

Appalachian Trail Conservancy Strategic Plan: 2025-2027



Our Mission

Our mission is to protect the Appalachian Trail and its landscape through proactive conservation, expert management, cultivating an inclusive community of visitors and stewards, and by fostering respect and support for this national treasure.

Our Vision

The Appalachian Trail and its landscape are always protected, resilient and connected for all.

Our Goals

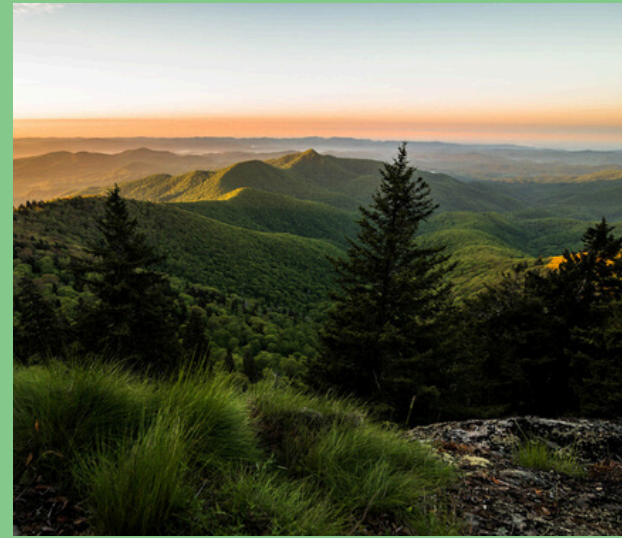


Goal 1: A Conserved and Connected A.T. Landscape

- Protect priority lands that connect the wild, scenic, and cultural wonders of the Appalachian Trail and its surrounding landscape.
- Protect the biodiversity and functional connectivity of natural resource ecosystems in the Appalachian Trail landscape.
- Build an intact and enduring landscape that protects the Trail and its surrounding landscape from the impact of climate change, and advances climate resiliency in the Appalachians.

Goal 2: The Responsible, Sustainable and Accessible Management of the A.T.

- Maintained A.T. treadway and facilities to the highest standards, reflecting state-of-the-art hiking trail and overnight site construction and management, with the goal of long-term sustainability.
- Work collaboratively with its partners and visitors to encourage responsible use and a consistently welcoming experience along Trail.



Goal 3: An Engaged, Diverse and Expanding Community that Supports, Volunteers and Advocates for the ATC and our Mission

- Create access and breakdown barriers to the resource by creating meaningful and positive opportunities for new and diverse audiences to experience the A.T.
- Strengthen and diversify the support for the ATC and the Trail to enable long-term success.
- Support Trail Clubs and other partners so they remain resilient and continue the crucial work of maintaining the A.T. treadway and facilities.
- Create a more diverse, equitable, and inclusive ATC workplace that reflects the communities we serve and drives innovation and performance.



About Us

Founded in 1925, the Appalachian Trail Conservancy works passionately to manage and protect the Appalachian National Scenic Trail. As the only non-profit devoted exclusively to the entirety of the Trail and its landscape, we endeavor to keep its vast natural and scenic beauty healthy, resilient, and connected, so that everyone can experience its transformative power for generations to come. Together with our supporters, partners, and thousands of volunteers, we keep the Trail alive.