Dispersing visitors across the trail system

Goal

Increase awareness of available natural areas and trails for both residents and visitors to Martin County and provide a reliable and consistent way for them to navigate the trails.

Impact

- **60%+ monthly increase in page views** since Martin County implemented QR code signage to their trail system in 2024.
- **Added 17 distinct AllTrails QR code signs to disperse visitors** across their entire trail systems, ensuring all available trails were enjoyed
- **Enabled trail users to share valuable feedback through reviews,** helping to inform management of maintenance needs and amenity additions

> "Partnering with the AllTrails Public Lands Program has empowered Martin County to modernize how we connect people with nature. By making trail information more accessible, streamlining visitor feedback, and promoting responsible recreation, we've enhanced the experience for users while improving our ability to manage and protect these special places for the future."
>
> Zach Hughes, Environmental Resource Division, Office of Tourism & Marketing, Martin County

Background

Martin County, Florida, is home to a stunning array of natural areas and trails, offering diverse recreational opportunities for residents and visitors alike. Committed to promoting outdoor recreation and preserving these valuable public lands, the county sought innovative ways to connect people with nature while ensuring sustainable use.

Challenge

Martin County has many trails and preserves, which can make it challenging for visitors to know all of the options they have to explore and have reliable navigation tools. Gathering feedback on conditions and amenities has also been labor-intensive for Martin County.

Approach

Martin County partnered with the AllTrails Public Lands Program to enhance visitor experience and improve land management efficiency. By leveraging the AllTrails platform, the county was able to:

- **Utilize AllTrails to provide up-to-date and accurate trail information**, including detailed trail maps, photos, and descriptions for all their natural areas

- **Implement the AllTrails QR code signage** at trailheads across the county.

- **Encourage trail visitors to submit reviews** and photos through the AllTrails app, creating a valuable, user-generated feedback loop

- **Harness the AllTrails platform to easily convey important information** and links directly to trail visitors, such as Leave No Trace principles, and relevant details about specific sites

Outcome

Through their collaboration with the AllTrails Public Lands Program, Martin County successfully raised awareness, improved navigation, and fostered a more engaged trail user community. The AllTrails platform and QR code signage provided updated trail information and efficiently dispersed visitors across their extensive trail system. User provided feedback within the app streamlined communication for maintenance needs.

The County plans to continue leveraging these tools to support ongoing trail building, maintenance, and tourism initiatives, ensuring these natural gems remain accessible and enjoyable for generations to come.