AllTrails | Public Lands Program

Co-creating a recreational trail strategy

Goal

Develop a Recreational Trail Strategy plan informed by AllTrails visitor use data.

Impact

- **Saved 130 hours** of manual survey time by monitoring visitor trends and patterns
- **Expedited data collection** by combining AllTrails visitor insights with locally collected trail counter data
- **Improved 83 trail pages** to enhance the visitor experience
- **Improved visitor preparedness** with accurate descriptions and real-time trail conditions

> "AllTrails and the Public Lands Program are helping us to strategize how to communicate with visitors so they get the right information and [are able to] pass it on. We are excited to use AllTrails' visitor insights to learn about our visitors, provide them with new hiking experiences, and prepare them with interesting and authoritative information."
>
> **Ben Masterman, Education and Regulations Coordinator at Wellington Park Management Trust**

Background

The Wellington Park Management Trust oversees 45,000 acres of reserved land on the outskirts of Hobart, Tasmania - coordinating a unified approach to management across several land tenures and on-ground agencies.

Challenge

Trail visitors tend to focus exclusively on a small portion of trails, which creates congestion and overcrowding. Wellington Park engaged AllTrails to develop a fast and cost-effective solution. Together, we set out to understand visitor patterns and encourage the safe and informed exploration of lesser-known trails.

Approach

- **Analyzed AllTrails visitor data** in conjunction with on-the-ground ranger data to understand how visitors planned for their trip, interacted with the trail during their trip, and reviewed their experience after the trip
- **Reviewed trail details**, including user trip reports, in order to update key trail information that prepares visitors for a safe and enjoyable experience
- **Published new trail pages** to support exploration in less-traveled areas of the park

Outcome

Wellington Park Management Trust integrated AllTrails data into their trail management plan to improve visitor preparedness. They reviewed trail details and ensured that information regarding trail distance and difficulty was an accurate representation of conditions on the ground.

- **Saved an estimated 130 hours** of park resources by reducing the need for manual field surveying
- **Improving the visitor experience** by editing 83 trail pages and creating 4 new routes, which encourages visitors to explore less trafficked locations and alleviates congestion
- **Created a robust trail system dataset** supporting management decisions and funding applications
- **Identified key areas for improvement** by monitoring visitor trends and patterns, which enables them to predict where to best direct resources