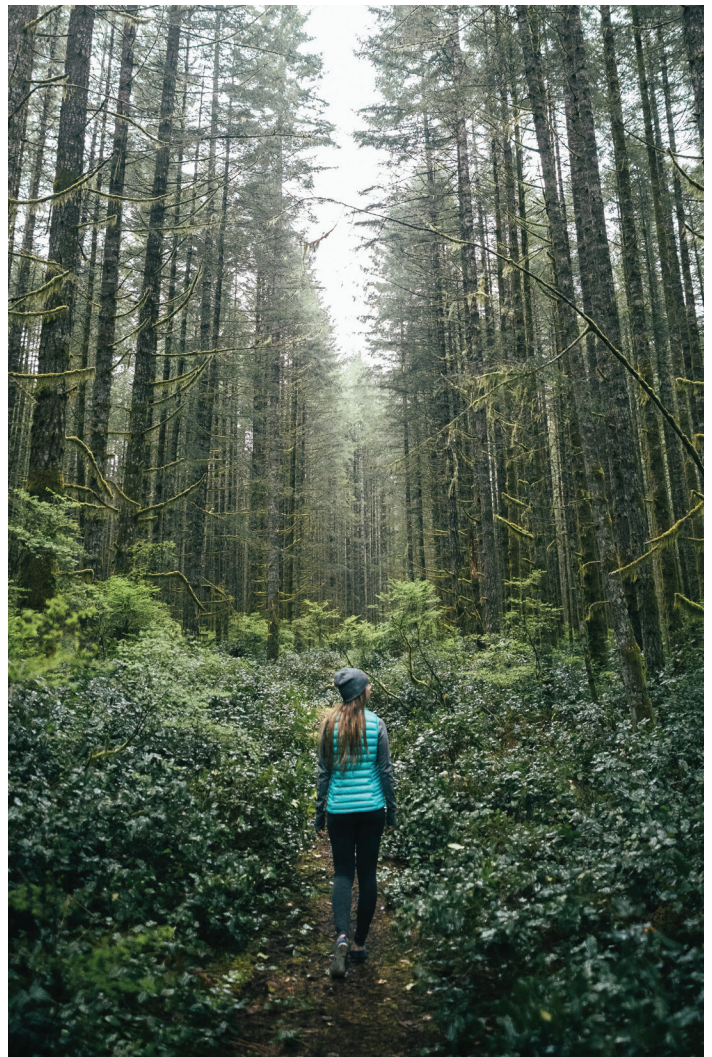
OUR VISION

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- Celebrate The Great Trail's place in history as the longest recreational trail in the world
- Provide a national context for Canadians to explore our history and learn about the diversity of our land and communities, and to shape our thinking about what it means to be Canadian
- Contribute to the economic sustainability of local communities, regions and the country by creating jobs, fuelling growth, improving the health of Canadians and showcasing the power of green development
- Be recognized as the nation's best fitness and active-living destination for Canadians who want to participate in in safe, healthy and low-cost recreation
- Instill a spirit of connection and pride in Canadians, linking us from coast to coast to coast and stewarding our national Trail for future generations
- Be the destination of choice for experiencing the majestic, pristine beauty of the Canadian outdoors and our rich culture

With the Trail firmly on the ground and our course set for the future, we will continue to work with dedication and passion for the benefit of outdoor enthusiasts of all ages and abilities.

We believe that there is no better way to appreciate the beauty and diversity of Canada than to experience the Trail. It is the thread that connects our communities from coast to coast to coast, and it must be protected and nurtured. We are grateful for the commitment of thousands of volunteers and supporters who have made this dream a reality, and we are honoured to walk with them into the future.



Protect and progress the legacy of the Trail to increase usage

Represent and promote the Trail to government and other stakeholders

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We will continue to develop effective relationships with all levels of government—federal, provincial, territorial and municipal—and with Indigenous communities and other organizations.

Maintain a robust system of governance

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We will ensure that the Board of Directors is comprised of a diverse group of knowledgeable and experienced individuals, and that staff are engaged and accomplished in all relevant areas of expertise. We will develop and encourage strong leadership that will make efficient and effective use of our resources. We will maintain productive relationships with provincial and territorial organizations to further the development and promotion of The Great Trail.

Secure private and government funds

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We will continue to raise funds in a variety of ways, including major gifts, planned giving, sponsorship and online/digital appeals. We will reach out to new donors using a compelling case for support, and we will ensure that existing donors understand the impact of their gift and remain steadfast supporters of our cause.

Ensure the integrity of the Trail system to improve user experience

Build and coordinate relationships with local Trail organizations

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We will establish and maintain direct communications with local Trail organizations to ensure sustainable relationships and, where appropriate, provide support. We will also work with these groups to gather important data relative to Trail usage.

Continue to assist with Trail construction

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We will support our partners in completing significant upgrades and extensions to the Trail with a focus on converting roadways to greenways, working with Indigenous communities and improving accessibility for all Canadians. We will develop a Capital Improvement Plan and will help local Trail organizations with major repairs.

Enhance the Trail's user experience

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We will continue to install signage that promotes safety and The Great Trail brand, and will provide information on the website and app, allowing users to choose Trail sections that match their ability and preferred experience.

Champion the Trail to create awareness and increase usage

Promote Trail usage

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We will promote activities that showcase the Trail and develop media relations and social media strategies to increase local, national and international coverage of the Trail. We will deploy digital initiatives designed to raise awareness and increase the number of Trail users. We will establish or enhance strategic alliances, sponsorships and influencer relationships and will ensure that Trans Canada Trail's reputation and The Great Trail brand are well managed and promoted.

Encourage domestic and international tourism

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We will showcase regional and cultural diversity with a tourism campaign that promotes Trail sections as travel destinations. We will establish relationships with Indigenous tourism organizations and will raise The Great Trail's profile through associations with prominent organizations and tourism leaders.

