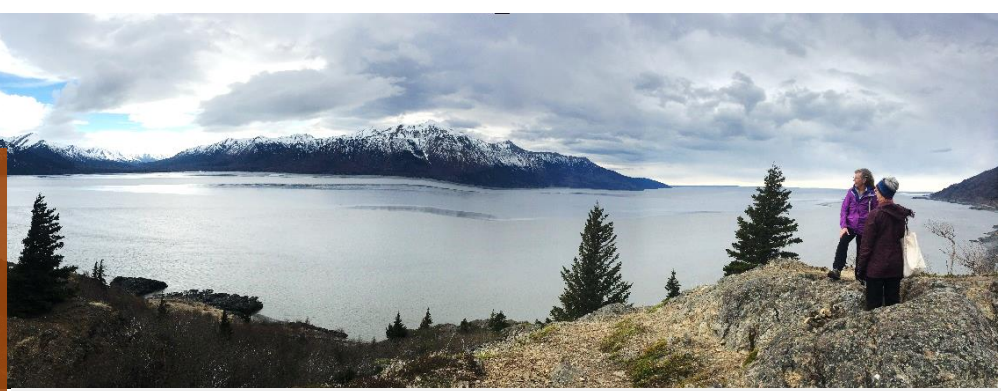


Alaska Trails Initiative

Stronger Trails
Stronger Economy

Trails are magic!

Trails offer a comparatively low-cost means to deliver what visitors and residents both seek: the chance to experience Alaska, to see and touch Alaska up close.



A coalition of trails organizations from around the state are collaborating with leaders in government, business, the health industry and the non-profit sector to invest in more and better trails. (Above Turnagain Trail, just south of Anchorage)

Alaska has only just begun to take full advantage of our State's phenomenal outdoor recreation resources.

By working together to expand trails, huts, trail maps, signage and trail marketing (and the maintenance dollars to support them) we can:

- build a more durable, **stronger Alaska economy**
- **attract and retain** residents, businesses, retirees
- make it easier and more inviting to lead **active, healthy lives**
- help **expand diversity** in outdoor recreation users
- guide growth to help **sustain what makes Alaska unique**

\$137 Million Dollars in Annual Spending...

...what we would generate if just half of current out-of-state visitors had reasons to spend One More Day in Alaska¹. Creating/improving quality recreation trail systems brings a 5-10 times return on that investment².

Hiking/Nature Walks Are the Fastest Growing Activities Among Out of State Travelers to AK.

Between 2011 and 2016, for both air and cruise visitors to Alaska, hiking/nature walks saw the greatest increase in participation of any visitor activity: for air travelers this grew from 38% in 2011 to 46 percent in 2016; for cruise visitors, increase was 20 to 26%³.

Trail Users Spend More, Stay Longer.

International tourists to New Zealand who participate in walking and hiking spend \$3600/trip vs. \$2800 spent by all holiday visitors. The average stay in New Zealand – where there have been major investments in trails, huts, bike routes, marketing and high quality visitor information centers – is 19 days⁴. In Alaska the average stay is 9 days.

SPONSORED BY ALASKA TRAILS & GROWING ALLIANCE OF STATEWIDE PARTNERS;
FUNDING PARTNERS INCLUDE:

Sitka Trail Works | Juneau Trail Mix | Mat Su Parks and Trails | Anchorage Park Foundation |
NPS Rivers Trails Conservation Assistance | Kenai Mtn Turnagain Arm National Heritage
Area | USFS Alaska Regional Office



Sources: 1. Alaska Visitor Statistics Program VII: Section 7 Visitor Spending; 2. MSB Tourism Infrastructure Needs Study, McDowell, 2008; 3. AVSP VII: Section 5 Destinations & Activities - Participation by Transportation Market; 4. NZ Tourist Special Interest Report; Walking and Hiking, 2014

Four Strategies for Results

1. **Make the case for huge economic and other benefits provided by trails & outdoor recreation**
2. **Build a diverse, potent trails advocacy coalition**
We are listening, learning and sharing, gaining support of state and public agencies, local governments, businesses large & small, elected officials including the State Legislature & Congressional delegation, destination marketing organizations, Native corporations and tribes, schools, hospitals, conservation organizations, and user groups from advocates for snowmachines, to hunting, hiking & biking groups.
3. **With this growing coalition, identify specific high value, realistic, near term trail projects**
check out: <https://www.alaska-trails.org/trails-investment-strategy>
4. **Expand political support and the flow of funding for quality trail projects all over Alaska**

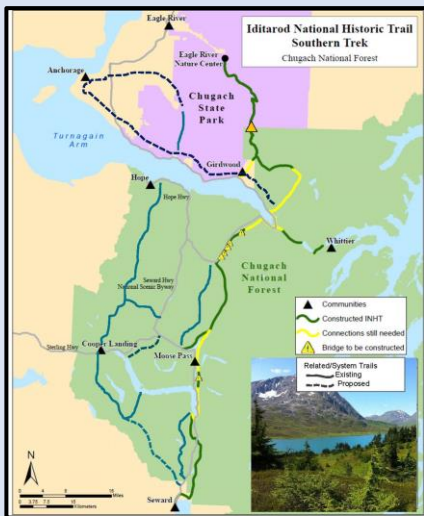
Examples of Tangible Progress

Bison Trail, Denali Borough - Helped secure a \$500,000 Federal Lands Access Program Grant

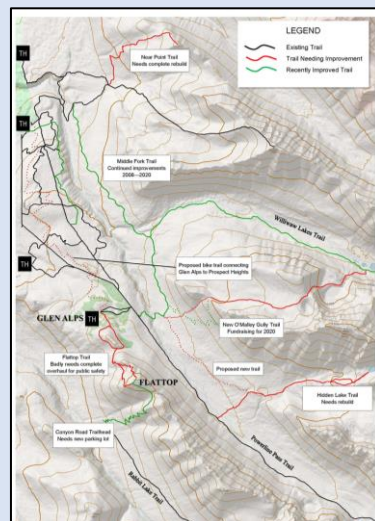
Rosie Creek, Fairbanks – Helped get a \$100,000 RTP grant for trails linked to timber management in the Tanana State Forest

Anchorage – Helped get \$566,000 of Federal Cares Act funds for four trails in Chugach State Park and Far North Bicentennial Park

Southern Trek of the Iditarod Nat'l Hist. Trail



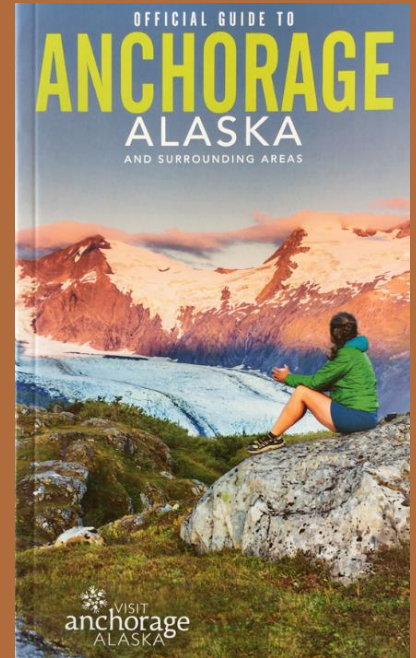
Crow Pass & other Chugach St. Pk. Trails



Alaska Long Trail! – connecting existing & planned trails for a 500-mile trail between Seward & Fairbanks

We're bringing together partners to leverage partially-developed trail systems to create a spectacular, year-round route, an attraction for Alaskans and visitors from all over the world.

Check out <https://www.alaska-trails.org/the-alaska-long-trail>



Above: The typical image that Anchorage and many other Alaskan places use to attract visitors.

We can build a much stronger AK economy if we invest more in the trails that deliver the experiences we feature in our marketing material.

We're making progress!

Working with partners statewide, we released a draft "Statewide Trails Investment Strategy" identifying 40 community-supported, high value, ready-to-go projects. Check out the draft at the web site below. **We need your ideas, energy and involvement!**

For more information:

- Chris Beck
chrisAK1beck@gmail.com
- Steve Cleary
steve.cleary@alaska-trails.org

Join the team/download more information at Alaska-Trails.org

Thanks!