



**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**

**450,000**  
SUPPORTERS

**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

**50,000**  
RECIPIENTS OF  
AT JOURNEYS  
MAGAZINE

**43,000**  
MEMBERS FROM  
ALL **50** STATES  
AND **25** OTHER  
COUNTRIES

For more information visit:  
[appalachiantrail.org](http://appalachiantrail.org)

