



# Ontario Trails Council Hiking Economics

Hike Ontario AGM  
November 14, 2009



# Purpose

- To provide Hike Ontario with with a brief overview on:
  - Hiking as a Function of trail
  - Data on hiking trails
  - Inventory Valuation
  - Economics or Business Case?
  - Return on Investment
  - Policy Influence
  - +ve Policy: National Funding Announcement

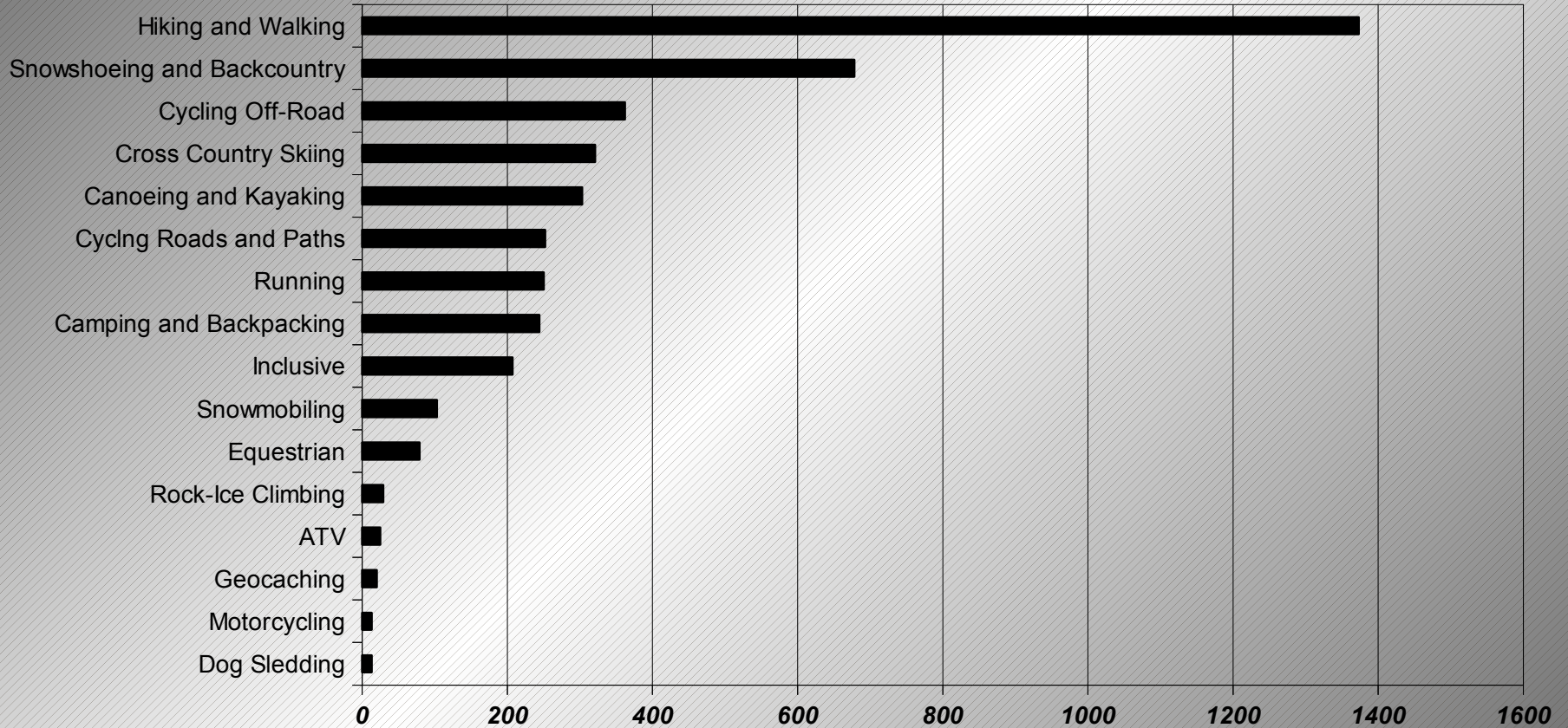
# Trails Website

- Functions as a database
- Make your own argument - download into Excel etc.
- Regions, Activities, Cities, Global data
- Currently represents over 1,917 individual trails
- Average 580 events listed on at any time
- Add your own trail, event, video
- Trail Smart Hike Smart, ATV Smart, Ride Smart, etc.
- Characteristics, GPS, contact information, trailheads, inclusiveness, amenities and surfaces.

# Trail Facts

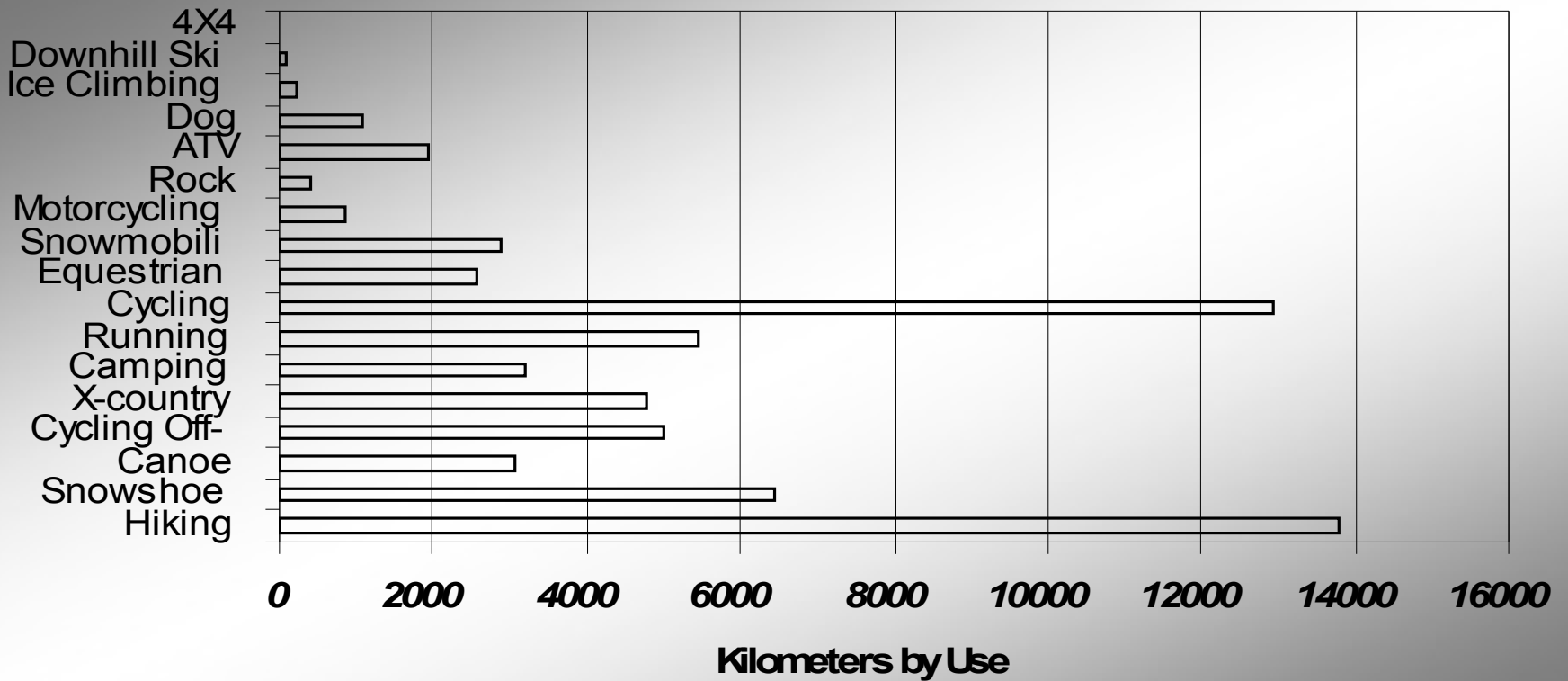
- Using 1,517 trails gathered to February 11, 2009 as a baseline
- Tracking 18 uses on a largely multi-use trail system
- <8% are single use - by all uses
- Trails need a distinct name and a verifiable land owner
- Multiple use means multiplier effect of 2.719:1
- This results in 2719 distinct trails per 1,000
- Total available =  $44,000\text{km} \times 2.719 = 118,000\text{km}$  thus far
- Total Ontario = 88,000KM

## Trails by Type - 1517 Trails, 4272 Use Opportunities, to February 11, 2009



# Hiking Trails

- 92% of 1517 are hiking or walking
- Natural and Built
- 92# are Multi-use
- 207 of 1517 are inclusive
- 92% is 3X the next distinct % (Cycling)
- Walking is dominant, hiking in that group
- More trails than 4X4, ATV, Equestrian, Mountain Biking, Geocaching, Snowmobiling, Rock and Ice Climbing, and Dog Sledding, Canoeing and Kayaking: combined

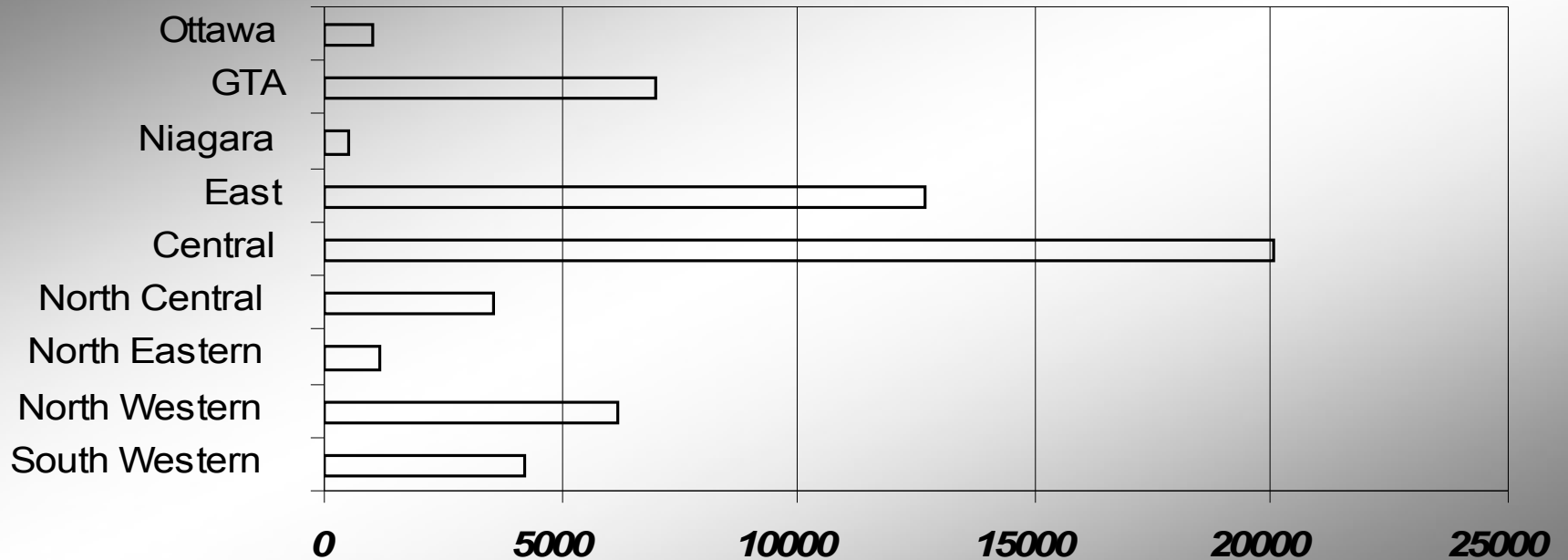


# Value Estimates

- Based on inventory
- Use numbers are unverifiable
- Value based on build investments
- Walking 50G to 100G per km (50/100m)
- Health Benefit: ltNZ2006 41.5cents/KM
- Health to Cost Ratio - 1km:.415
- $119,000 \times .415 \times 1\text{km} = 1\text{km}$  of trail



## Kilometers of Trail Use Opportunity by Region



# Public Economics or Business Case?

- Economics study of use of finite resources
- Usually equals philosophic or political results
- Trails a public asset
- Issues of hiking for free, land policy, free access, who is building, path, built environment, trail branding confusion highly indicative of a public = free environment
- Fund seeking needs business case model

# Trails by Land Manager

Conservation	Provincial Park	Municipal	Volunteer Crown Land	Federal
19.2%	19.8%	31%	28%	2%

•# per 1517 trails as at February 11, 2009

# Return on Investment

- 14,000km
- @50G/km = \$700M
- @100G/km = \$1.4B
- @Multi-Use Variable (2.719) = 3.086B
- Avg 100km @yr @ 1 person
- 1M @100 = 100,000,000km
- 100M trips @.415 = 41,500,000
- Start today - 16.87 years
- # of trips is vital to determining cost recovery

# Hiking Policy Influence

- 92% use opportunity
- Trail building a collaborative effort
- Volunteers, funding, time, land, tools
- Strong government imperative
- Policy support
- Legislative support
- Public support

# Success - Ontario Projects-NTC

- 31 non-motorized
- 2.2M of 4.4 matching on @18M of projects
- Bridges, culverts
- Signage, pathways, bushing
- All areas of the province covered
- Total NTC investment 5.2M/Community Matching 5.2M
- Project value - \$28M