

Where Am I? Navigating the Outdoors

MD Outdoor Summit
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What is AllTrails?

AllTrails is the most trusted and used outdoor platform in the world.

Our app helps people discover and navigate trails in their neighborhood and around the world.

65m

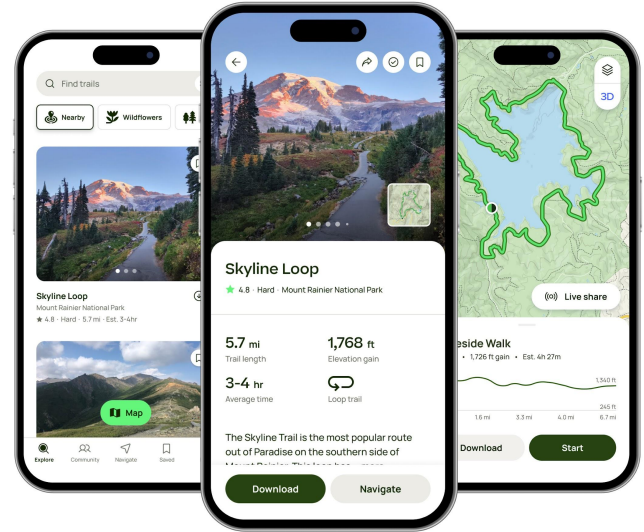
active user accounts

1B+

miles of user recordings on the trails

430k+

curated trails



AllTrails

1,396

Number of AllTrails routes in Maryland
(#29 in the US)

684,103

Hours on the trails in Maryland in 2023

4.9 MM

Trail page views in Maryland in 2023

80,905

User reviews in Maryland in 2023

With the **rising number of visitors** to public lands and an increase in online trail information, land managers continue to cite **concerns with third party apps.**



Introducing: The Public Lands program

Let's reach your visitors!

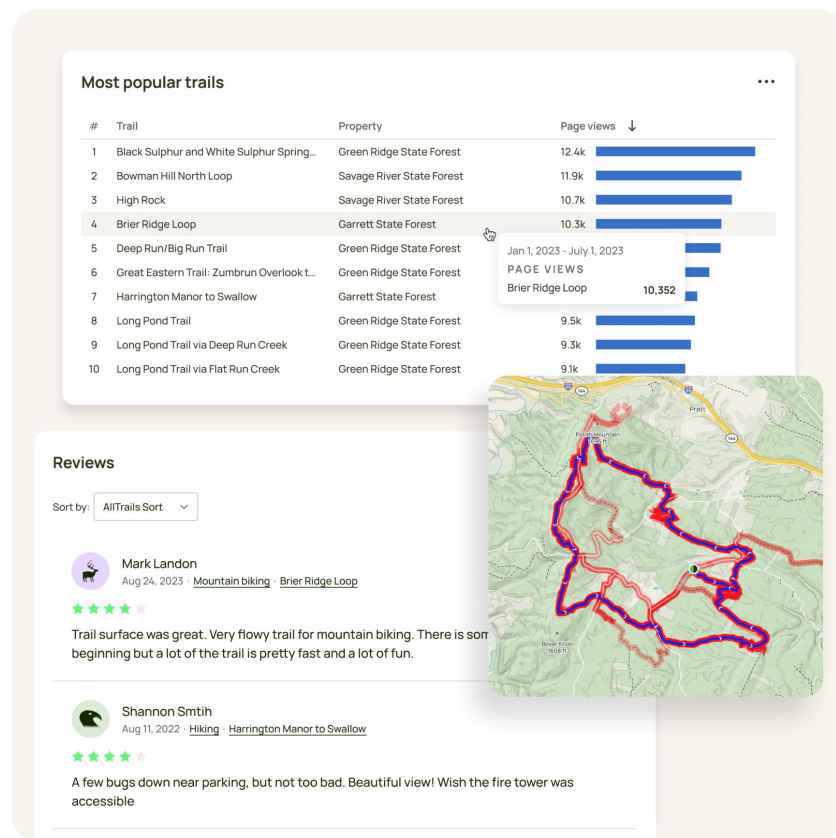
The Public Lands program is a free resource for agencies and non-profit organizations that helps partners:

- **Understand** how visitors use your trails
- **Manage** trail information to help your visitors recreate responsibly
- **Connect** with AllTrails' 65 million+ users and share up-to-date alerts



The impact of powerful data

- **Understand** how users are interacting with trail information
- **Monitor trends** that help with planning and preparation
- **Advocate** for needed resources and improvements with data



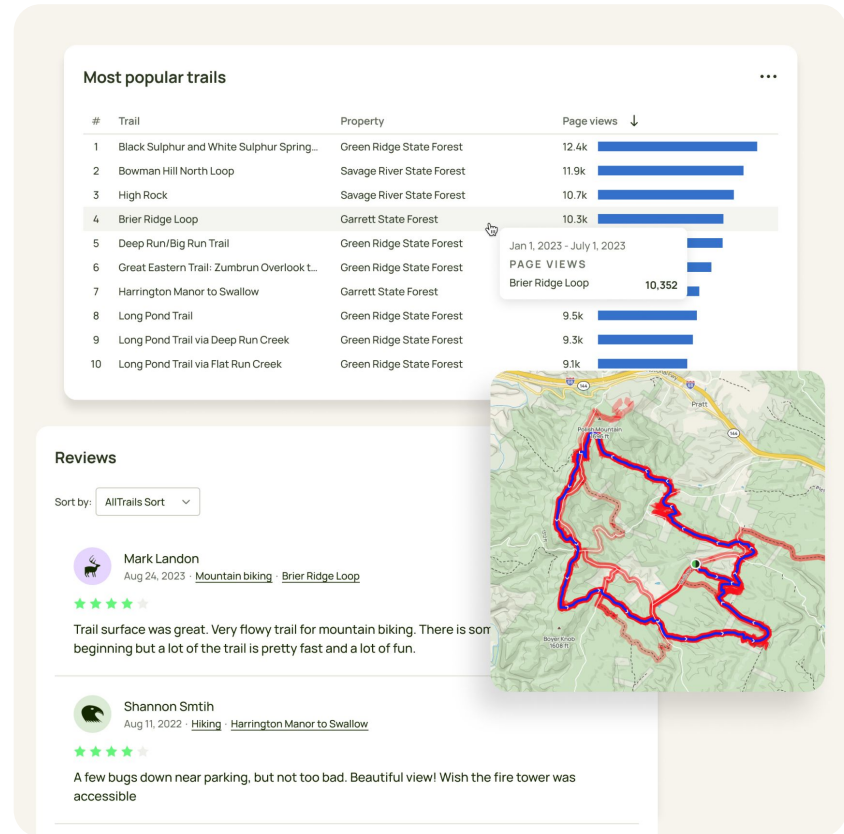
Visitor insights from the Data Dashboard tools

The impact of powerful data

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PARTNER SPOTLIGHT:

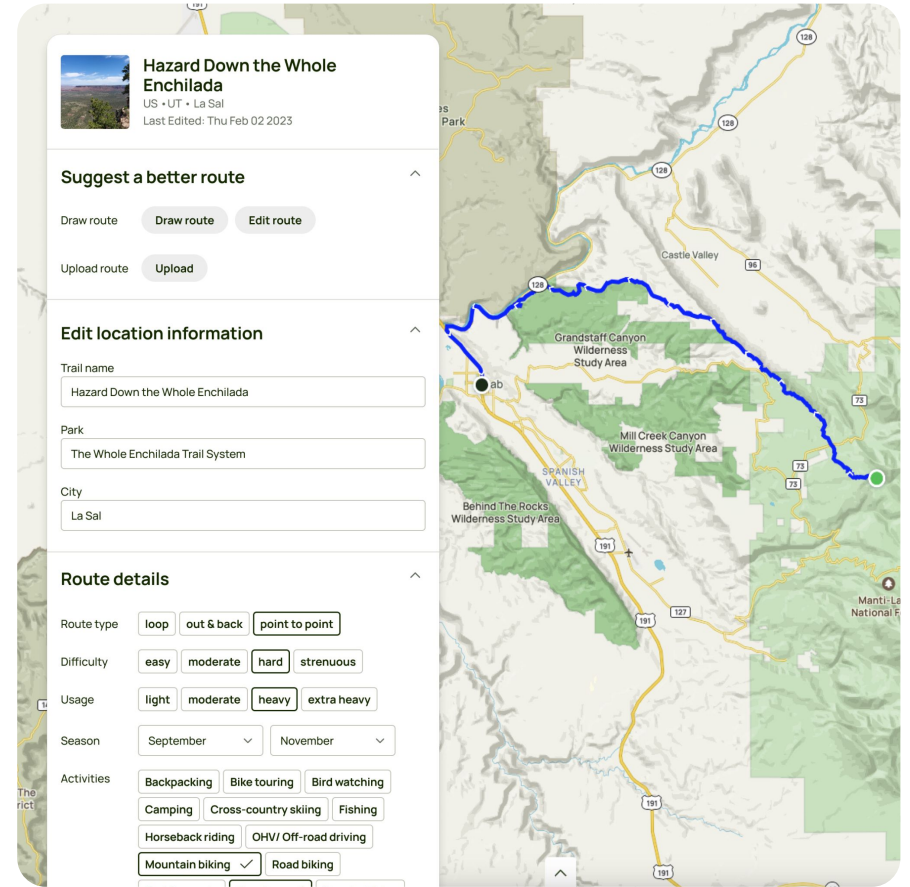
Maryland Forest Service used visitor insights to fund a **3-year trail maintenance grant**, ensured **efficient deployment** of trail maintenance resources by monitoring AllTrails usage trends and heatmap data, and **logged 3,800 maintenance hours** on trails across three state forests.



Visitor insights from the Data Dashboard tools

Responsible trail stewardship

- **Manage** route lines, starting points, and parking locations
- **Communicate** rules, regulations, and route recommendations
- **Prepare visitors** for a great day on the trail



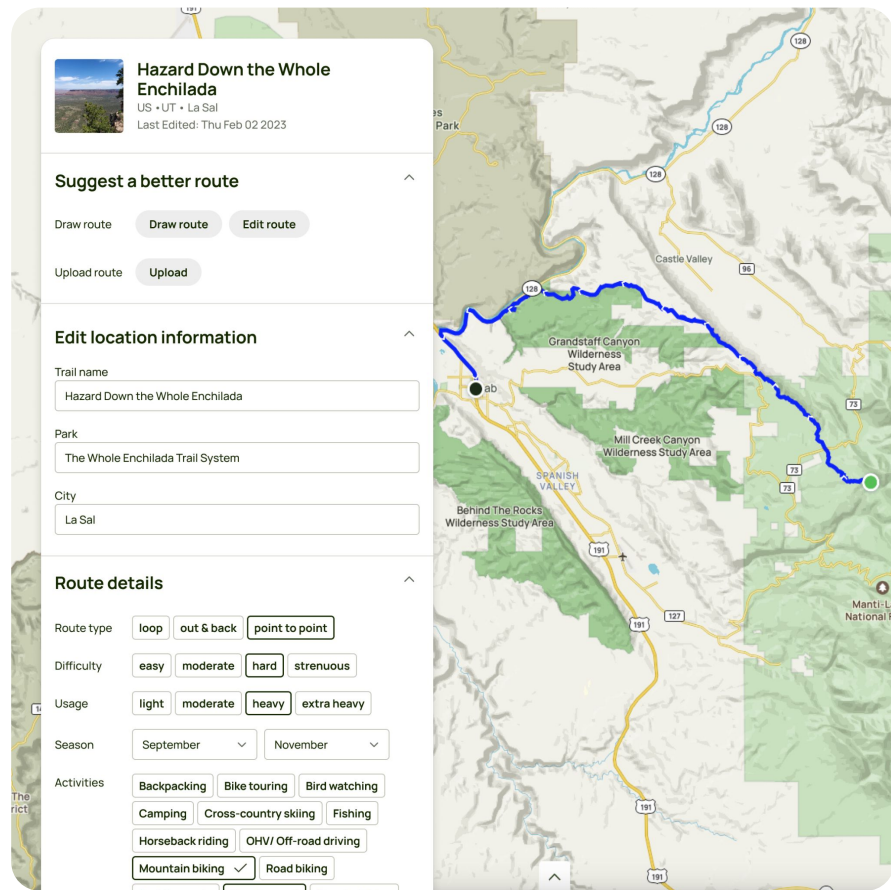
Trail management from the contribute tools

Responsible trail stewardship

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PARTNER SPOTLIGHT:

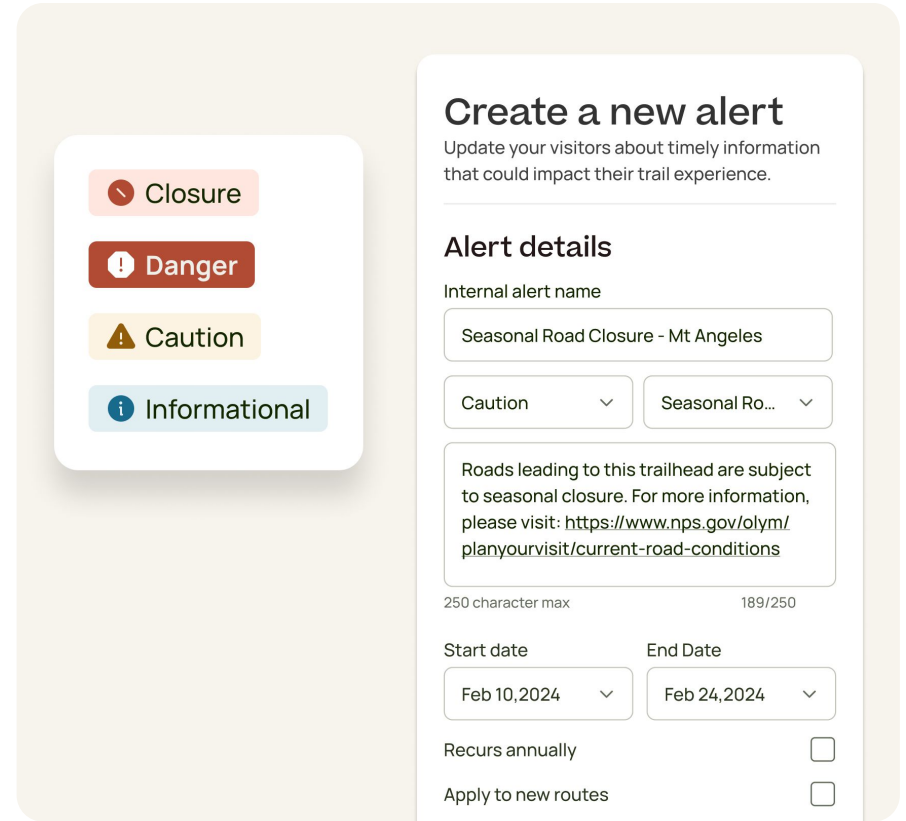
Grand County curated the trail-goer experience with **118 alerts** and **478 edits** added, enhancing the quality of the trail information, **improved the safety of trail-goers** and encouraged **responsible recreation**.



Trail management from the contribute tools

Real-time alerts to improve safety of visitors

- **Prioritize the information you want visitors to see first**
- **Communicate real-time trail conditions and local knowledge**
- **Reduce search and rescue incidents with up-to-date closures, warnings, and alerts**



The image shows a user interface for creating alerts. On the left, there are four alert categories: Closure (red), Danger (dark red), Caution (yellow), and Informational (blue). On the right, the 'Create a new alert' form is displayed. The form includes a title 'Create a new alert', a description 'Update your visitors about timely information that could impact their trail experience.', and a section for 'Alert details'. The 'Alert details' section contains an 'Internal alert name' field with the value 'Seasonal Road Closure - Mt Angeles', a 'Caution' dropdown menu, and a 'Seasonal Ro...' dropdown menu. Below these is a text area with the content: 'Roads leading to this trailhead are subject to seasonal closure. For more information, please visit: <https://www.nps.gov/olymp/planyourvisit/current-road-conditions>'. The text area has a character count of 189/250. At the bottom, there are fields for 'Start date' (Feb 10, 2024) and 'End Date' (Feb 24, 2024), and two checkboxes: 'Rekurs annually' and 'Apply to new routes'.

Communication with users from the Alerts tools

Real-time alerts to improve safety of visitors

- Prioritize the information you want visitors to see first
- Communicate real-time trail conditions and local knowledge
- Reduce search and rescue incidents with up-to-date closures, warnings, and alerts

PARTNER SPOTLIGHT:

Olympic National Park reached their audience with **33 alerts** strategically focusing on high-traffic areas which led to a **66% decrease** in Search and Rescue (SAR)- related incidents on trails with historically high SAR incidents.



Closure

Danger

Caution

Informational

Create a new alert

Update your visitors about timely information that could impact their trail experience.

Alert details

Internal alert name

Seasonal Road Closure - Mt Angeles

Caution Seasonal Ro...

Roads leading to this trailhead are subject to seasonal closure. For more information, please visit: <https://www.nps.gov/olymp/planyourvisit/current-road-conditions>

250 character max 189/250

Start date End Date

Feb 10, 2024 Feb 24, 2024

Rekurs annually

Apply to new routes

Powerful tools for better trails.

Connect prospective visitors to the most up to date information

Goal:

Enable MD DNR to easily suggest routes for prospective visitors to navigate and participate in the challenge and support the local dairies!

Impact:

20%+ YoY increase in AllTrails recordings on participating trails in the Hike the Ice Cream challenge with visitors leaving real-time reviews and conditions reports of the trails!

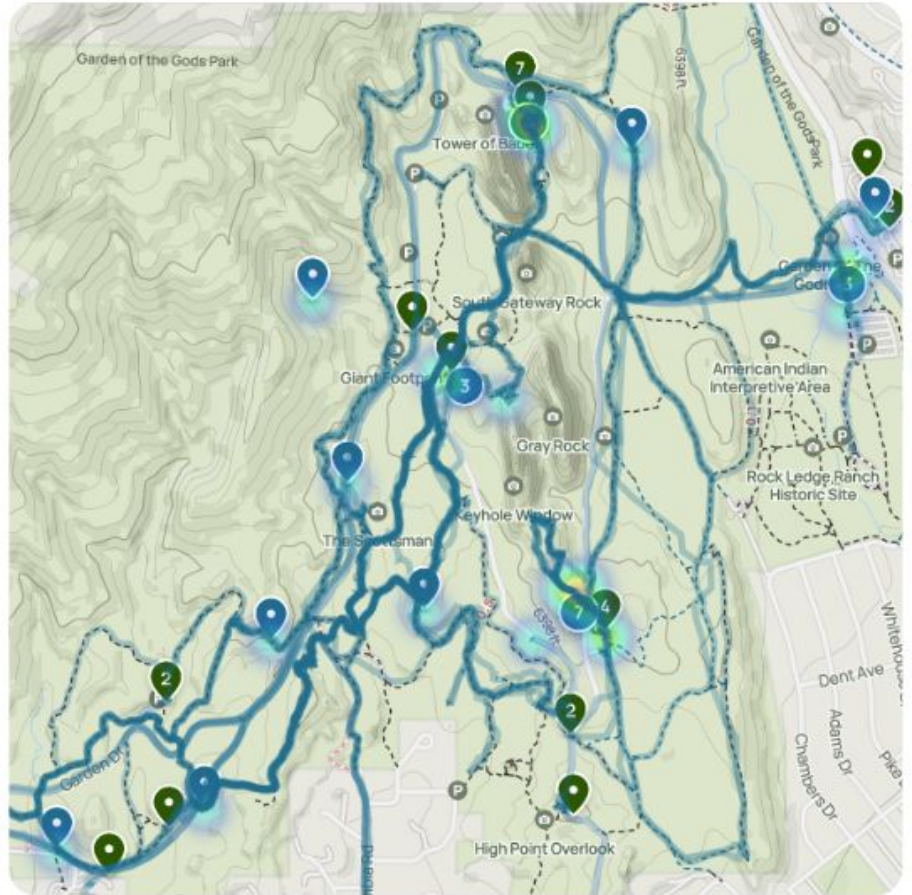


Photos from the Hike the Ice Cream Trail Partnership

The Future

Accurate and adopted apps will help to measure impacts of trails on communities:

- **Realtime** trail usage data
- **User feedback** and experience
- **Tracking data** to better understand patterns and demand
- **Monitor** trends in activity type and seasonal changes



How we can help

Access visitor insights

Curate the trail-goer experience

Reach your audience

Partner with AllTrails

Data

Review visitor stats from the 1 billion+ navigated miles on AllTrails

Trail Management

Maintain reliable and accurate info on the most-used trail app in the world

Connection

Ensure visitors know what to expect on and off the trail

Stewardship

Let's work together to keep your visitors prepared, informed, and respectful.



AllTrails

Your partner in building a stronger outdoor community.

Western
National Parks
Association



NATURE
CONSERVANCY
CANADA





Thank You



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