

APPALACHIAN TRAIL CONSERVANCY

STRATEGIC PLAN

2021-2024



Our Mission

The Appalachian Trail Conservancy's mission is to protect, manage, and advocate for the Appalachian National Scenic Trail.

Our Vision

The Appalachian Trail and its surrounding landscape are protected forever for all to enjoy.



Protect the A.T. Experience

Develop a Trail-wide visitor use management (VUM) program.
Draft a carrying capacity approach for the Appalachian Trail.
Adequately inform, educate, and prepare Trail visitors.



Enhance Communication Strategies

Develop a multi-channel communications and branding strategy.
Develop a comprehensive Visitor Experience and Interpretation Plan.



Engage New People and New Partners

Create an engagement program for younger and more diverse audiences.
Create a culture oriented toward justice, equity, diversity and inclusion.
Create an A.T. Communities framework to better define roles and responsibilities.



Natural Beauty and Climate Resiliency

Protect an additional 100,000 acres of A.T. lands in three years.
Build capacity in science and resource management to preserve a healthy and resilient A.T.
Execute a robust policy advocacy program.



Strengthen Shared Stewardship

Make volunteering open to all and easy to do.
Plan for the second century of cooperative management.
Enhance resources to strengthen A.T. agency partnerships.



Bolster ATC's Infrastructure and Funding

Lay the groundwork for a centenary campaign and celebration.
Strengthen and re-organize ATC's fundraising efforts.
Improve ATC's digital infrastructure and experience.
Develop a framework to manage risk.

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Georgia