AllTrails | 2025 Impact Report

2025 Impact Report

The trail starts here

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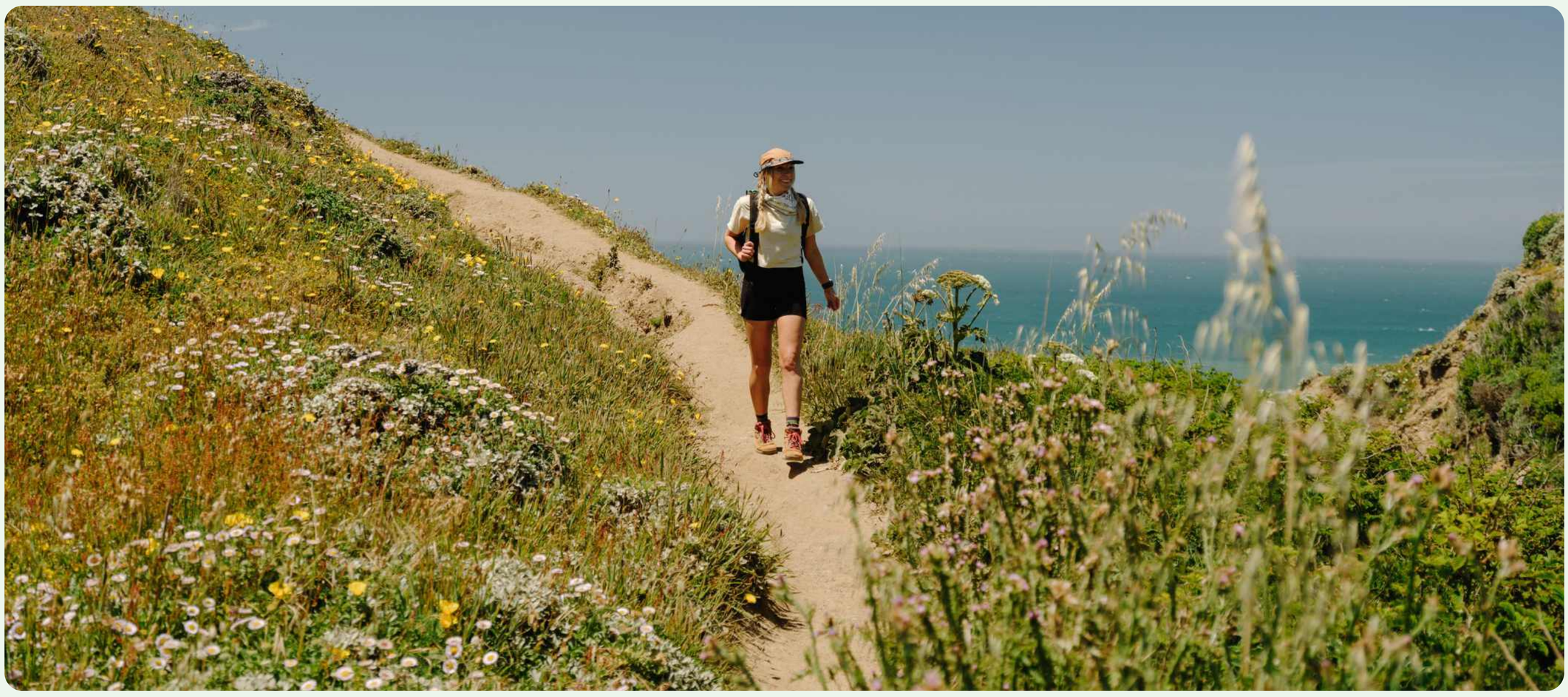
Impact highlights

Turning intent into action

Our mission is to help the world find its way outside, and we can’t achieve that without access to thriving natural spaces.

That’s why we give back to our trails, our planet, and the people who love them. Here’s just a glimpse of how we did that in 2025.

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2025 impact at a glance

796

Public Lands Program partners

We partner directly with the people closest to the trails, like land managers and park rangers, to keep our members updated and informed.

89K+

partner-managed trails on AllTrails

We're the world's premier resource for finding trail insights and alerts that come directly from land managers.

1,645

kilometres of trails improved

Our inaugural AllTrails Stewards Fund awarded funds to 24 grassroots organisations that protect and restore trails.

$930K

donated to non-profits

AllTrails gave nearly $1 million of financial and in-kind support to 75 organisations that advance environmental protection and outdoor access.

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About AllTrails

We’re the app for exploring the outdoors

Our mission

To help the world find its way outside

Our values

Positivity

We live for the joy of being outdoors, and our purpose is to share that joy with the world.

Innovation

We are always moving forward, fuelled by the inspiration of our community.

Humility

Our actions are grounded in good intent, and we are driven by curiosity.

Adaptability

Change is the only constant. We’re at our best when we embrace the new and unexpected.

Inclusivity

We all belong outside. We commit to advancing equitable access to nature.

Stewardship

Loving our planet means enjoying it responsibly and joining with others who work to protect it.

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AllTrails in 2025

500K+
curated trails

We have trails on all seven continents, all verified by our in-house experts.

95M+
trailgoers

On our busiest days, over one million people take us outside with them.

3B+
kilometres logged

Our members have hiked, biked, and run enough miles to circle the earth more than 80,000 times.

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Our first impact report

Showing our work

The outdoors are more popular than ever. Almost 60% of Americans participated in outdoor recreation in 2024.[1] That's 182 million people sharing trails, parks, roads, and waterways. Every day around the world, people get outside to connect with nature, improve their health, and seek adventure.

AllTrails exists to help more people get outside more often. We do so knowing our mission comes with the responsibility to protect the places we collectively cherish.

We wrote this impact report to show how we're bringing our commitment to stewardship to life, to acknowledge where we have the opportunity to do more, and to shine a light on others who've made it their life's work to care for the outdoors.

1. "2025 Outdoor Participation Trends Report." Outdoor Industry Association. July, 2025. https://oia.outdoorindustry.org/participation-trends-report-exec-summary.

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“Outdoor access is critical to our community. It’s our responsibility to help protect that access through our impact work.”

Pitt Grewe

Head of Environmental Impact, AllTrails

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Our impact milestones

From early foundations to giving back







Since AllTrails was founded, we felt that connecting people to the outdoors also meant caring for those places. Our impact work started with giving back to a handful of non-profits. And as our membership grew, especially during the COVID-19 pandemic, trails saw record use.

In many places around the world, land managers were feeling the strain of trying to maintain trails and the habitats around them. We recognised the opportunity to ramp up our efforts to protect the trails, the planet, and the people who love them. And we haven’t looked back since.

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Our impact journey

2019

AllTrails joins 1% for the Planet, formalising our giveback efforts by contributing part of our annual revenue to vetted environmental and access organisations.

2020

The COVID-19 pandemic drives record outdoor participation — and many outdoor places feel the strain. AllTrails begins a multi-year partnership with Leave No Trace to educate and advocate for responsible trail use.

2021

To help members find new places and avoid overuse on popular trails, AllTrails doubles the number of trails in the app, from 159,000 to 308,000.

2022

AllTrails launches a beta version of the Public Lands Program, a free online resource for land management agencies and non-profits. The program lets partners share alerts with visitors, access valuable AllTrails data, and ensure trail information is up to date.

2023

The Public Lands Program has a tangible, early impact on responsible recreation and visitor safety, including a 66% decrease in search-and-rescue incidents in Olympic National Park in the US.

2024

The Public Lands Program officially launches in March with 250 partners and grows to 462 partners by the end of the year.

2025

AllTrails launches the Stewards Fund, providing financial awards to projects focused on improving, maintaining, rebuilding, and restoring trails.

The Public Lands Program now supports 796 partners in 15 countries, providing valuable visitor data for land managers and real-time insights for our community of trailgoers.

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Putting our money where the trails are

AllTrails is proud to be part of 1% for the Planet, a global network of thousands of businesses who donate a portion of their annual revenue to environmental causes. Our donations are passed directly to vetted non-profits across all three of our impact priorities — protecting the trails, providing safe outdoor access for all, and protecting the planet.



“When individuals come together to care for their local trails and wild places, the impact is powerful. The more we align... the stronger our collective ability to protect the natural world becomes.”

Dean Ronzoni

Director of Corporate Development, Leave No Trace

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Our giveback

$930K
donated in 2025

Contributions go directly to organisations that protect the planet.

$3M+
all-time donations

As AllTrails grows, so will our impact as a 1% for the Planet partner.

Just a few organisations we support:

POW!
Leave No Trace
OUTDOOR ALLIANCE
shejumps
The Conservation Alliance
CAMPING TO CONNECT
Open Street Map
THE VENTURE OUT PROJECT
American Hiking Society
National Forest Foundation
TRUST FOR PUBLIC LAND

© 2026 AllTrails

A note from our CEO, Liz Hamren



Time outside is essential. This simple idea is at the heart of AllTrails.

More people than ever rely on the outdoors for well-being and connection. Millions of them trust AllTrails to help them find their way outside.

Today, we're a global community of more than 95 million members exploring trails in over 190 countries. AllTrails has always been committed to not only building a great product but being a force for good for our members, for local trail communities, and for the places we love. And as we grow, so does our responsibility.

The benefits of time outside are universal. Our community shows us that every day. Time in nature can restore mental health, expand creativity, and bring clarity in ways few other experiences can.

Our first impact report reflects a shared commitment across our team and the agencies, non-profits, and community organisations we partner with around the world. Their leadership strengthens our ability to protect trails and expand safe access. And it helps us focus our work where it matters most: environmental stewardship, outdoor equity, and the resources people need to feel confident and welcome on every trail.

Our commitment is stronger than ever. Thank you for being part of this journey. We're proud to do this work together.

See you on the trails,

Liz Hamren

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“As AllTrails grows, so will our investments in giving back. We’re building for the long term: stronger trails, broader access, and a more welcoming outdoors for everyone.”

Liz Hamren

Chief Executive Officer, AllTrails

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Impact priorities

Protect the trails

We support a resilient trail ecosystem and projects that care for it through financial, promotional, educational, and data support.

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“The AllTrails Public Lands Program has empowered us to modernise how we connect people with nature.”

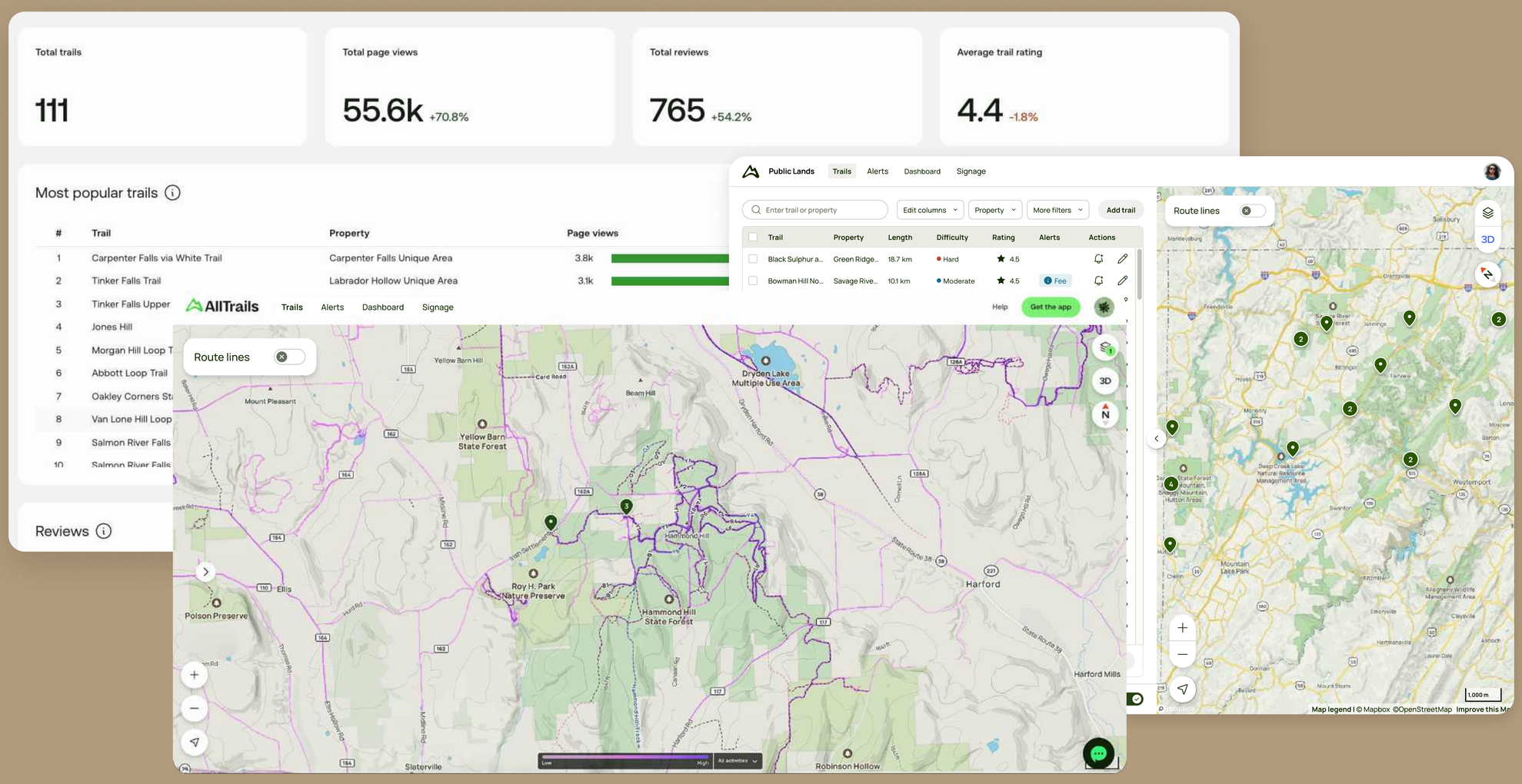
Zach Hughes

Environmental Resource Division, Office of Tourism and Marketing
Martin County, Florida (US)

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AllTrails Public Lands Program

Connecting land managers with our members



AllTrails is the world's largest platform for outdoor exploration. We help millions of people find their perfect trail every year — but we knew that we could do more for the people who care for them, too. That's why we created the Public Lands Program, a free online resource for land managers and non-profits.

The Public Lands Program democratises valuable AllTrails data and insights, giving them directly to the people closest to the trails. This first-of-its-kind platform lets partners access visitor data, manage trail information, and share important updates with trailgoers before they even arrive. In short, it creates a better outdoor experience for everyone.

What's in it for our members? Planning hikes with partner-managed trail info makes things safer and more reliable, because they're getting the most accurate information by the expert (and often actual) boots on the ground.

Partners can access AllTrails data and insights to do things like:

- Share real-time alerts with visitors
- Ensure information like trail routes and regulations are up to date
- Make important decisions about land management, funding, and maintenance
- Promote membership drives, trail work days, and advocacy projects on AllTrails

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Public Lands Program

796

partners around the world

We partner directly with the people closest to the trails, so our members can stay informed and connected.

89K+

partner-managed trails on AllTrails

We're the world's leading resource for finding insights and trail alerts that come directly from land managers.

415M

views of partner-managed trails

Our program gives land managers the ability to reach the AllTrails community at scale, in real-time.

2M

views of safety alerts

Partners shared 452 real-time alerts informing visitors of inclement weather, fires, road closures, and more.



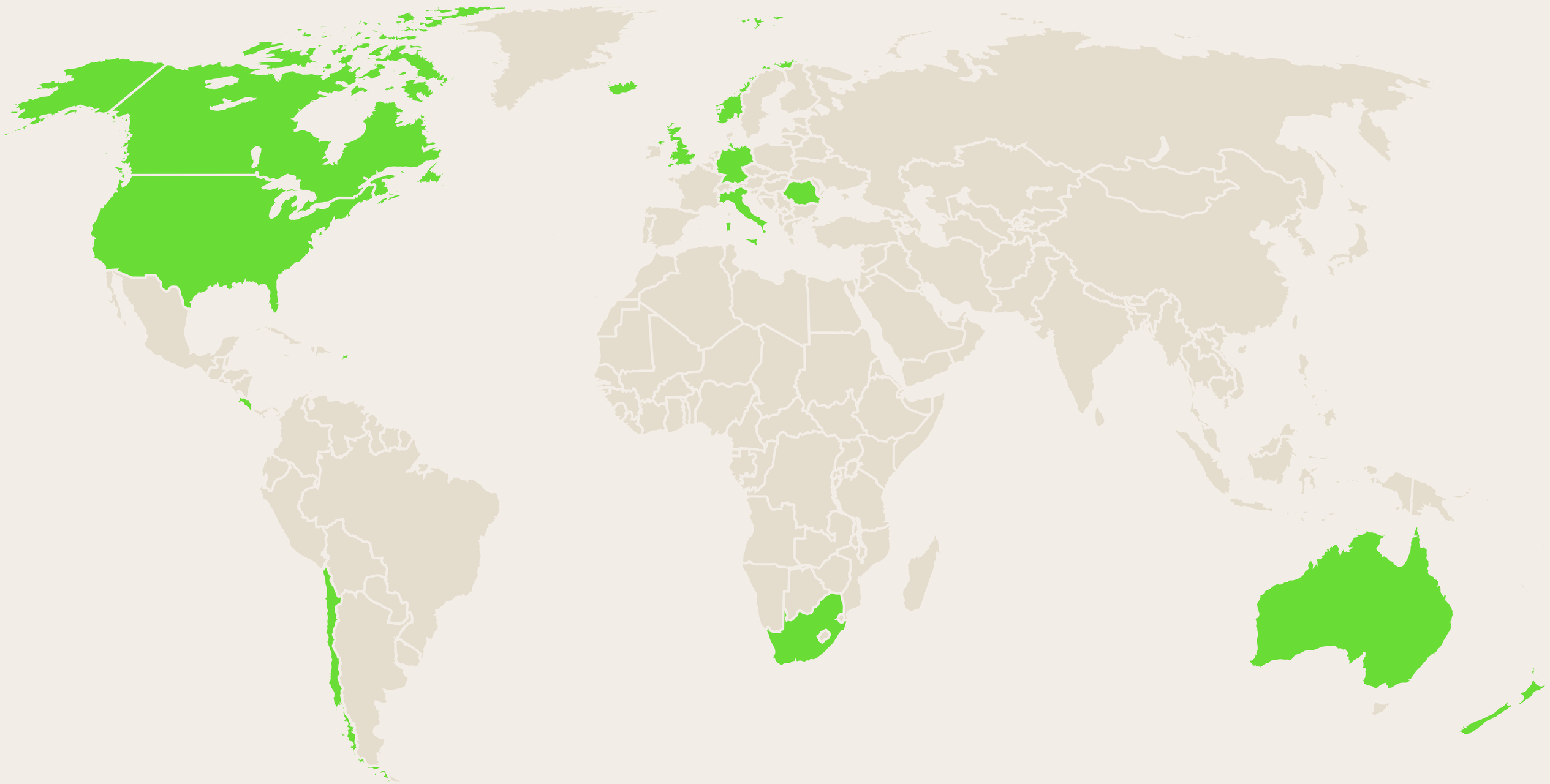
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Public Lands Program

Connecting with land managers around the world

Land management operates at every level, from your favourite local green space to the world's most iconic national parks.

The Public Lands Program is proud to work with 434 national, state, and local government agencies and 362 non-profits and other supporting organisations. Our partners span 15 countries and manage one million miles of trails around the globe — and we're just getting started.



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The Public Lands Program in 2025

15

countries with program partners

You'll find them in the US, Canada, Scotland, Iceland, Australia, New Zealand, and beyond.

1.5M

kilometres of partner-managed trails

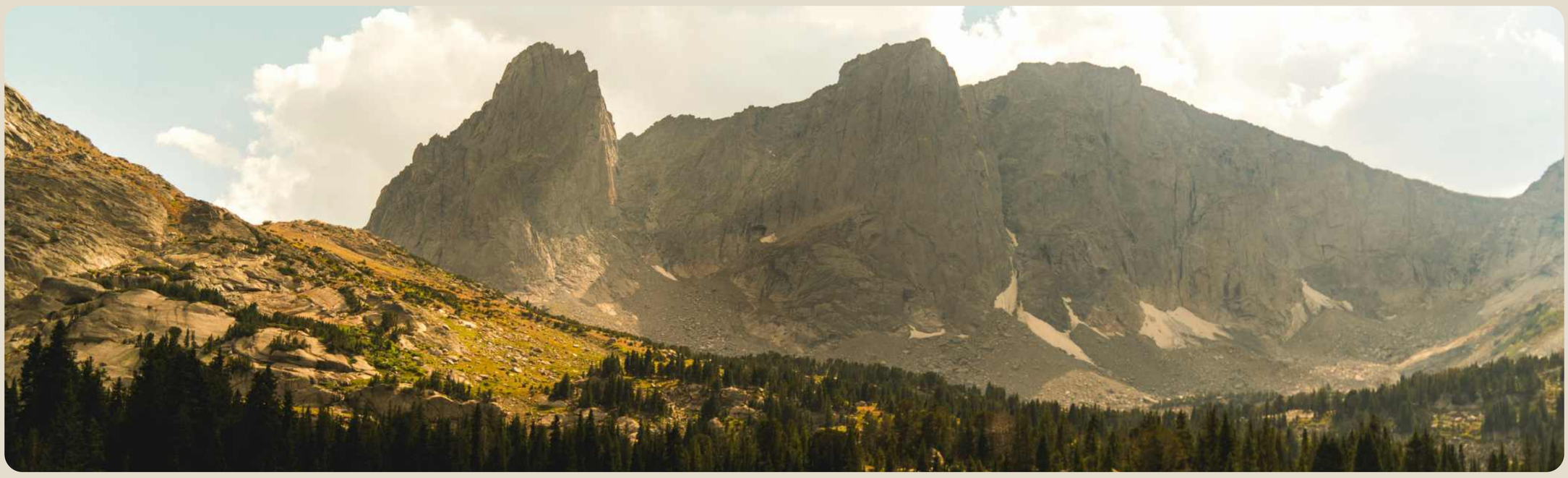
That's the same distance it takes to travel from Earth to the moon and back — twice.

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Public Lands Program

Keeping visitors safe in Bridger-Teton

Partner	Friends of the Bridger-Teton is the official non-profit partner of the Bridger-Teton National Forest.
Opportunity	They support one of the largest national forests in the continental US, which spans more than 3.4 million acres in Wyoming — an area that's almost the size of the state of Connecticut.
Solution	Friends of the Bridger-Teton audited all 334 of the AllTrails routes within the national forest. Their focus was on high-priority issues for visitors, like trail maintenance and closures. They submitted over 300 edits to trail pages with information provided directly by park staff, allowing them to reach the public with vital information at a time when resources were limited.



"People are more prepared and planning ahead... minimising impacts, respecting wildlife, and being more considerate of others."

Scott Kosiba

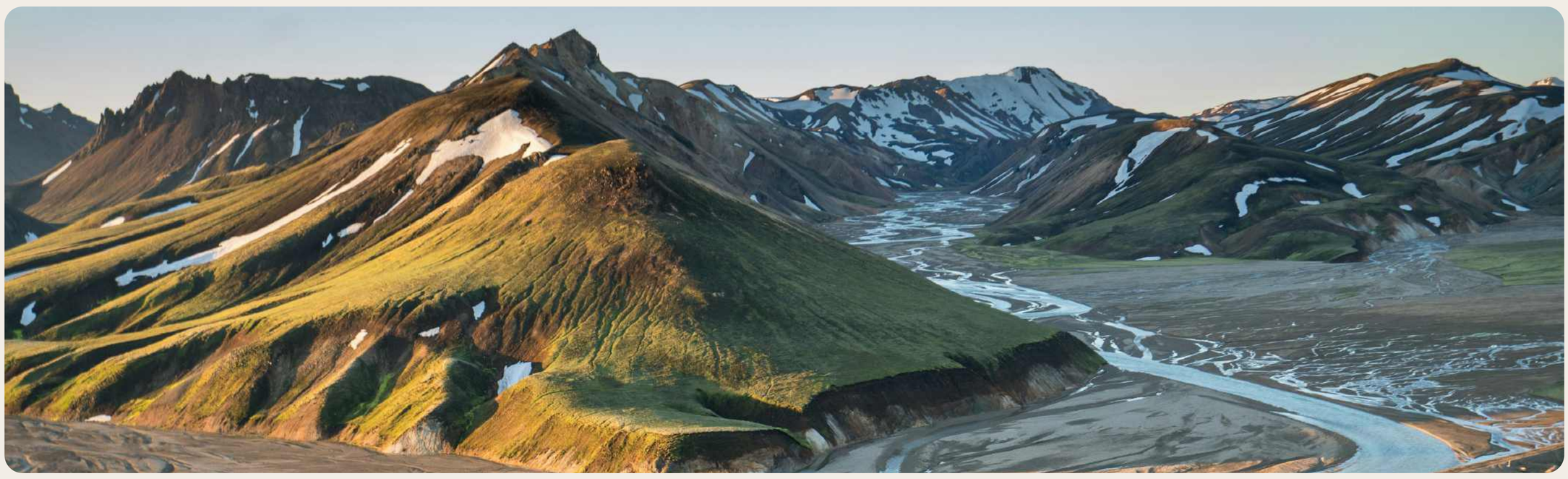
Executive Director, Friends of the Bridger-Teton

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Public Lands Program

Providing key trail information in Iceland

Partner	The Nature Conservation Agency of Iceland stewards conservation, biodiversity, and hunting management within Fjallabak Nature Reserve.
Opportunity	Park rangers at the Fjallabak Nature Reserve had no way to share key trail information with visitors before arrival, nor to provide it in other languages for international guests.
Solution	The Nature Conservancy Agency of Iceland provided QR codes at the trail starting point that linked to curated trail lists and maps on AllTrails. Rangers used AllTrails reviews to curate the lists, and visitors could access them on their own devices in their preferred language. Our partnership led to a 27% rise in trail visitation in 2025 versus 2024.



“Rangers could rely on the app and confidently recommend it to visitors. This is a solution we really lacked.”

Daníel Freyr Sigurbjargarson

Site Manager of Fjallabak Nature Reserve

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Public Lands Program

Increasing volunteer participation by 56%

Background	American Hiking Society is a non-profit dedicated to preserving trails through volunteerism, advocacy, outreach, and financial assistance.
Goal	Increase the visibility and impact of National Trails Day®, a nationwide, organised day of service that mobilises volunteers, strengthens community bonds, and ensures trails are maintained, safe, and accessible for everyone.
Approach	AllTrails launched a marketing campaign to increase event awareness, calling on our community to get outside and give back to the trails they love. We encouraged members to find a trail, attend a local event, take the National Trails Day® pledge, and share their experiences. AllTrails also amplified the partnership through a cash contribution.



Photo courtesy of David Huff of the Carolina Mountain Club

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Impact

67K
individual volunteers

That’s a 56% increase in volunteer participation in 2025 versus 2024.

943
registered events

Events were held all over the United States, and included trail cleanups and social hikes.

1,220
kilometres of trails improved

That’s almost as many kilometres as it takes to drive from New York City to Chicago.

“Overall, from 2024 to 2025, American Hiking Society’s National Trails Day® saw impressive growth...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

Director of Corporate and Foundation Partnerships, American Hiking Society

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The AllTrails Stewards Fund

A new grassroots initiative to support trails

Stewardship is a core value at AllTrails. Our app helps millions get outside, but it can’t build a bridge (yet). That’s why we created the Stewards Fund in 2025, providing awards to projects that protect our outdoor spaces.



Photo courtesy of Appalachian Mountain Club

Award categories

Trail resiliency	Addressing erosion, climate change, improving drainage, and other work that ensures long-term trail health.
Trail experience	Improving the natural environment along trails, such as invasive species removal or native plant restoration.
Essential maintenance	Addressing deferred maintenance, improving signage, and enhancing visitor amenities.
Trail restoration	Restoring previously closed trails to public use.
Trail insight	Projects that survey, collect, and share critical trail data to improve accessibility and visitor experience. We encourage open-source sharing of this data.

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Impact

$170K
in awards

It’s all going straight to trail cleanups, safety improvements, bridge construction, and more.

24
global recipients

Projects will protect and preserve trails across the United States, Canada, and New Zealand.

1,644
kilometres of trails improved

We’re proud to help preserve these places for millions of trailgoers.

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Stewards Fund

2025 awardees

Appalachian Trail Conservancy (Pennsylvania, US)
Appalachian Trail Ecological Restoration and Rare Plant Protection in Pennsylvania

Badlands National Park Conservancy (South Dakota, US)
Building Trail Resiliency on the Castle Trail in Badlands National Park

BC Parks Foundation (British Columbia, Canada)
Essential Infrastructure for Coexistence: Bear Bin Maintenance in BC Parks

Bear Valley Protection Society (California, US)
Illegal Dumpsite Cleanup and Trail Resilience Project

Benton MacKaye Trail Association (Georgia, US)
BMTA Clean Trails Day Event

Blue Hill Heritage Trust (Maine, US)
Patten Stream Bridge Restoration Project

Central Alabama Mountain Pedalers (Alabama, US)
Jurassic Park Bridge

Cottonwood Canyons Foundation (Utah, US)
Information Access for Trails of the Central Wasatch: on-line and on-the-ground resources

Foundation for America's Public Lands (Montana, US)
Improving Safe Access to America's Public Lands at Scratch Gravel Hills

Friends of the Bridger-Teton (Wyoming, US)
Bridging the Gap on the Bridger-Teton National Forest

Friends of the Dillon Ranger District (Colorado, US)
Lower Peaks Trail Bridge Construction

Friends of the Klondike Corridor, Inc. (Alaska, US)
Chilkoot Trail Time Traveler

Friends of the Mount Vernon Trail (Virginia, US)
Trail Surface Restoration

MountainTrue (North Carolina, US)
French Broad Paddle Trail Campsite – Beech Bluff

Palisades Parks Conservancy (New York, US)
Preserve, Restore, and Educate Initiative on Gertrude's Nose Footpath

Richmond Mountain Trails (Vermont, US)
The Driving Range Trail Rebuild

Rocky Mountain Conservancy (Colorado, US)
Rawah Wilderness Trails Resiliency Project

Sierra Buttes Trail Stewardship (California, US)
Buzzard Roost Ridge

Te Araroa Trust (New Zealand)
Whangaehu River Bridge Construction

Tennessee State Parks Conservancy (Tennessee, US)
Trout Lily Trail Recovery Project

The Sawtooth Society (Idaho, US)
Preserving Access to Sawtooth Country

Shenandoah National Park Trust (Virginia, US)
Dark Hollow Falls Trail Reroute and Restoration

Washington's National Park Fund (Washington, US)
Wonderland Trail and West Boundary Trail Restoration

Wilderness Volunteers (Utah, US)
Salt Creek Canyon (Canyonlands) Trail Maintenance

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United States
and Canada

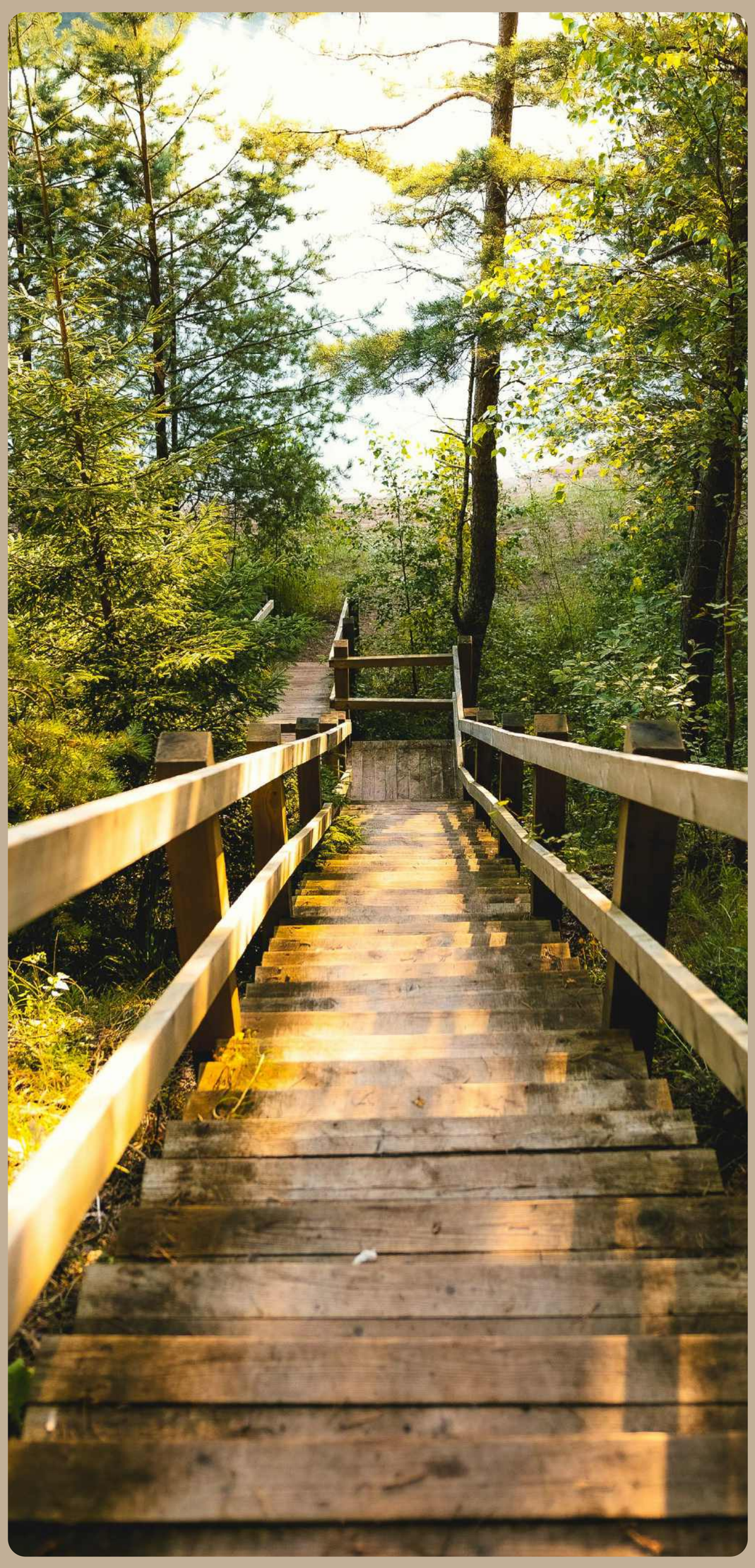


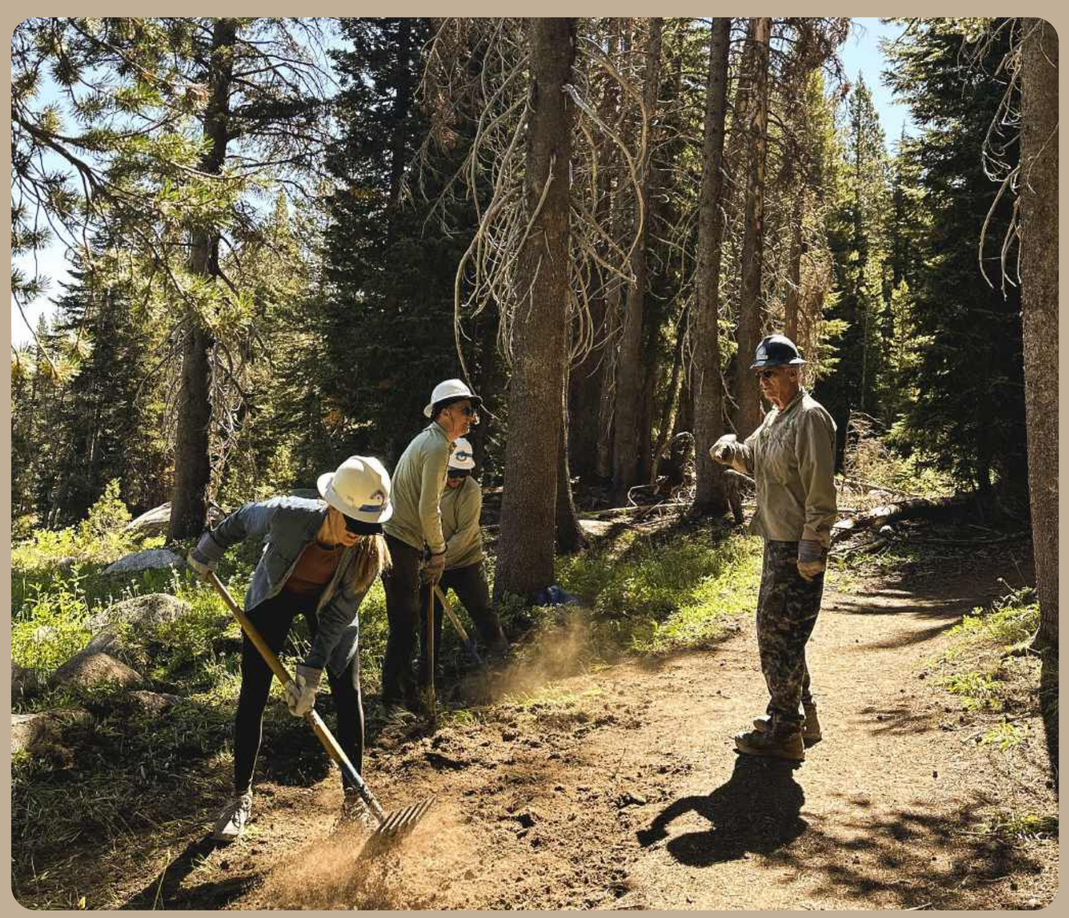
New Zealand

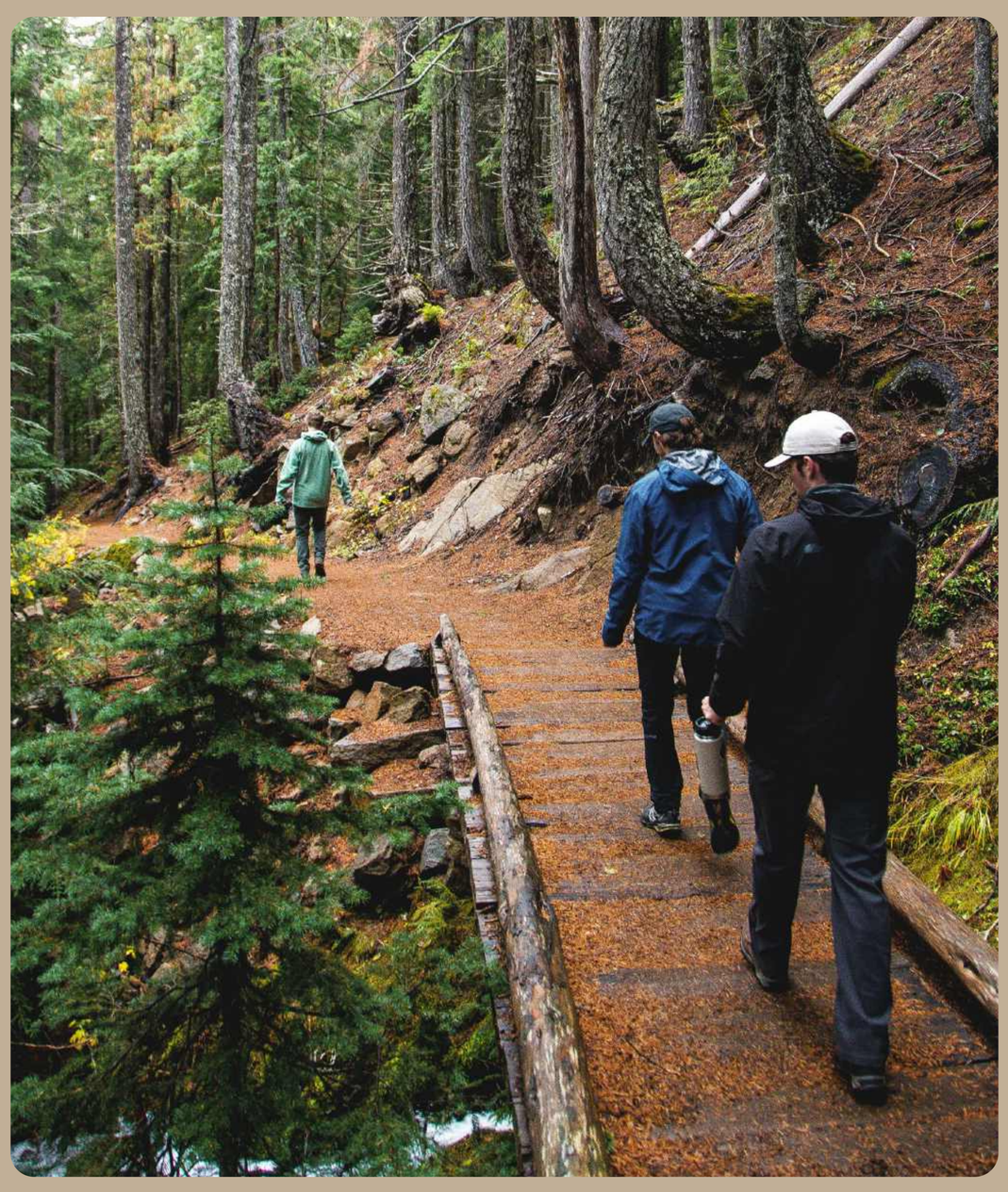
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Stewards Fund

Awardee project highlights







In its first year, the AllTrails Stewards Fund received hundreds of applications from grassroots organisations around the world.

We’re proud to support these teams’ passion for protecting our trails, from world-renowned parks to local green spaces.

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Stewards Fund

Building New Zealand's longest swing bridge

Partner	Te Araroa Trust
Project	Whangaehu River Bridge Construction
Impact	A 100-metre pedestrian swing bridge is being built over the Whangaehu River to provide a safe, off-road connection on New Zealand's Te Araroa Trail, which received an estimated 2,000 hikers in 2025. The bridge will improve walkability by replacing a dangerous highway section, and will reconnect local communities with culturally significant sites.



Photo courtesy of Te Araroa Trust

"AllTrails' support is helping us bring a long-held vision to life — a safe, scenic crossing of the Whangaehu River."

Matt Claridge

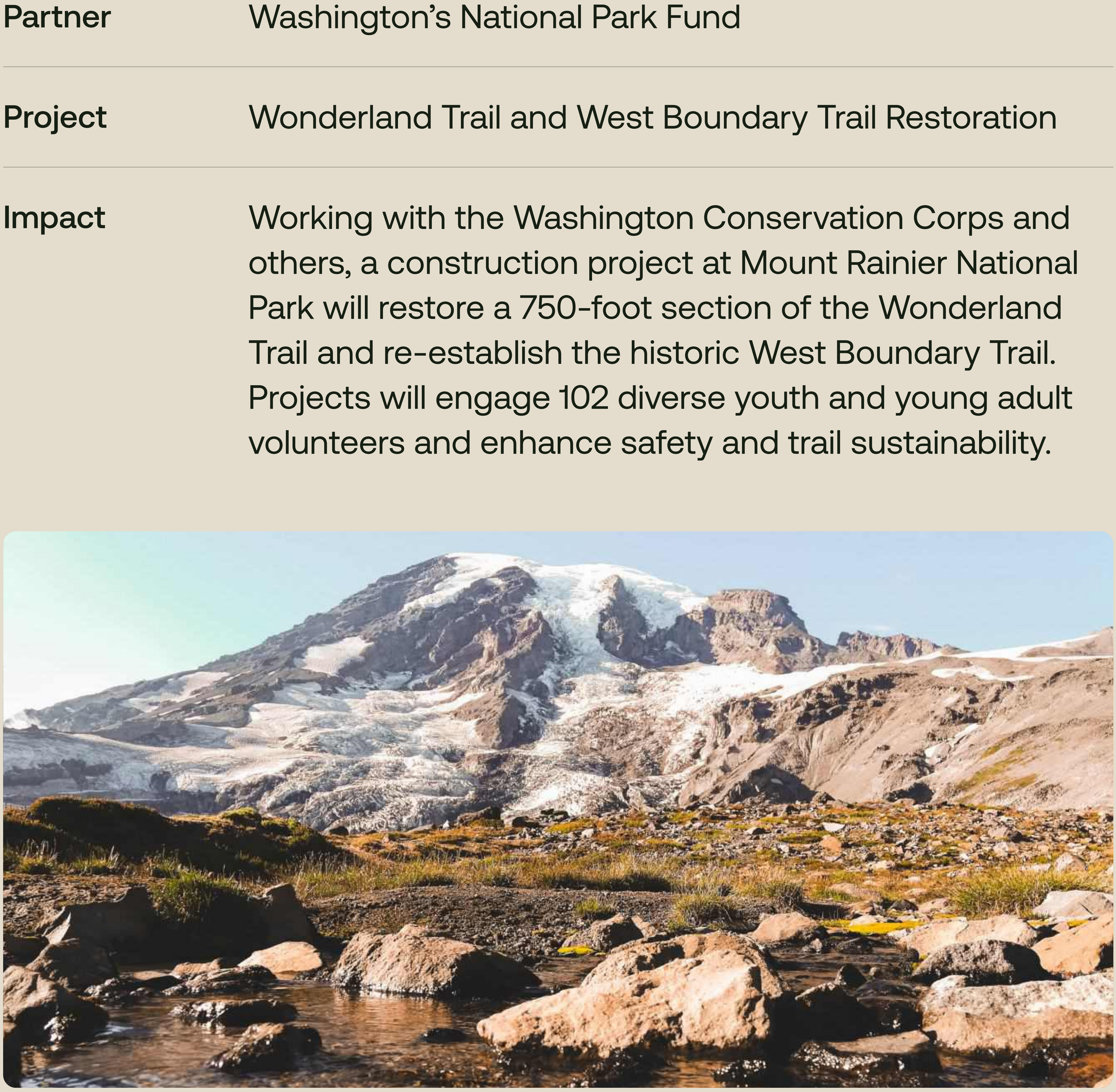
Chief Executive Officer, Te Araroa Trust

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Stewards Fund

Restoring a beloved trail in Washington

Partner	Washington’s National Park Fund
Project	Wonderland Trail and West Boundary Trail Restoration
Impact	Working with the Washington Conservation Corps and others, a construction project at Mount Rainier National Park will restore a 750-foot section of the Wonderland Trail and re-establish the historic West Boundary Trail. Projects will engage 102 diverse youth and young adult volunteers and enhance safety and trail sustainability.



“This generous gift will enhance the experience of the thousands who hike Mount Rainier’s iconic Wonderland Trail each year.”

Steve Dubiel

Chief Executive Officer, Washington’s National Park Fund

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Stewards Fund

Clearing illegal dump sites in California

Partner	Bear Valley Protection Society
Project	Illegal Dumpsite Cleanup and Trail Resilience
Impact	This volunteer project will see the removal of thousands of pounds of trash from trails in the San Bernardino National Forest. Removal efforts will improve public safety, restore native vegetation, and strengthen community involvement.



“AllTrails funding will help volunteers remove over 14,500 pounds of trash from high-use trails in the San Bernardino National Forest.”

Adam Creason

Founding Director, Bear Valley Protection Society

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Leave No Trace

Leaving it better than we found it

Partner	Founded in 1994, Leave No Trace (LNT) is a membership-based non-profit dedicated to protecting the outdoors through science-based education that inspires responsible recreation.
Our support	Trailgoer safety and responsibility is extremely important to us. We partner with the LNT Traveling team, which educates the public on how to minimise environmental impact through workshops, community events, school programs, and more.
Impact	Our 2025 LNT Summer Spotlight campaign shared educational information to our community. Through our social media, email, and press channels, AllTrails “passed the mic” to the experts from LNT, providing inspirational and educational ways to help our audience recreate responsibly.



Photo courtesy of Leave No Trace

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The 7 Principles of Leave No Trace

01 Plan ahead and prepare

02 Travel and camp on durable surfaces

03 Dispose of waste properly

04 Leave what you find

05 Minimise campfire impacts

06 Respect wildlife

07 Be considerate of other visitors

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AllTrails team giveback

2025 Volunteer Day



Photo courtesy of David Huff of the Carolina Mountain Club





Photo courtesy of David Huff of the Carolina Mountain Club

On September 5th, 2025, AllTrails employees spent a day volunteering outdoors and giving back to their local trails. Teams partnered with local organisations to support conservation efforts and improve trail access.

Projects included building a new fence along a trail in Colorado, reforestation projects in New York, and more — and they all helped to protect natural habitats and enhance the experience for our outdoor communities.

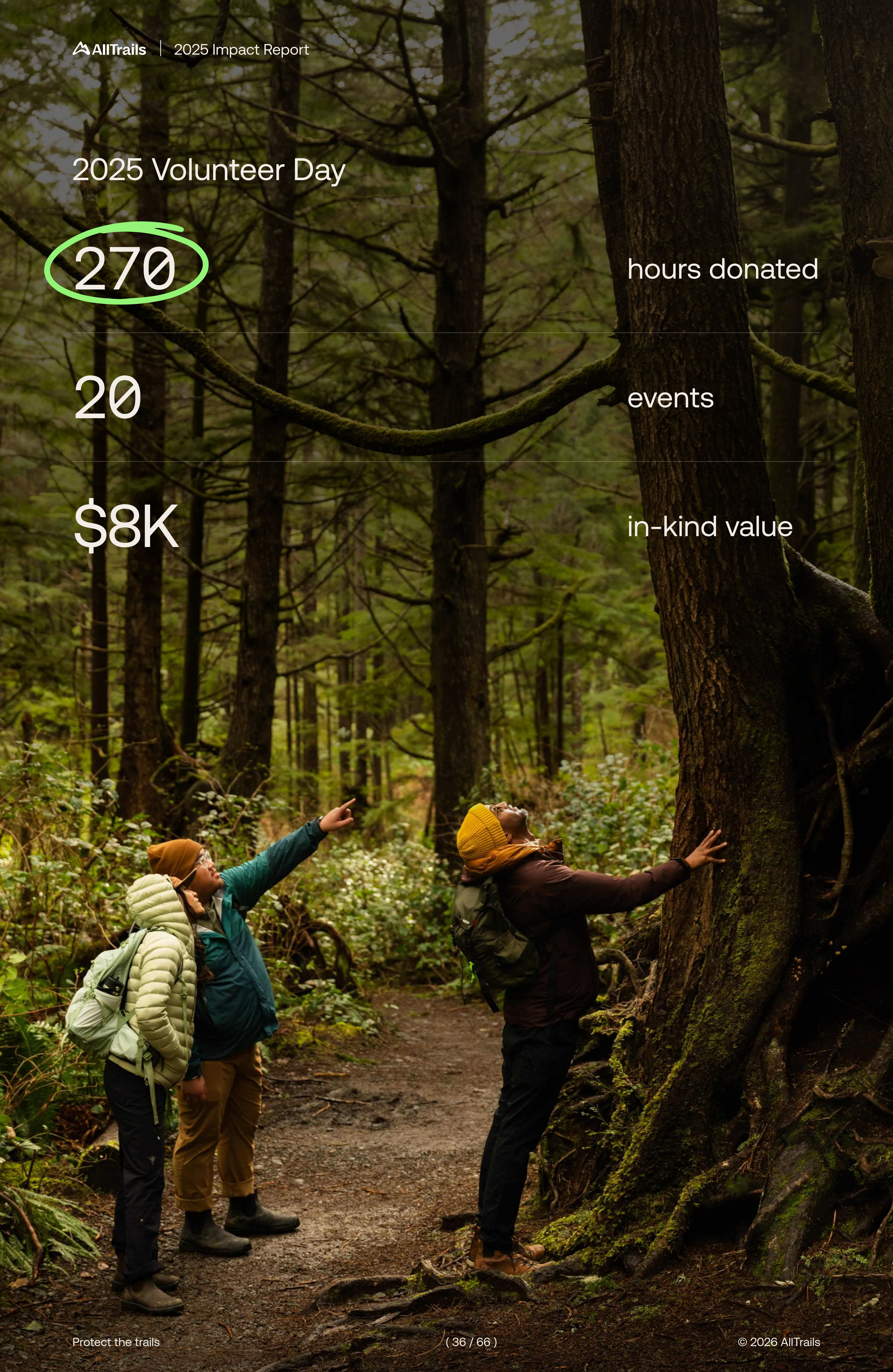
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2025 Volunteer Day

270 hours donated

20 events

$8K in-kind value



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Stewardship and education

Being a voice for public lands



Nature can do a lot — but it can't advocate for itself. AllTrails is proud to partner with organisations that are standing at the forefront of public lands advocacy. We provide them with the data to help educate policymakers on the importance of trail systems to communities, including visualisations of where people are accessing the outdoors and how important it is to keep these spaces. From demanding public lands funding from the US Department of the Interior, to lobbying against the repeal of the Roadless Rule, a lot was accomplished in 2025. And there's even more to be done.

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Our partners

OUTDOOR INDUSTRY ASSOCIATION

A collective of business leaders, policymakers, and innovators working together to grow the outdoor economy responsibly.

OUTDOOR RECREATION ROUNDTABLE

The leading business coalition advancing a sustainable and growing outdoor recreation economy for the benefit of all Americans.

OUTDOOR ALLIANCE

A coalition of paddlers, mountain bikers, climbers, surfers, and skiers advocating for strong recreation policy and the protection of public lands and waters.

The Conservation Alliance

A non-profit that harnesses the power of businesses and outdoor communities to protect North America's cherished wild places and outdoor spaces.

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Impact priorities

Create safe access for all

We improve access for underrepresented groups and serve as the go-to source in educating our members on best practices on the trail.

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“To me, belonging in the outdoors means claiming space on the trail and knowing I’m meant to be there just as much as anyone else.”

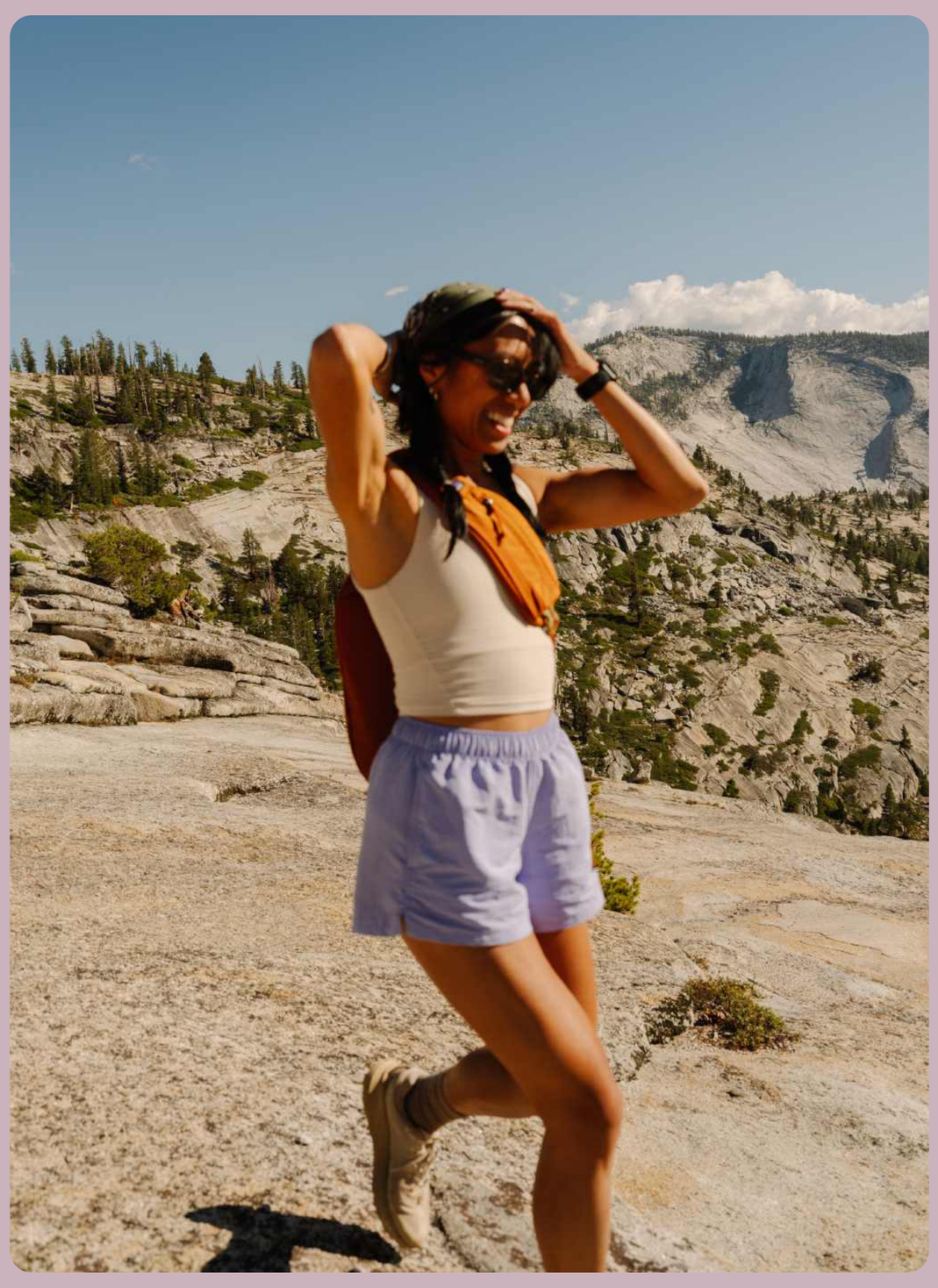
Diyor Oro

Black hiker and self-proclaimed “outdoor beginner”

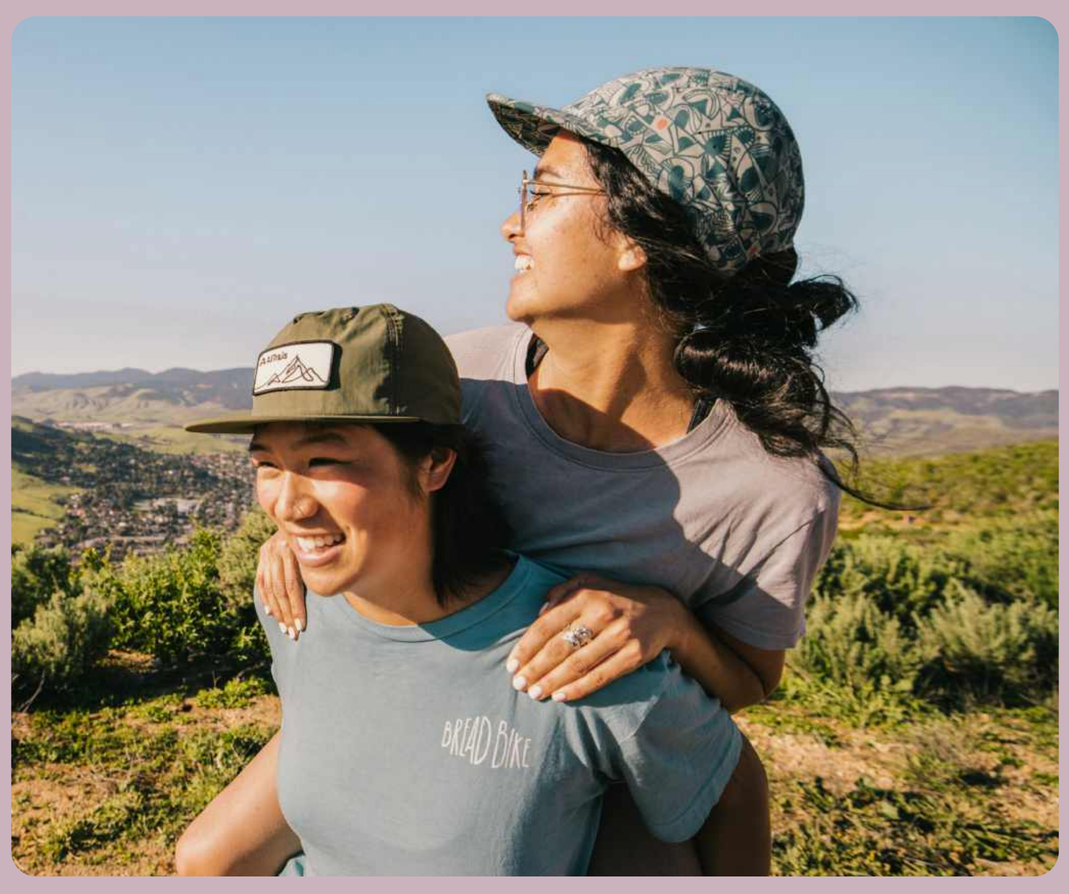
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Belonging in the outdoors

Creating positive change for all trailgoers







Many trailgoers face barriers to spending time outside, ranging from lack of access to safety concerns and beyond. A study on inclusivity in the outdoors in the US, Canada, and the UK revealed that while many people felt happiness, gratitude, and a sense of calm or relaxation while outside, their experience was not one-dimensional.[1]

Factors like race, income, and gender played a significant role. Nearly 1 in 5 respondents experienced discrimination, with women and LGBTQ+ and BIPOC communities scoring higher in those areas.

All of this signals a huge opportunity to improve access and belonging in the outdoors. Since 2019, AllTrails has cultivated partnerships with many non-profits and organisations in this space. Their lived experiences are invaluable to understanding this work — and we're proud to partner with them for positive change.

We asked these organisations' staff and participants what belonging in the outdoors means to them. Read on to learn more about our impact with these partners and how we showed our support in 2025.

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Why this work matters

46%

of outdoor participants are women

Despite this, women surveyed said they continue to face discrimination in the outdoors.

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1 in 5

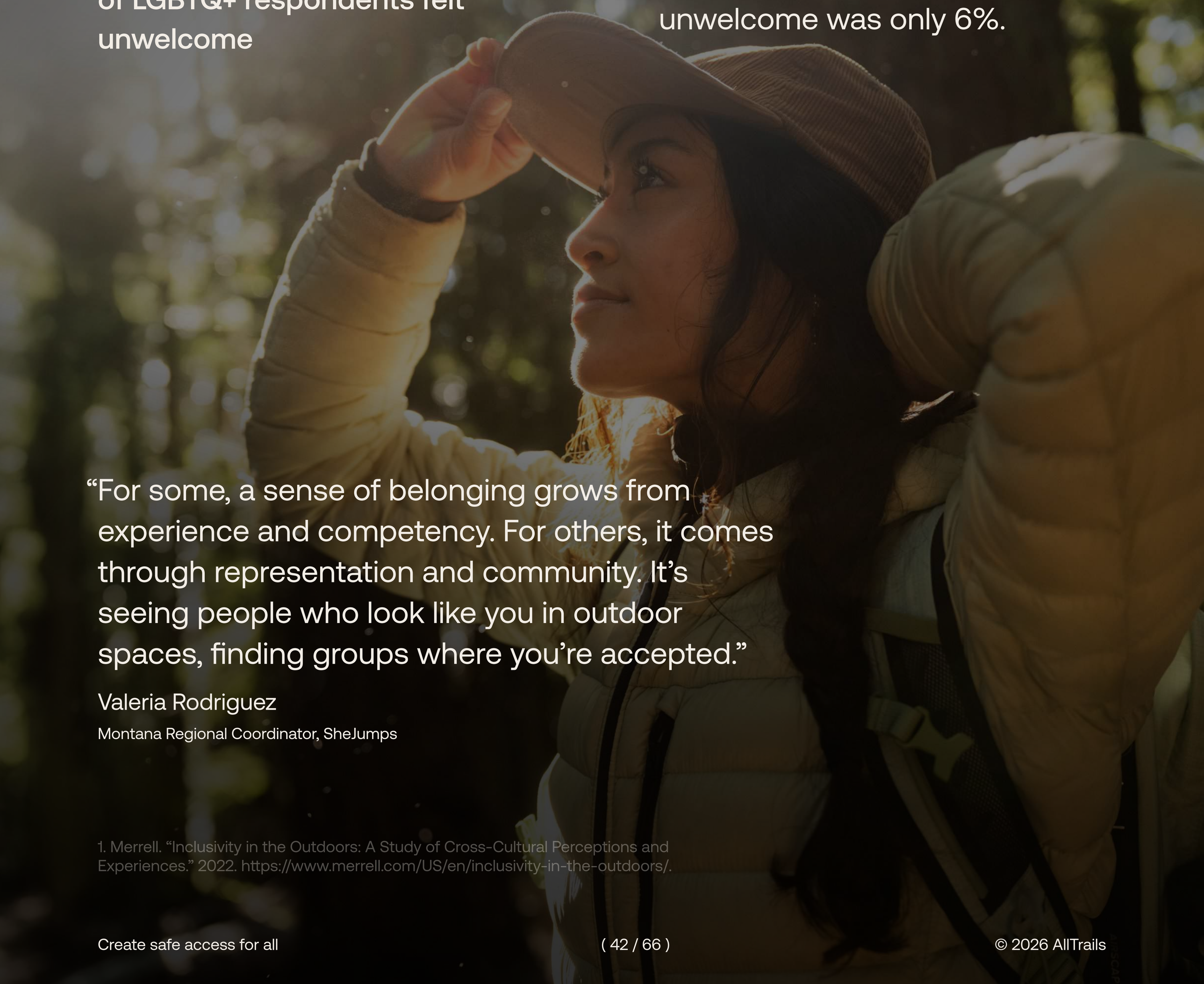
people faced discrimination outside

BIPOC participants reported higher levels of discrimination than White participants.

15%

of LGBTQ+ respondents felt unwelcome

The global total of all respondents who felt unwelcome was only 6%.



“For some, a sense of belonging grows from experience and competency. For others, it comes through representation and community. It’s seeing people who look like you in outdoor spaces, finding groups where you’re accepted.”

Valeria Rodriguez

Montana Regional Coordinator, SheJumps

1. Merrell. “Inclusivity in the Outdoors: A Study of Cross-Cultural Perceptions and Experiences.” 2022. https://www.merrell.com/US/en/inclusivity-in-the-outdoors/.

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Camping to Connect

Giving BIPOC youth the transformative power of nature

Camping to Connect is a BIPOC-led outdoor mentorship program for young men of colour. Their mission is to empower participants to redefine their futures through wellness, skill-building, and transformative experiences that nurture leadership, brotherhood, and personal growth.



Photo courtesy of Camping to Connect

“There are so few places that we can truly be ourselves to the fullest extent. But in the outdoors... It’s just you and nature. And that space where you can be you, without any limitations, is belonging.”

Jonathan Morales

Camping to Connect participant

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The impact we support

40 events

275 participants

800+ people reached

Photo courtesy of Camping to Connect

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SheJumps

Building outdoor skills and confidence for women and girls

SheJumps is a nonprofit organisation dedicated to creating educational outdoor experiences for women and girls. By “partnering with nature,” SheJumps helps nurture participants’ growth and transformation in a space that traditionally skews toward a male audience. Programming includes hiking, climbing, biking, skiing/snowboarding, backcountry touring, fishing, first aid skills, and more.



Photo courtesy of SheJumps

“Together, we can reimagine what it truly means to be ‘outdoorsy’ — moving beyond stereotypes and embracing a more inclusive and dynamic vision of outdoor spaces and communities.”

Claire Smallwood

Co-Founder and Executive Director, SheJumps

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The impact we support

139 events

378 volunteers

2.5K participants

Photo courtesy of SheJumps

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The Venture Out Project

Sparking queer joy and connections in the outdoors

The Venture Out Project (TVOP) promotes equity, justice, and belonging for the queer and transgender community in the outdoors. They offer skill building and community empowerment through backpacking and wilderness trips, rock climbing, mountain biking, and more.



Photo courtesy of The Venture Out Project

"TVOP events are a space where I feel comfortable being fully myself, which helps me build lasting connections and community with people who like me for who I am."

Anonymous TVOP participant

New Jersey, US

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The impact we support

101 events

30 volunteers

905 participants

Photo courtesy of The Venture Out Project

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Trust for Public Land

Protecting Tribal and Indigenous lands

Trust for Public Land (TPL) creates parks and protects the land adjacent to them, so that everyone has access to the benefits and joys of the outdoors. AllTrails has worked with TPL since 2024. Our support goes directly to their National Tribal Lands program, which recovers, restores, and preserves homelands and culturally significant places including ancestral burial grounds.



Photo courtesy of Trust for Public Land

“For Tribal and Indigenous communities, belonging in the outdoors means having a homeland where they can thrive and where every Tribal member can receive the benefits of access to nature, the outdoors, and their culture.”

Dr. Ken Lucero

Director of Tribal and Indigenous Lands, Trust for Public Land

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The impact we support

200K

acres of Tribal lands preserved

TPL's work saved over 70 Tribes' cultural sites and ancestral homelands.

5K

kilometres of trails built

This created safer, car-free routes for recreation in 46 states.

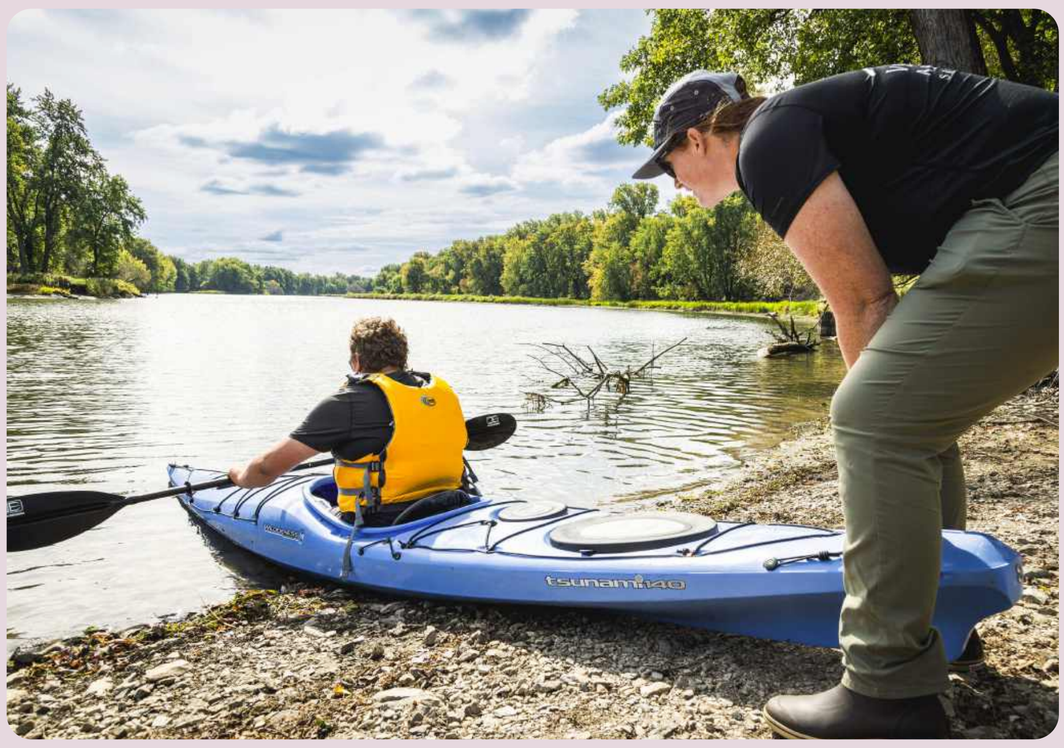
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Providing better trail access information

Reliable information for all trailgoers



Photos courtesy of Vermont Adaptive and Sevenpair Studios





Trail accessibility information is crucial for helping members with mobility restrictions decide how they want to recreate. By utilising accessibility standards, and collecting more accurate and objective trail data from our Public Lands Program partners, we've improved how we share trail access information. We've also made our trail pages clearer, simpler, and easier to scan.

New trail accessibility information includes:

- Car park surface type and whether there are designated accessible parking spaces
- Whether equipment with all-terrain tires or adaptive/motorised equipment may be required to complete the trail
- Trail surface and width, crossings such as bridges or stairs, and whether there are hand railings along the route
- Percent grade with difficulty and whether assistance may be required or certain sections may need to be avoided.

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Trail access impact

11K+

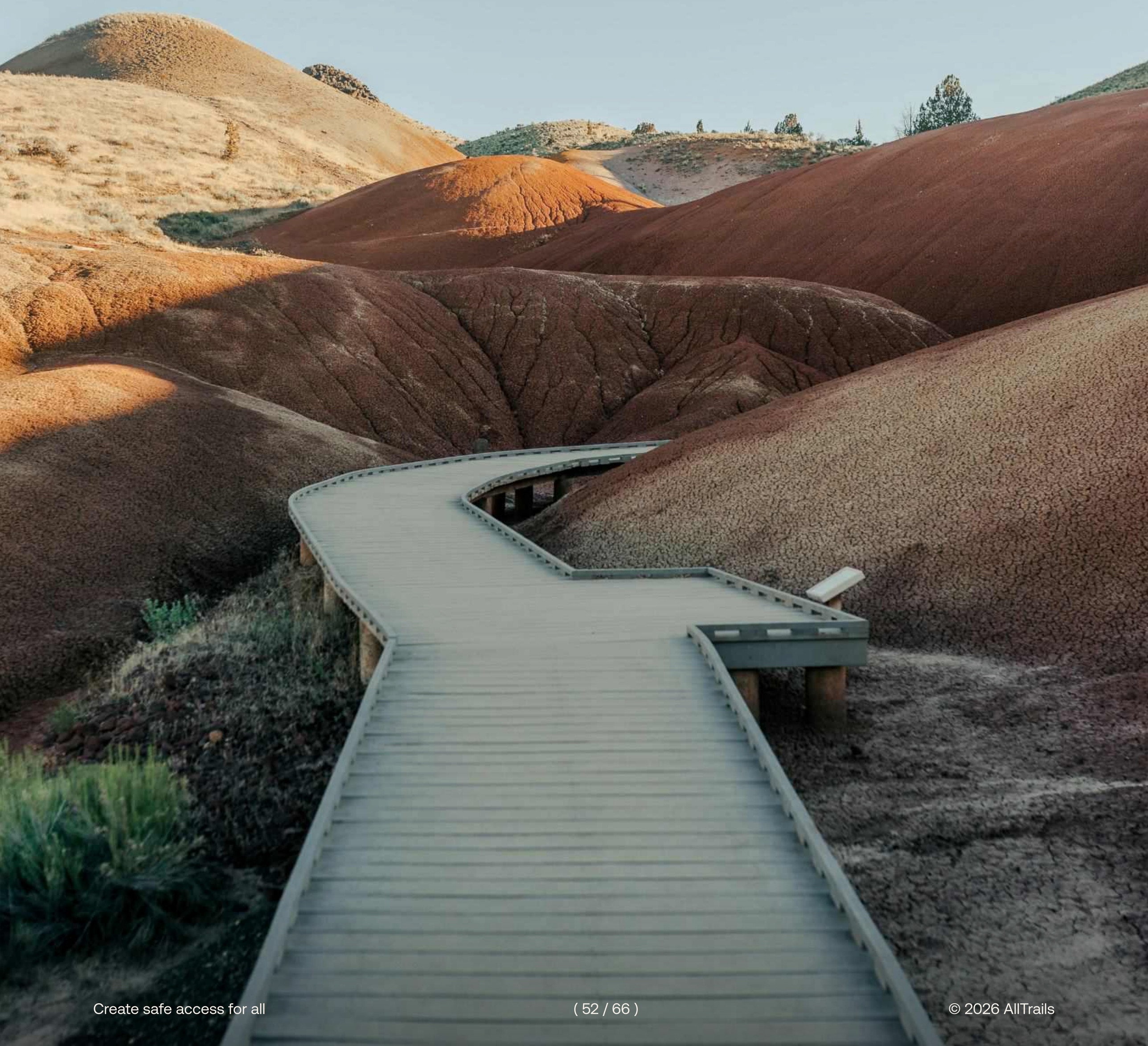
dedicated accessible trails

We provide access information upfront in our trail descriptions wherever possible.

156K+

trails with detailed surface type

Providing surface type is crucial in helping our community understand if a trail is right for them.



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Impact priorities

Protect the planet

We advance initiatives that protect and restore the natural places our community values, and champion innovative practices on climate action.

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“Environmental responsibility shows up in AllTrails technology: using our platform to reduce trail overuse, sharing real-time conditions to minimise impact, and giving land managers better tools.”

James Graham

Chief Technical Officer, AllTrails

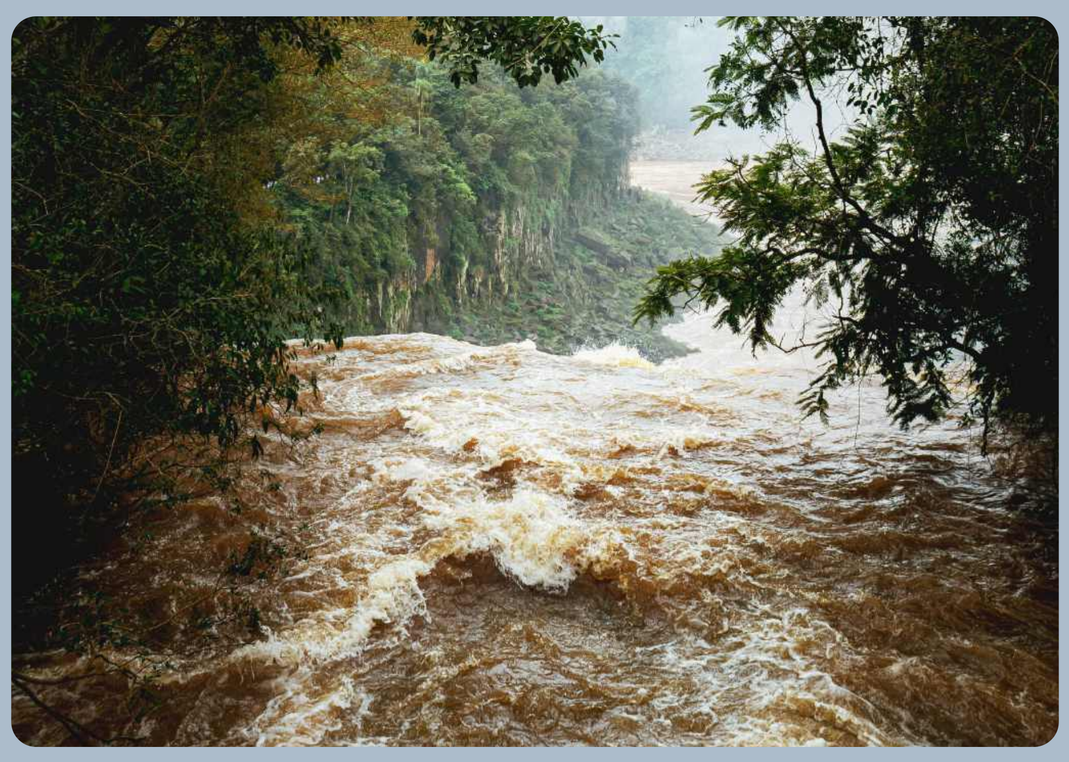
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Our climate commitment

Acting now for future trailgoers









Climate change is the biggest threat to our planet and the places our community cherishes. It's literally changing the landscape of outdoor recreation. Since 1850, the largest glaciers in Glacier National Park have disappeared by 75%.[1] Rising global temperatures create higher tides that directly affect coastal trails. They can also cause extreme weather patterns which lead to erosion, landslides, floods, and wildfires.

Not only do these conditions make outdoor recreation difficult, if not impossible — they directly impact plant and animal species and the world's most at-risk communities.

AllTrails reduces our footprint by offsetting our emissions and working directly with climate action partners through in-kind and financial support. This work is imperfect, but it's even more important.

1. "Climate Change in National Parks." Glacier National Park Service and U.S. Department of the Interior, October, 2016. https://www.nps.gov/subjects/climatechange/upload/GLACClimateChangeBrochure-508.pdf.

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Why this work matters

964M

global acres burned by wildfires

In 2025, wildfires burned an area that was almost the size of the European Union.[1]

4K

flash flood warnings in the US

The US National Weather Service broke their record of warnings issued in 2025.[2]

55

metres melted from Mt. Everest's highest glacier

South Col Glacier took 2,000 years to form — but it's thinning 80 times faster.[3]

1. "The invisible costs of wildfire disasters in 2025." United Nations Office for Disaster Risk Reduction, January 13, 2025. www.undrr.org/news/invisible-costs-wildfire-disasters-2025.

2. Waterman, Stu. "2025's Flash Flood Summer." Climate Adaption Center, August 16, 2025. www.theclimateadaptationcenter.org/2025/08/16/2025s-flash-flood-summer.

3. "Mount Everest: Mountain's highest glacier melting rapidly, new study shows." BBC News, February 4, 2022. https://www.bbc.com/news/world-asia-60259427.

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Protect Our Winters

Preventing large-scale land selloffs

Partner

Protect Our Winters (POW) is on a mission to be the outdoor movement for climate action. They unite millions of athletes, brands, and outdoor enthusiasts to push for clean air, water, and a healthy planet. Among many accolades, POW played a major role in helping to pass the Inflation Reduction Act in 2022, the largest climate bill in US history.

Our support

In 2025, we joined the outdoor community in coming together to prevent one of the most significant US public lands sell-offs in recent history. AllTrails teamed up with POW to drive awareness of this threat to public lands, educate on why these places are so important, and encourage members to sign a POW petition against the sell-off. The bill was ultimately defeated, but the work to protect and care for public lands is never done — and we're proud to continue to support POW initiatives.



Photo courtesy of Protect Our Winters

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Our support

$40K

in financial support

$7K+

in-kind support



“The impacts of climate change are showing up on the trails we love, shortening seasons, limiting access, and straining the communities and economies that depend on them. AllTrails and Protect Our Winters are...mobilising millions of outdoor enthusiasts to reduce emissions and defend wild places.”

Erin Sprague

Chief Executive Officer, Protect Our Winters

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The National Forest Foundation

Replanting US Forest Service lands

Partner	The National Forest Foundation (NFF) is the official non-profit of the United States Forest Service. They work to inspire personal and meaningful connections to our national forests through reforestation projects, investing in public lands, and trail work.
Our support	Forests filter pollutants from our water and air, reduce the spread of infectious diseases, and absorb carbon dioxide. To protect these crucial resources, AllTrails donated $49,721 to NFF's reforestation and tree-planting efforts across US Forest Service lands. Our community helps in these efforts too. For every order placed in the AllTrails Gear Shop, NFF plants another tree. Every time someone participates in an AllTrails survey, 10 trees are planted. And another two trees are planted every time someone refers a friend to join AllTrails.



Photo courtesy of The National Forest Foundation

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Our support

$49K

in donations

25K+

trees planted

“AllTrails’ generosity is helping reforest national forests and sustaining the scenic public lands where people find joy and renewal. Their partnership strengthens our ability to regrow vital forest habitats and ensure these cherished landscapes endure for generations to come.”

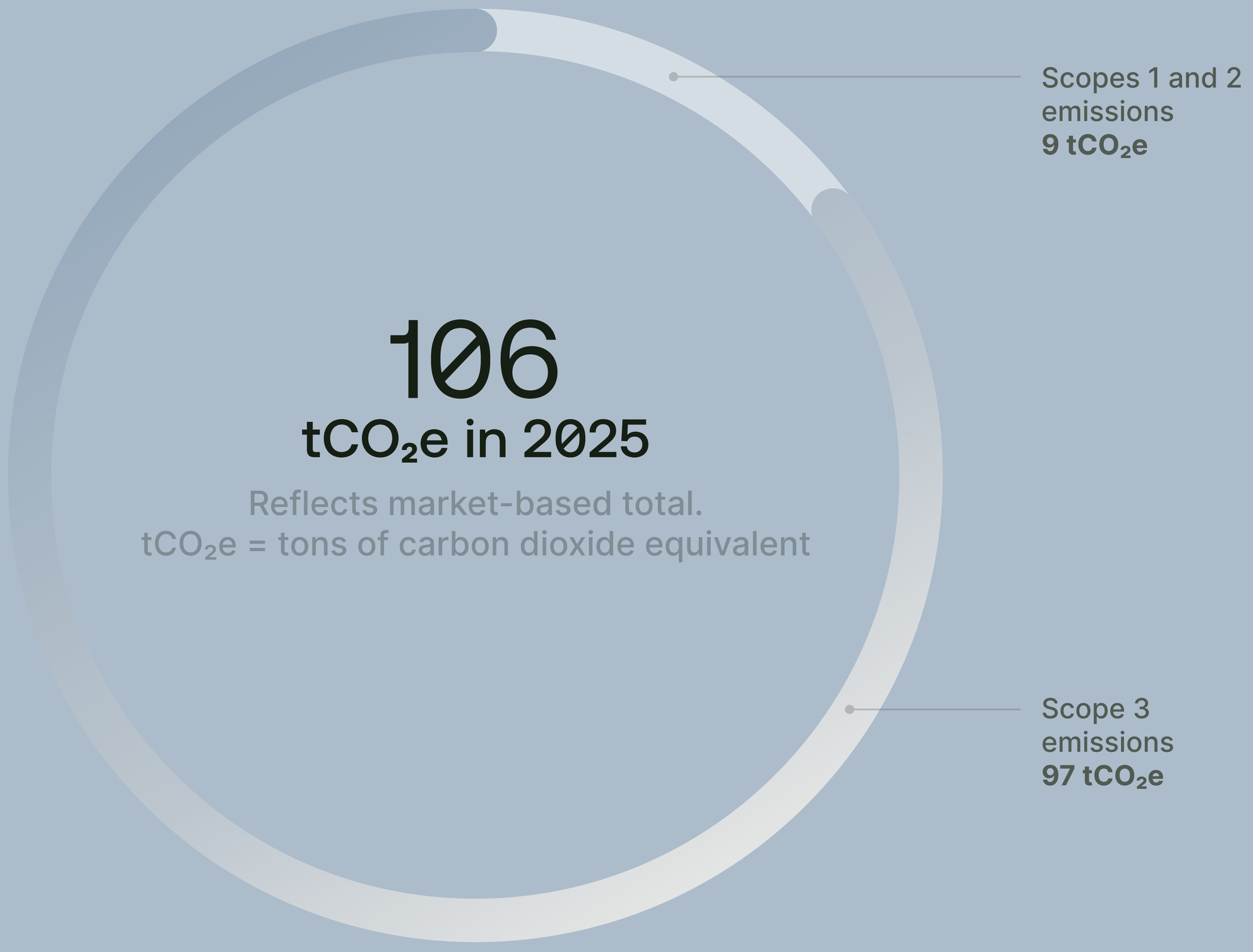
Monica Perez-Watkins

Reforestation Program Manager, National Forest Foundation

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Reducing our carbon footprint

Emissions and how we're offsetting them



Powering a digital platform isn't without a carbon cost — even if ours is comparably small. In 2025, we took action to address the emissions associated with our core technology and operations, purchasing carbon credits to completely offset our impact.

In total, our 2025 operations generated 106 metric tons of market-based, carbon dioxide equivalent (tCO_2e), which is comparable to 50 economy seats on a round-trip flight from New York to San Francisco. Over 91% of that was scope 3 emissions created by our servers. The remaining 8.5% was scopes 1 and 2 emissions for things like company vehicles, or for electricity, heat, and steam for our San Francisco office. As a remote-first company, these emissions are minimal.

We also offset our emissions by purchasing carbon credits that support the Appalachian Mountain Club, the oldest outdoor conservation and recreation organisation in the United States. This project will sequester carbon by protecting 38,000 acres of spruce forests in Maine's 100-mile wilderness.

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Supporting the Appalachian Mountain Club's Maine Woods Initiative

38K
acres of forest protected

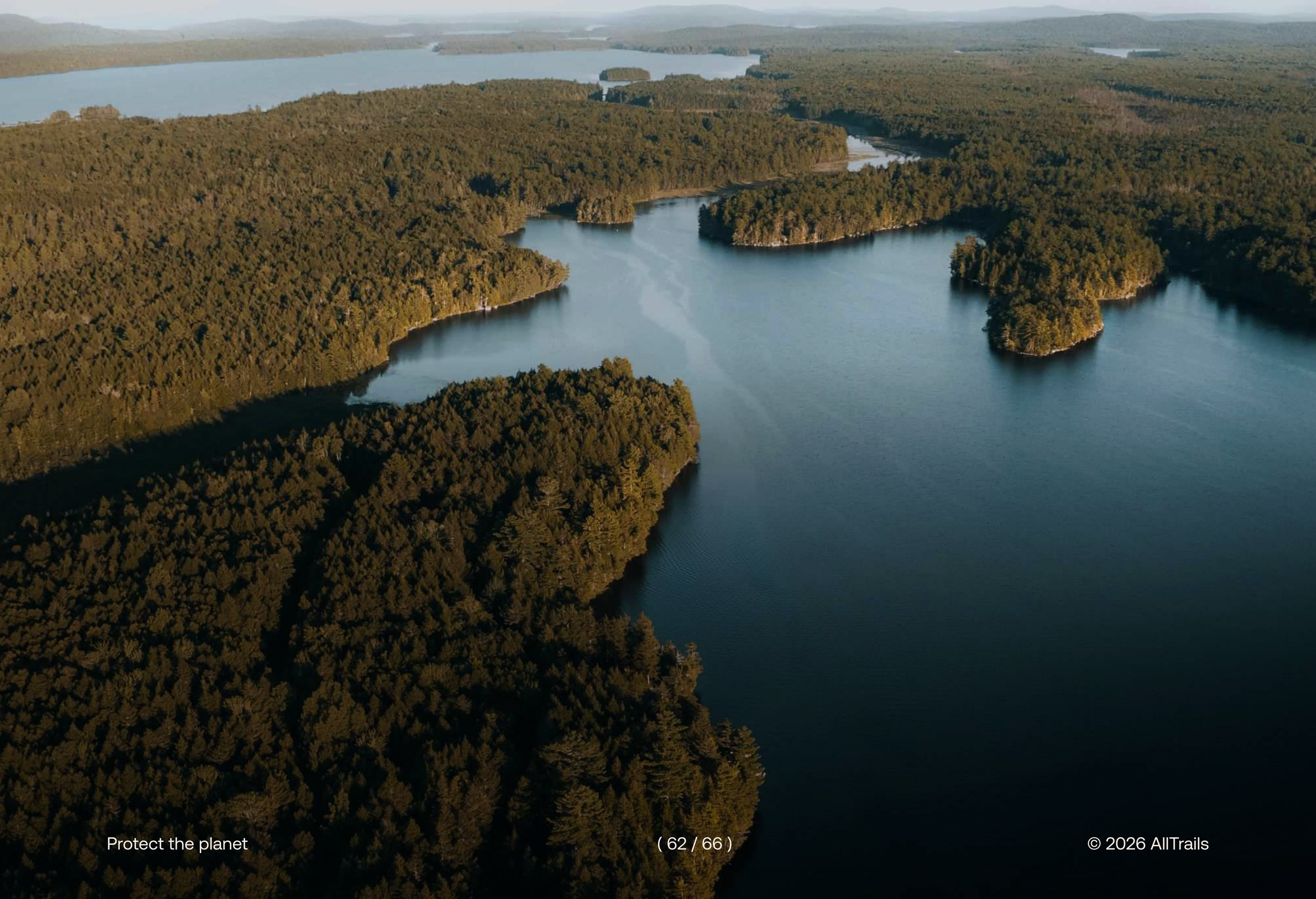
Our carbon credits protect 38,000 acres of Maine spruce forests, which were historically used for timber harvesting.

20+
trails protected

This wilderness includes trails for hiking, biking, and cross-country skiing, as well as three off-grid lodges for overnight stays.

3
UN Sustainable Development Goals

This project supports three of the United Nations' core targets: Climate Action, Life on Land, and Clean Water and Sanitation.



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Looking forward

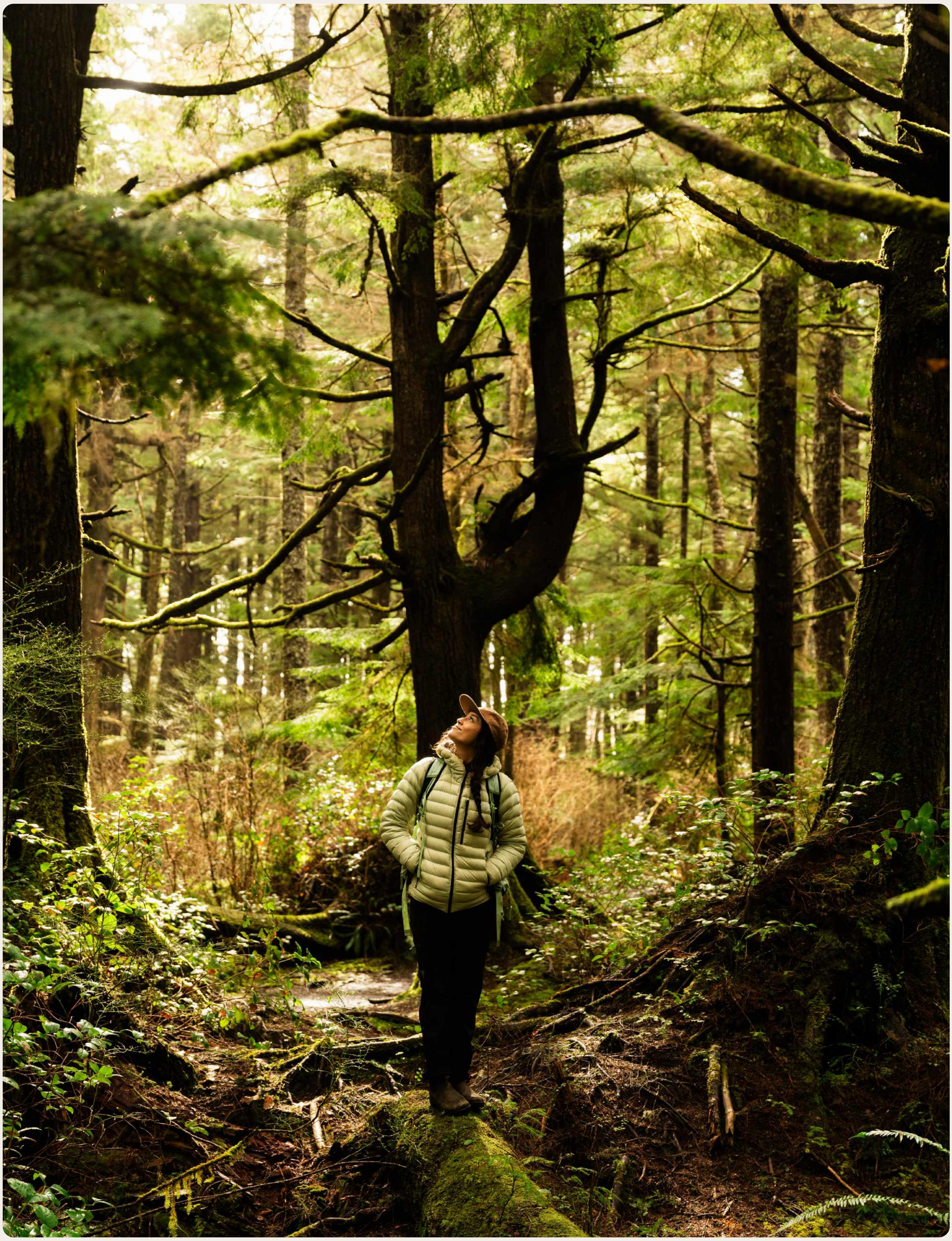
Our work is never finished

As the world of outdoor recreation evolves, so will our impact. We're always working to focus our efforts where they're needed most and to identify new opportunities.

But just like the trails we're committed to protecting, our way forward is clear: We'll never stop supporting the outdoors and the community who loves them.

Here's how we're turning that intent into action next year (and beyond).

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“AllTrails has always been committed to not only building a great product but being a force for good for our members, for local trail communities, and for the places we love. And as we grow, so does our responsibility.”

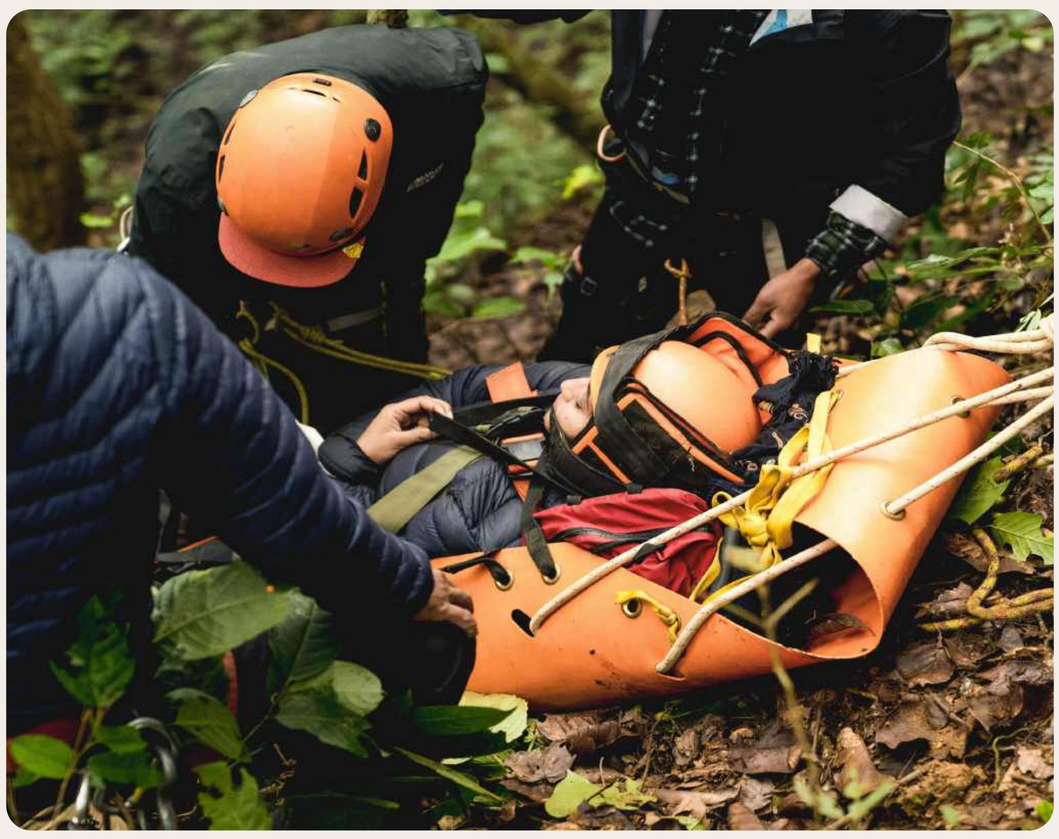
Liz Hamren

Chief Executive Officer, AllTrails

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Impact in 2026 and beyond

What’s coming down the trail









Sharing trail safety information

By working with our Public Lands Program partners, we’ll continue to reduce search and rescue incidents through education, improved data, and program expansion.

Supporting more local trail projects

By funding grassroots organisations around the world, we can support our community members’ most-loved trails. Applications for the next Stewards Fund open in April 2026.

Fighting for access to public lands

Our best-in-class data helps protect the trails — and so does the support of our community. Alongside our members and partners, we can be the voice for change.

Minimising our impact on the planet

We’ll continue to offset our emissions through reforestation efforts and supporting climate partners who share our goal of lowering the carbon intensity of our technology use.

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How you can help

Support

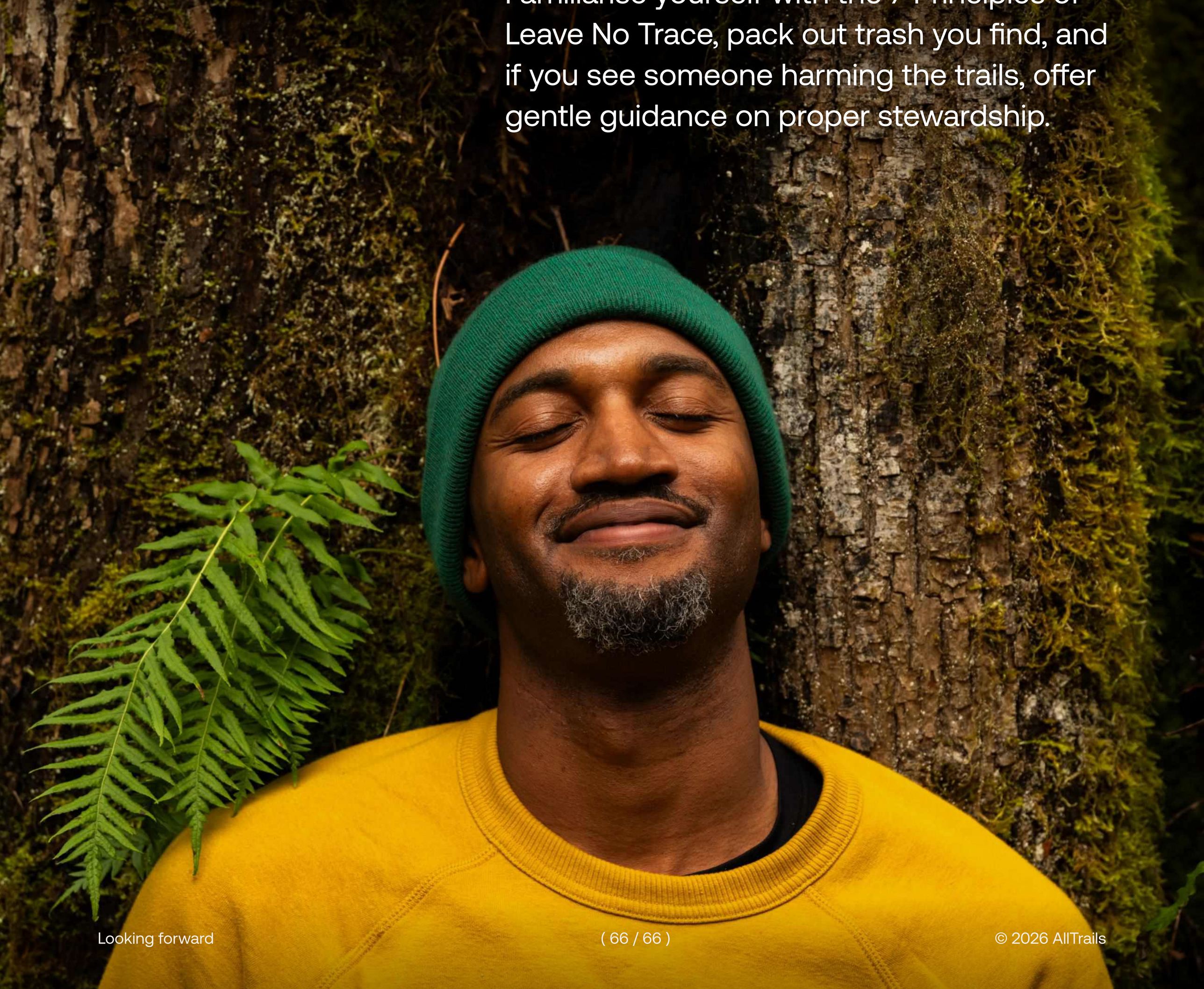
Be an advocate for your local trails. Find a non-profit or other organisation in your community that’s seeking volunteer hours or donations.

Share

The best way to understand the value of our public lands is to experience them. The next time you go outside, bring a friend.

Steward

Let’s leave it better than we found it. Familiarise yourself with the 7 Principles of Leave No Trace, pack out trash you find, and if you see someone harming the trails, offer gentle guidance on proper stewardship.



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