



AMERICAN HIKING SOCIETY'S
NATIONAL TRAILS DAY®

2017 REPORT

Saturday, June 3, 2017 marked the **25th annual American Hiking Society's National Trails Day®**. Individuals from sea to shining sea headed outside together to hike, bike, paddle, and give back to

the trails they cherish. More than 1,000 individuals and organizations coordinated recreational and stewardship activities to help get more people out on local trails.

People of all ages enjoyed America's magnificent trails system in every corner of the country, from urban parks to wilderness.

In 2017, National Trails Day® participants maintained 786 miles of trails, equivalent to the distance from Mt. Katahdin, ME to Bear Mountain, NY on the Appalachian Trail.

Aaron Ibey from Carmel, IN won 1st Place in the 2017 National Trails Day® photo contest with this photo taken on the flanks of Mount Katahdin.

2017 NATIONAL TRAILS DAY® IMPACT



1,492 EVENTS
Across All 50 States



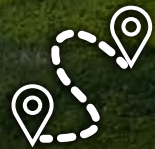
122,829 PEOPLE
Participated



295 PROJECTS
Improved Trails



20,263 VOLUNTEERS
Improved Trails



786 MILES OF TRAIL
Built or Maintained



\$2.6 MILLION
Value of Volunteer Labor



293 MILLION
Digital Media Reach



\$2.7 MILLION
Ad Value

Bear Mountain, NY



Mt Katahdin, ME



NATIONAL TRAILS DAY®

CONNECTING MORE PEOPLE TO TRAILS

"To say I enjoyed my first hiking experience is an understatement! #GirlTrek kicked off our summer trek series completing 4 miles this #SuperHeroSaturday and #NationalTrailsDay, which led us to the beautiful Natchez Trace. The reservoir, mud, hills, trees, and cow manure mixed with laughter, sweat, and mini photo shoots made this a fun, memorable experience!"

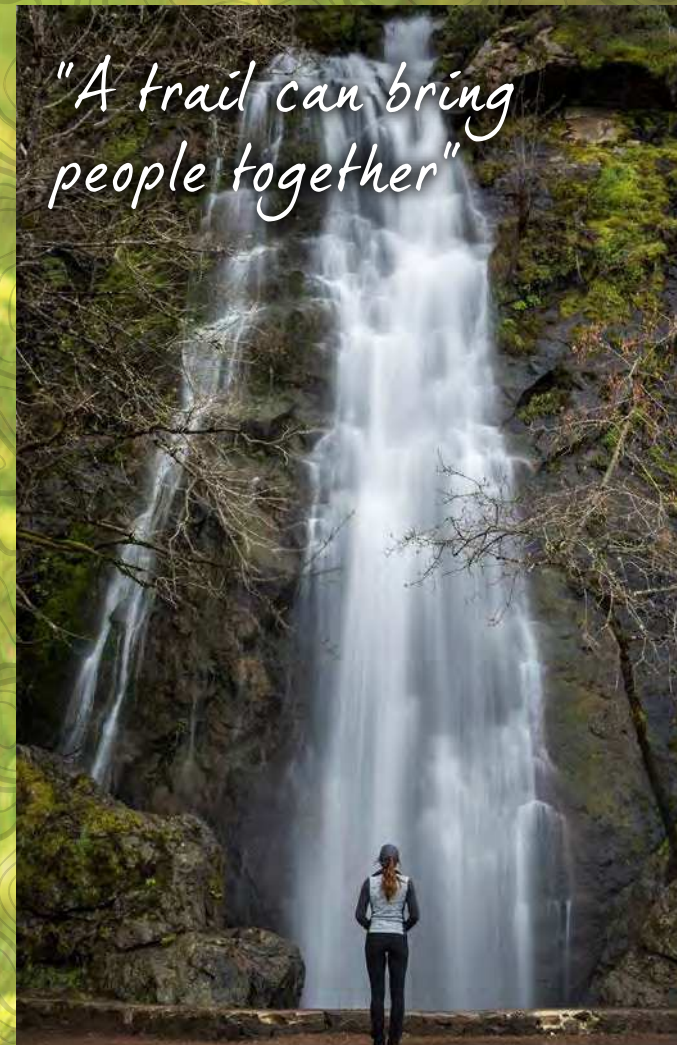
Denise Handy
Clinton, MS



"It was all about getting outside, meeting new people while doing what we love."

"I'm shy and can get nervous around a large group of people. But I've found something that has helped me get out of my shell— hiking. This past year I've joined Mountains Chicks as one of their Southern California ambassadors. On National Trails Day®, I hosted a hike for the group. Our group is inclusive, so we had parents, kids, and individuals of different ages attend. It was all about getting outside and meeting new people while doing what we love. I'm so glad I got to spend National Trails Day® hiking with others and exploring a new place."

Courtnee Sinhlapasai
San Diego, CA



"A trail can bring people together"

"To me, [National Trails Day®] is about acknowledging the fact that something as simple as a trail can bring people together and influence them in so many different ways. It's a place where any age, race, and gender can connect and restore themselves without fear of scrutiny. It can take us to places so beautifully constructed that human hands can't fathom to create. **It teaches us that growth can be achieved by putting one foot in front of the other, that an uphill battle often leads to a view,** and that sometimes you need to get lost in order to find what you're looking for. I was granted the gift of existence, but the trail is where I'm reminded to be truly alive."

Morgan Martinez
Lincoln, CA



"To say I enjoyed my first hiking experience is an understatement!"

"We enjoyed an urban hike that meandered about seven miles from the hubbub of the nation's capital to a woodsy island oasis and back, looping along the pulchritudinous Potomac River. Along the riverside trail, we passed the Lincoln Memorial, the Kennedy Center, the Watergate, and the seldom-seen Mile Marker Zero of the 184.5-mile long C&O Canal."

Barbara Saffir
Washington D.C.



"We enjoyed an urban hike"

NEW & IMPROVED TRAILS

United by trails, we become a more connected nation with a stronger economy and healthier communities.

Hannah Ettema



“In partnership with AHS, the National Forest Foundation, REI, Go RVing and Stihl, Popular Mechanics organized a purpose-powered challenge to improve 2.3 miles of trail at Crystal Lake in the San Gabriel Mountains National Monument. More than 50 volunteers worked on the Soldier Creek Trail, Pinyon Ridge Trail, and the Cedar Canyon Trail. This work has already benefited countless hikers, and will continue to do so throughout the season!”

Freddie W. Duncan, US Forest Service

Hannah Ettema



In collaboration with REI and Columbia Sportswear, Forest Park Conservancy organized more than 75 volunteers to clear 2 miles of trail in Portland Oregon’s largest urban park.

Marilyn Hilgenberg



“My husband, daughter, and I participated in the National Trails Day® Creek Bash hosted by Jesse Jones Park in Humble, Texas. We picked up garbage along Spring Creek while traveling on canoes.”

Maris Aguirre Watson



“We had a great day, with a farmers market at the start and stop of the hike/bike ride, and we re-opened a section of our City of Loveland trail that has been closed for 3.5 years due to the historic flood that washed away a bridge over the Big Thompson river. We celebrated this significant success with a ribbon cutting for the new trail and bridge.”

Janet Meisel-Burns, City of Loveland, CO

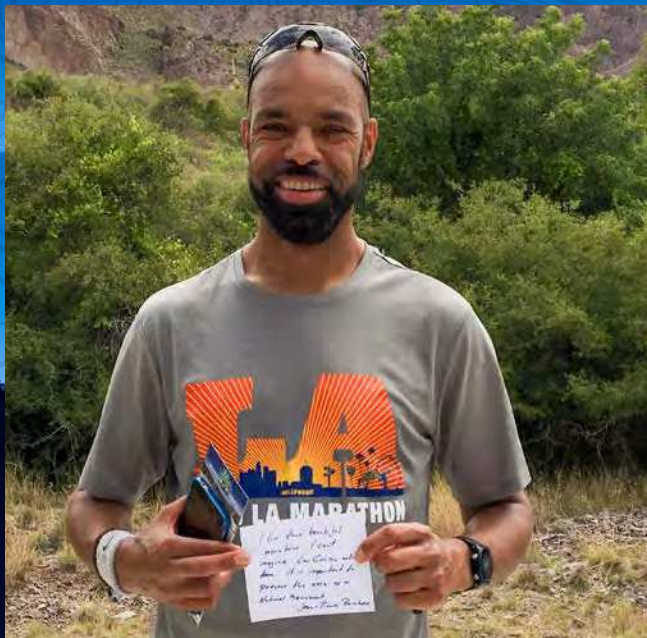
Todd Quachenbush

VOICES FOR TRAILS AND PUBLIC LANDS

Friends of the Organ Mountains-Desert Peaks and American Hiking Society Alliance Organization, Southern New Mexico Trail Alliance, had a great turnout of hikers, mountain bikers, trail runners, and equestrians at their National Trails Day® event. The participants wrote about their trail experience on note cards during the ice cream social.



First time hiking the Dripping Springs Trail—it was awesome and beautiful! Will be back :)



I love these beautiful mountains. I can't imagine Las Cruces without them. It is important to preserve the area as a National Monument.



Soledad Canyon was a wonderful hike. Seven and eleven year-old did great! Running Water Fall was an awesome reward!

MEDIA REACH AND ENGAGEMENT

In 2017, National Trails Day® achieved:



293 MILLION PEOPLE
Digital Media Reach



\$2.7 MILLION
Ad Value



120 MILLION
Facebook & Twitter Viewers



182,000
National Trails Day® Website Pageviews

National Trails Day® posts on American Hiking Society's Facebook alone reached:

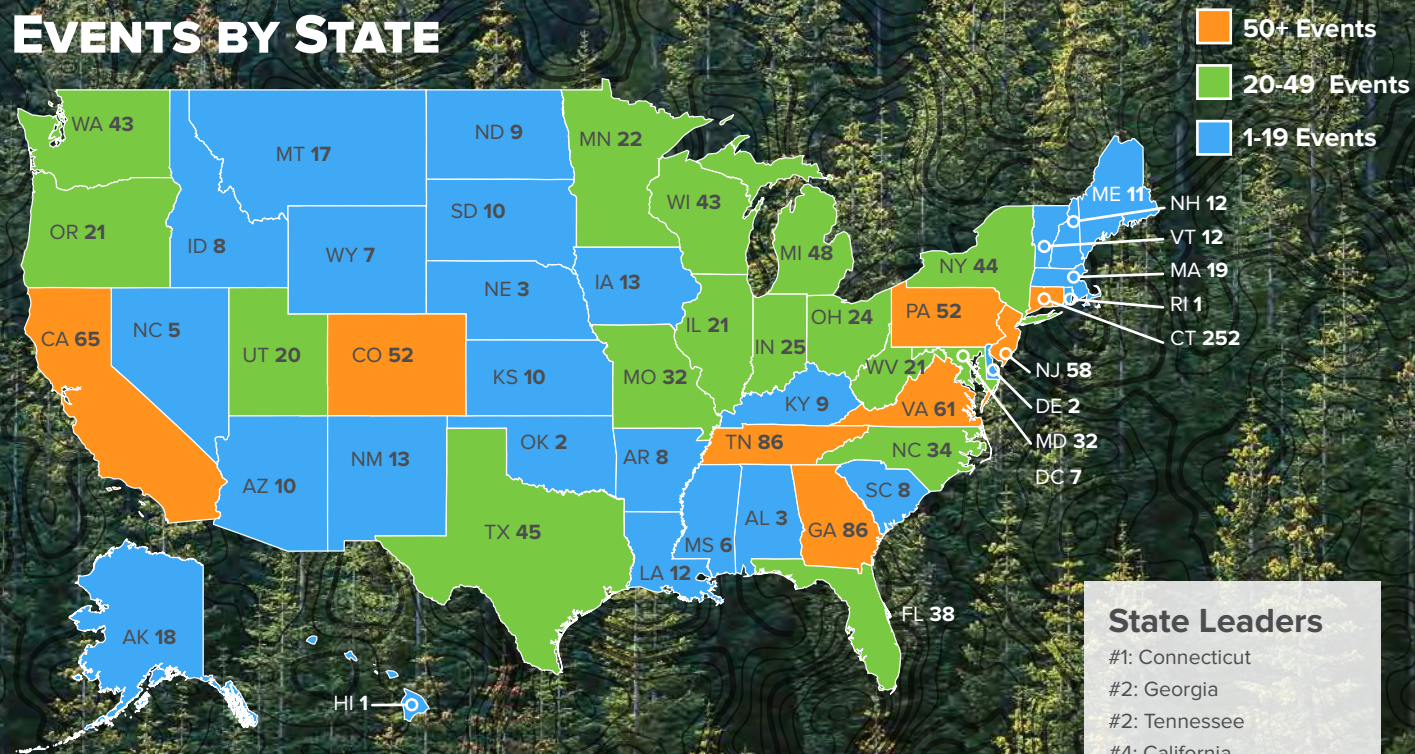


980,500
Users



25,844
Engaged Users

EVENTS BY STATE



State Leaders

- #1: Connecticut
- #2: Georgia
- #2: Tennessee
- #4: California
- #5: Virginia

Help your state beat CT next year, and host an AHS NTD event. Visit bit.ly/NTD-HOST for more information.

Kicking Off the 50th Anniversary of the National Trails System

Selected federal agencies and numerous nonprofit organizations kicked off the #FindYourTrail campaign to celebrate the 50th anniversary of the National Trails System on June 1. Through social media, local and national events, videos, and other programs, the #FindYourTrail campaign aims to build public awareness of America's trails and increase engagement and volunteerism to protect and maintain them. Immediately following this launch, partners

across the country invited the public to find their trails at celebrations on June 3, American Hiking Society's National Trails Day®.

At the opening of a section of the North Country Trail through Fergus Falls, MN, Nathan Caldwell, of the U.S. Fish & Wildlife Service, which helped fund the trail's completion, encouraged Americans and our international visitors to #FindYourWay, by urging them to #FindYourTrail on land or #MakeYourSplash on the water.



National Trails Day® Champions

American Hiking Society recognizes the commitment of all the organizations involved in building National Trails Day® into an outstanding day of fun and service. Each year, particular organizations go above and beyond in organizing and promoting events. The National Trails Day® Champions for 2017 include:

Connecticut Forest & Park Association (CFPA): For the last nine years, Connecticut has hosted more NTD events than any other state, thanks to the leadership and coordination of CFPA, an AHS Alliance Organization. In 2017, Connecticut hosted a total of 252 events.

Adventure Cycling Association (ACA): For the second year, ACA's Bike Travel Weekend coincided with NTD, and more than 156 bike trips took place on trails this year.

GirlTrek: As a pilot program, GirlTrek mobilized a dozen of their leaders to host hikes in cities from L.A. to New York.

Hike it Baby (HIB): More than 115 HIB branches invited families to get outside and join them for an NTD hike this year.

North Country Trail Association (NCTA): Chapters of the NCTA, an AHS Alliance Organization, organized more than two dozen events in communities all along the 4,600-mile-long trail.

Austin Parks Foundation (APF): No other city hosts as many stewardship events in a single-day, citywide NTD celebration as Austin, TX. This year, APF hosted 14 in partnership with several other organizations.

New Jersey Department of Environmental Protection (NJEP): NJEP coordinated two dozen events throughout the state to celebrate NTD.

Georgia, Missouri, Tennessee, and Virginia State Parks: These four states organized NTD events in all of their state parks. In many cases, park staff guided hikes, bike rides, and volunteer projects.



"AMC [an AHS Alliance Organization] celebrated NTD with our 3rd Annual Picnic at The Stephen & Betsy Corman AMC Harriman Outdoor Center. 175 AMC-ers and guests enjoyed good food, good fun, and good friends with a full weekend of activities and workshops, including multiple hikes, kayak demo, canoeing, morning yoga, orienteering workshop, Erase the Trace seminar, Wilderness First Aid refresher, campfires, and night hikes."

Eileen Yin, Appalachian Mountain Club



CELEBRATE NATIONAL TRAILS DAY® AND THE 50TH ANNIVERSARY OF THE NATIONAL TRAILS SYSTEM ON JUNE 2, 2018.

National Trails Day® 2017 was made possible by
our generous corporate sponsors and federal partners.

National Trails Day® would not be possible without the generous support of our corporate sponsors and federal partners. These sponsors and partners provide funds and support to successfully plan, implement, and grow this extensive, nationwide program. We are pleased to recognize their contributions on our website, in social media postings, on the National Trails Day® t-shirts, in press releases and blog articles, in e-newsletters, and

wherever else we can. Our partners take great pride in supporting American Hiking Society as we inspire hundreds of thousands of Americans to celebrate their trails on National Trails Day®.

Thank you for your continued support for
National Trails Day®.

