

56% increase in participation for the 2025 National Trails Day®

Goal

Partner with AllTrails to increase the visibility and impact of National Trails Day®, a nationwide, organized day of service that mobilizes volunteers, strengthens community bonds, and ensures trails are maintained, safe, and accessible for everyone.

Impact

- **56% YoY increase** in individual participation
- **38% YoY increase** in registered events across the country
- **758 miles of trail improved** during stewardship-based volunteer events
- **More communities came together and gave back to the trails** they might otherwise not have known about

“Overall, from 2024 to 2025, American Hiking Society’s National Trails Day® saw impressive growth across nearly every engagement metric, reflecting a rising appreciation for outdoor recreation and a deep-rooted commitment to the preservation of public lands. AllTrails has been a key partner in expanding the reach and impact of National Trails Day®.”

Kristin Oliver, American Hiking Society

Background

Hometown trails are vital for connecting people to nature, promoting health, and supporting local communities, yet they face three primary challenges. First, many trails are underfunded and understaffed, leaving them vulnerable to erosion, overuse, litter, and habitat degradation. Second, access to outdoor recreation is often uneven, preventing many people from enjoying trails in their own communities. Third, people who want to help care for trails can lack clear, welcoming opportunities to get involved. National Trails Day®, which is hosted by American Hiking Society on an annual basis, addresses these challenges.

Challenge

American Hiking Society wanted to expand the reach and impact of National Trails Day® in 2025 in order to:

- Promote the National Trails Day® events
- Engage more volunteers
- Provide meaningful incentives for participation

Approach

To celebrate 2025 National Trails Day®, AllTrails teamed up with AHS to provide ways for members to get outside and give back to the trails they love. The messaging encouraged members to find a trail nearby, attend a local event, take the National Trails Day® pledge, and share their experiences. AllTrails amplified the partnership through a cash contribution as well as in-kind support from its own channels, contributing over 3 million impressions from:

- Emails to AllTrails members and Public Lands Program members
- Social media posts across LinkedIn and Instagram
- In-app advertisements to encourage AllTrails members to join National Trails Day®

Outcome

By expanding the audience through in-app ads, member and subscriber emails, social media posts, and targeted host communications, this partnership helped connect people to hometown trails, provided easier access to outdoor recreation, and offered clear, welcoming ways to engage in trail stewardship. The support increased visibility for events, strengthened engagement with trail stewardship volunteers, and fostered brand affinity and product engagement. Overall, the 2025 National Trails Day®:

- Saw a **56% YoY increase in individual participation**, with just under **67,000 individuals**
- Had a **38% YoY increase** in registered events across the country, totaling **943 events**
- **Mobilized 6,057 dedicated volunteers to improve 758 miles of trail**. This was a 67% YoY increase in stewardship-based volunteer events