



ATC Conservation and Trail Management Policy Advertising in the Appalachian Trail Corridor

Published: Nov 2001	Reviewed: Mar 2020
Category: General Trail Management	Updated: Mar 2020

The Appalachian Trail Conservancy (ATC), a §501(c)(3) nonprofit organization, works closely with Appalachian Trail volunteer maintaining clubs (“Clubs”) and other public and private partners to ensure the protection and stewardship of the natural, cultural, and experiential resources of the Appalachian National Scenic Trail (known as ANST, A.T., or “the Trail”). Approximately fifty federal, state, or other public agencies have authority or jurisdiction over lands and resources within the protected A.T. corridor. ATC has a central management role by virtue of its Cooperative Agreement with the USDI National Park Service and its close working partnership with the USDA Forest Service and other agencies.

ATC's Trail management and conservation policies are meant to provide guidance for (a) dissemination to the public; (b) use and implementation by the ATC and the Clubs; and (c) recommendations for land-managing and other agencies. It is the agencies who work within their defined procedures to propose, administer, and enforce public policy. ATC policies are recommendations developed to support appropriate, coordinated Trailwide management.

Overview

This policy is intended to illustrate ATC’s policy regarding advertising along the trail. The Appalachian Trail Conservancy places a high value on maintaining the natural character of the Appalachian Trail corridor and is well-aware that small changes that diminish that character can cumulatively alter the Trail environment to the point where the A.T. is no longer a simple footpath passing through a natural setting. Those principles are embodied in numerous ATC policies.

At the same time, ATC recognizes that many A.T. hikers value the services (e.g., lodging, restaurants, outfitters, and shuttles) that are available in many communities along the Trail. Those services may be commercial in nature or offered by Trail enthusiasts acting on their own



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initiatives, who provide free or for-cost assistance to hikers. Both commercial businesses and Trail enthusiasts make significant contributions to the over-all experience of hiking the A.T. and are important to many hikers, especially long-distance hikers.

Both the National Park Service and Forest Service prohibit advertising on federal lands. ATC and the clubs should take steps to ensure that those longstanding prohibitions in federal regulations are clearly disseminated, implemented, and understood by hikers, Trail neighbors, and affected area businesses or individuals.

Policy

In order to maintain the natural character of the A.T. corridor, it is the policy of the Appalachian Trail Conservancy that advertising is incompatible with the Trail and should not take place within the A.T. corridor. Furthermore, ATC and the clubs should urge the adoption of regulations prohibiting on-site advertising by states and municipalities that control Trail lands where such regulations do not now exist. If necessary, the availability of hiker services outside of the Trail corridor should be publicized through other means, such as publications and Trailhead signs.

For the purposes of this policy, advertising is defined as posting materials, such as signs, notes, or business cards, or distributing flyers, brochures, or similar materials designed to call specific services, both commercial and noncommercial, to the attention of hikers. Materials that promote membership in ATC or Trail-maintaining clubs or participation in volunteer Trail-management activities and materials that recognize the donations of commercial or noncommercial entities for the A.T. are not included in this definition.

For questions related to this policy please contact the Appalachian Trail Conservancy at www.appalachiantrail.org, or P.O. Box 807, Harpers Ferry, WV, 25425-807.

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