

 AllTrails | Public Lands Program

# Working with Trail Apps to Improve Public Use of Conserved Properties

Massachusetts Land Conservation Conference  
Mar 23, 2024

# Introductions



**John Ribes**  
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*Operations Manager, Mattapoisett Land Trust*



**Ian Bergemann**  
*Land Stewardship Coordinator, Town of Action*

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



AVENZA MAPS



GAIA GPS



Google Maps

STRAVA



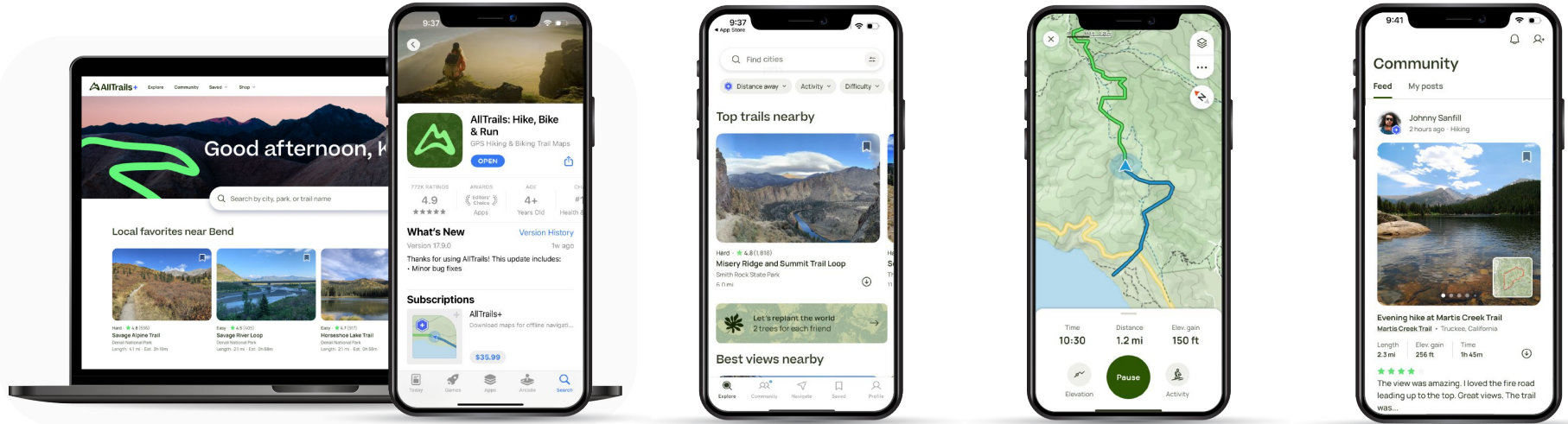
What is AllTrails?

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.



# AllTrails member journey



Phase 1  
Inspiration and  
discovery



Phase 2  
Research and  
planning



Phase 3  
On-trail  
navigation



Phase 4  
Post-activity  
engagement

# AllTrails by the numbers

**60m**

active user accounts

**1B+**

miles of user  
recordings on the trails

**400k+**

curated trails

**1m+**

5 star reviews



# 3,198

Number of AllTrails routes in Massachusetts  
(#7 in the US)

# 3,743,124

Miles recorded in Massachusetts in 2023

# 118,331

User reviews in Massachusetts in 2023





# 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' 60 million+ users and share up-to-date alerts



# 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.

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# Using visitor insights to fund trail maintenance

# Before the Public Lands Program

## Maryland State Forests

Years of backlogged trail maintenance, resulting in overgrown, impassable, and unsustainable trails.



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## Goal

Secure funding to hire dedicated trail maintenance staff

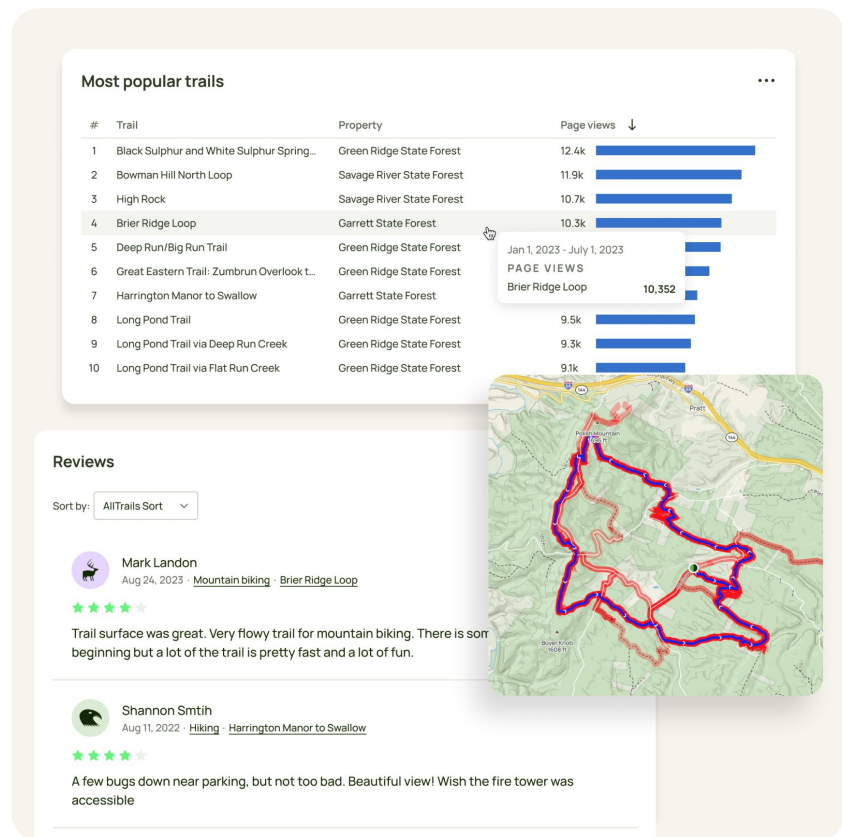
# The impact of powerful data

With the support of the Public Lands program, Maryland Forest Service:

**Awarded a 3-year trail maintenance grant**, to establish continuous funds with dedicated staff

**Ensured efficient deployment of trail maintenance resources** by monitoring AllTrails usage trends and heatmap data

**3,800 maintenance hours** logged on 100 miles of trails across three state forests



Visitor insights from the Data Dashboard tools



**Curate the trail-goer experience  
to create responsible recreators**

# Before the Public Lands Program

## Grand County Utah (Moab)

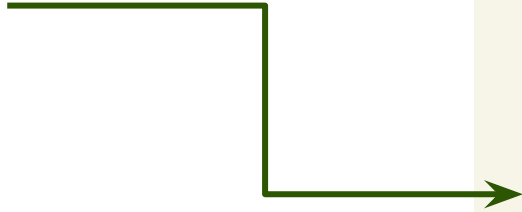
With the rising number of visitors navigating Grand County's trails, it was difficult to ensure every visitor received updated trail information and alerts to keep them safe while recreating.



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## Goal

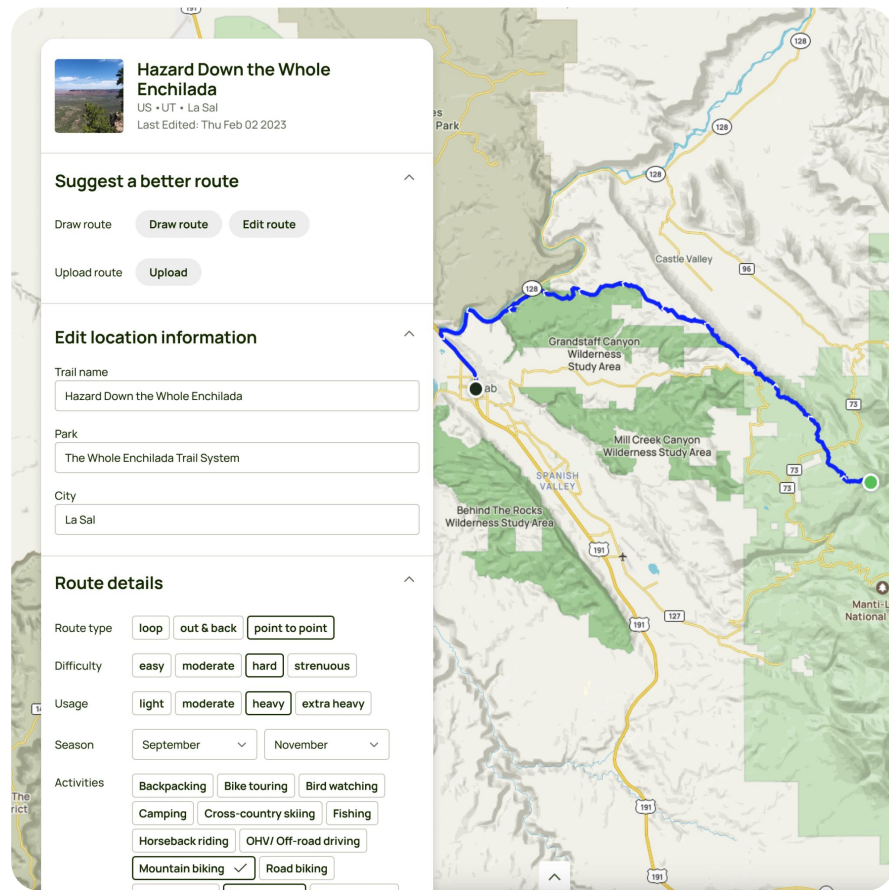
Update trail information and add alerts on AllTrails to help reduce negative user interactions with their trails.

# Responsible trail stewardship

Grand County utilized the Public Lands program to curate the trail-goer experience.

**118 alerts and 478 edits added**, enhancing the quality of the trail information on AllTrails

**Improved the safety of trail-goers and encouraged responsible recreation**



Trail management from the contribute tools

# Reaching your audience



# Before the Public Lands Program

## Olympic National Park

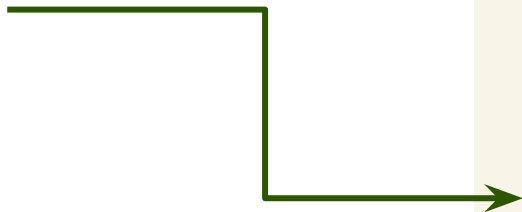
With high visitation numbers comes the importance of ensuring the correct information reaches visitors at the right time in their preparation.



# Before the Public Lands Program

## Olympic National Park

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## Goal

Improve the quality of information on the Olympic National Park routes so visitors stay informed.

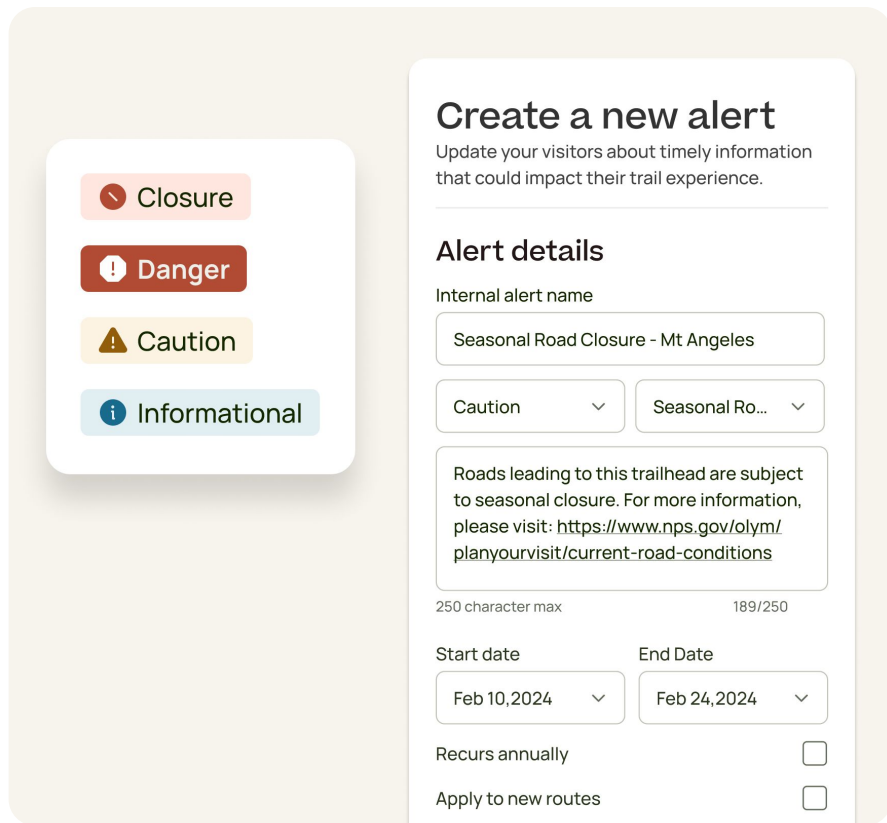
# Real-time alerts to improve safety of visitors

Olympic National Park reached their audience with:

**33 alerts and 219 edits** implemented, strategically focusing on high-traffic areas

**66% decrease** in Search and Rescue (SAR)-related incidents on trails with historically high SAR incidents

**62% decrease** in SAR-related incidents across routes on AllTrails



The image displays a user interface for creating alerts. On the left, a vertical stack of four alert type buttons is shown: 'Closure' (red), 'Danger' (dark red), 'Caution' (yellow), and 'Informational' (light blue). On the right, a 'Create a new alert' form is visible. 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 'Internal alert name' field contains 'Seasonal Road Closure - Mt Angeles'. Below this, there are two dropdown menus: 'Caution' and 'Seasonal Ro...'. A text area contains the message: 'Roads leading to this trailhead are subject to seasonal closure. For more information, please visit: <https://www.nps.gov/olymp/planyourvisit/current-road-conditions>'. Below the text area, there are two character counts: '250 character max' and '189/250'. The form also includes 'Start date' (Feb 10, 2024) and 'End Date' (Feb 24, 2024) dropdowns, and two checkboxes: 'Rekurs annually' and 'Apply to new routes'.

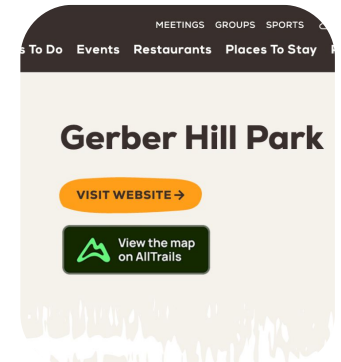
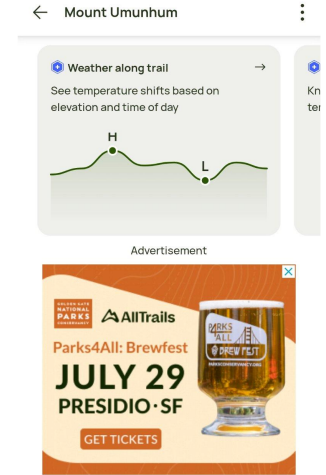
Communication with users from the Alerts tools

# Powerful tools for better trails.

# See if the Public Lands program would work for you!

Partnering with AllTrails gives you:

- Data to **UNDERSTAND** trail usage
- Tools to inform and **MANAGE** visitor experience
- Resources to **CONNECT** with the public





*“...With the AllTrails Public Lands program, we feel we can better inform visitors before they arrive and provide safety information that most people will read, and it helps us prioritize our most visited trails.”*

*Amos S. - Olympic National Park*



# Let's hear from our Massachusetts partners



# AllTrails Public Lands Portal Demo

Portal



# AllTrails

Your partner in building a stronger outdoor community.

**Western**  
National Parks  
Association



NATURE  
CONSERVANCY  
CANADA







# Thank You



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