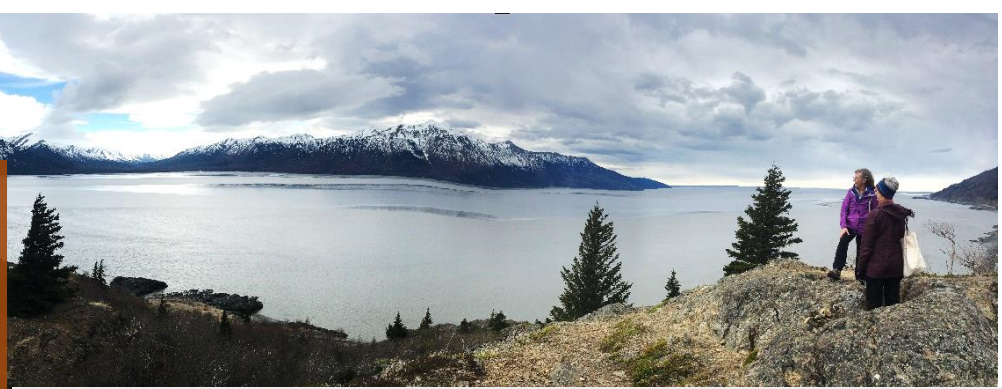


# Alaska Trails Initiative

*Stronger Trails  
Stronger Economy*

## Trails are magic!

Trails offer a relatively low-cost way to deliver amazing experiences – ways 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 more in the trails we love. (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 we can:

- build a stronger, more durable 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

*Some supporting facts for economic benefits (sources below):*

### **\$137 Million Dollars in Annual Spending...**

...what we would generate if just half of current out-of-state visitors had reasons to spend O.M.D. - One More Day - in Alaska.

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

For visitors coming to Alaska by air, hiking/nature walks grew from 38% in 2011 to 46 percent in 2016, the biggest increase of any visitor activity (for cruise visitors, increase was 20 to 26%).

### **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 trails, huts, bike routes – is 19 days. 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, in order: Alaska Visitor Statistics Program (AVSP) VII: Section 7 Visitor Spending; AVSP VII: Section 5 Destinations & Activities - Participation by Transportation Market; NZ Tourist Special Interest Report; Walking and Hiking, 2014*

## Three Strategies for Results

### 1. 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 and equestrian groups.

### 2. Craft and gain broad support for an ambitious, phased Alaska Trails Investment Strategy

To be circulated for review and support Spring 2020

### 3. Make progress on doable near-term projects.

*A few examples below:*

#### Bison Trail, Denali Borough

Helped secure a \$500,000 Federal Lands Access Program Grant

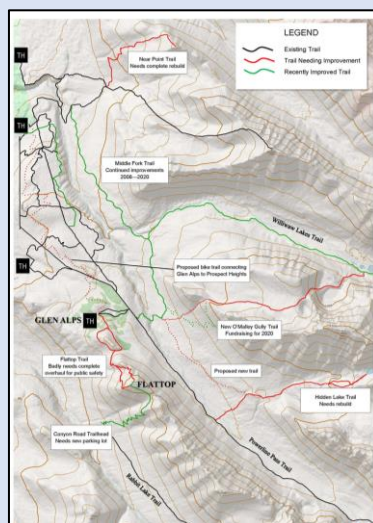
#### Rosie Creek, Fairbanks North Star Borough

Helped get a \$100,000 RTP grant for trails linked to timber mgt. in the Tanana State Forest

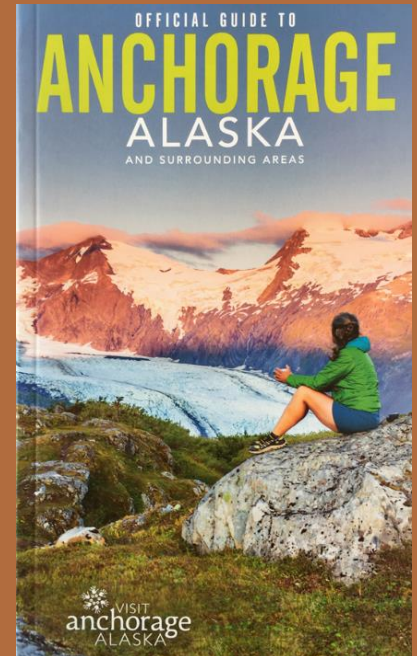
#### Iditarod/Anchorage to Seward Trail systems



#### Chugach Front Country Access and Trails



**Iditarod & Chugach:** bringing together partners to leverage these partially-developed trail systems, identifying priority gaps to fill, secure funding, and better maintain existing trails



*We can grow our economy by investing more in the experiences featured in our marketing material. (Above: what Anchorage uses to entice visitors)*

*Studies show smart investments in trails and related outdoor rec infrastructure have great returns: \$1 in produces \$5-10 in local job and business growth (see report below for sources)*

### We're making progress!

The coalition is growing. We're advancing a list of high value projects and policies. But we need your views, ideas and support!

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Join the team/download our report at [Alaska-Trails.org](http://Alaska-Trails.org)

**Thanks!**