



**PARTNER
WITH THE
OFFICIAL
VOICE OF THE
APPALACHIAN
TRAIL**

2018 MARKET PROFILE

THE APPALACHIAN TRAIL
SPANS THE EASTERN
UNITED STATES

2,190+
MILES AND CROSSES
14 STATES

3
MILLION
ANNUAL VISITORS



45
A.T.
COMMUNITIES

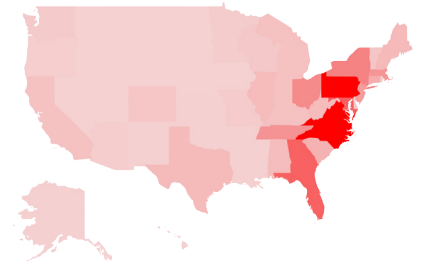
31
TRAIL
MAINTAINING
CLUBS

6,000
VOLUNTEERS DEDICATE
240,000+
HOURS ANNUALLY
MAKING ATC ONE OF THE
LARGEST VOLUNTEER
FORCES IN THE NATIONAL
PARKS SYSTEM

45,000
ANNUAL VISITORS AT
ATC'S VISITOR CENTERS
HARPERS FERRY, WV,
BOILING SPRINGS, PA,
& MONSON, ME

**NEW CENTER
IS COMING TO
DAMASCUS, VA IN 2019**

47,000
MEMBERS FROM
ALL **50** STATES
AND **25** OTHER
COUNTRIES



400,500
SOCIAL MEDIA
FOLLOWERS



4 MILLION
PAGE VIEWS
ANNUALLY ON THE
ATC WEBSITE

1 MILLION
SALES ANNUALLY IN
THE ULTIMATE AT
STORE®

117,200
EMAIL SUBSCRIBERS

30,000
RECIPIENTS OF
PARTNER PERKS,
ATC'S QUARTERLY
E-BLAST

50,000
RECIPIENTS OF
AT JOURNEYS
MAGAZINE

For more information visit:
appalachiantrail.org

