



International TRAILS SUMMIT

2023 At A Glance



Reno, Nevada, April 17-20

Attendance from:



20 Countries



47 states plus Puerto Rico

175 Sessions, including:

- Welcome general plenary sessions
- Affinity space meetings
- Caucuses
- 7 Field seminars
- 120+ Concurrent Sessions
- Offsite Field Day with 18 demonstration machines, 11 adaptive mountain bikes, 13 experiential education sessions, and free food trucks!
- Poster Presentations
- Tech Talks
- 9 Technical skills training workshops (pre and post-summit)

SUCCESS!

97% of those surveyed reported being very satisfied or satisfied with their experience at the Summit!



NEUTRAL

2% were neither satisfied nor dissatisfied

DISSATISFIED

1% of respondents

VERY SATISFIED

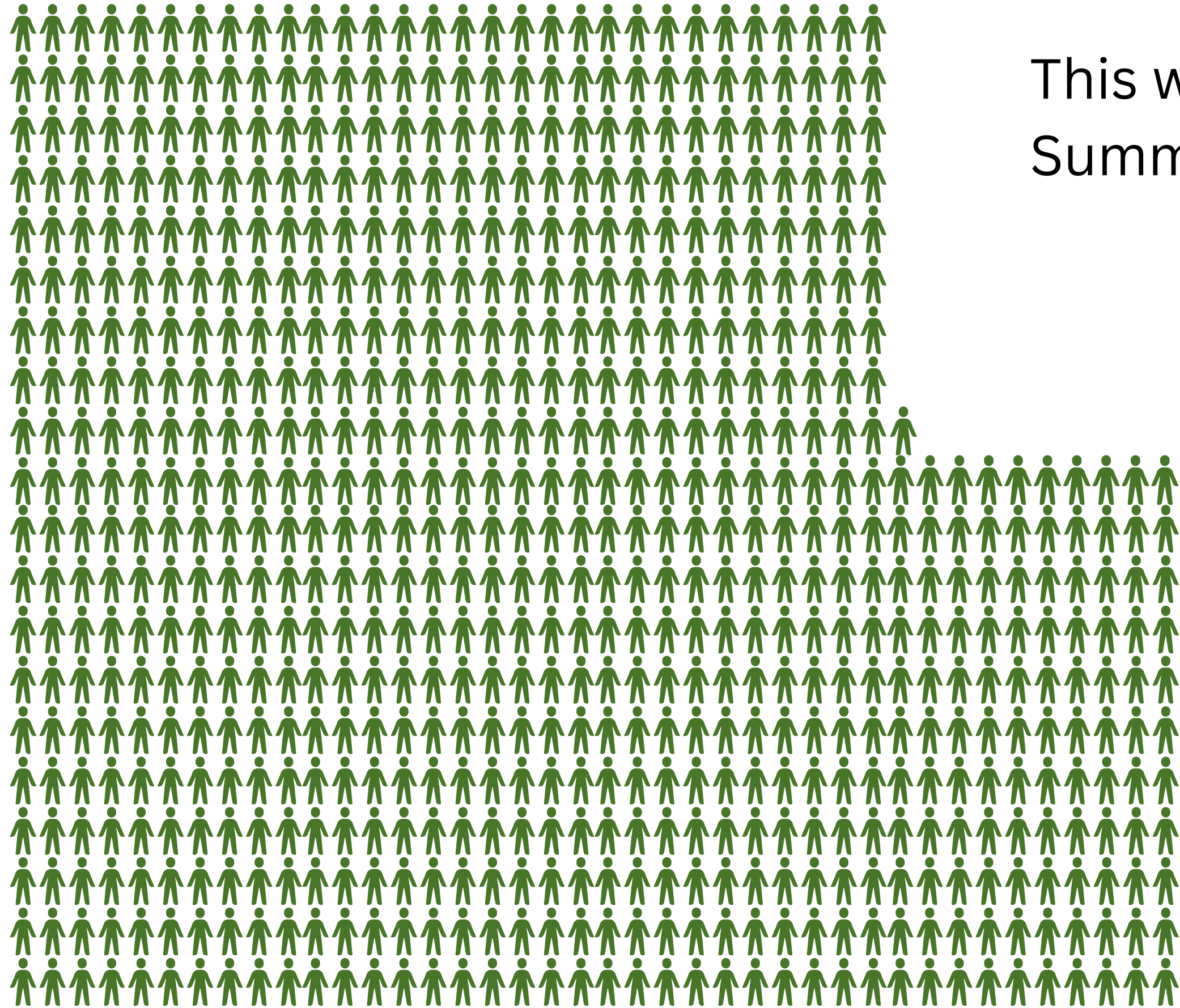
60% of respondents

SATISFIED

36.6% of respondents



This was the best-attended
Summit yet!



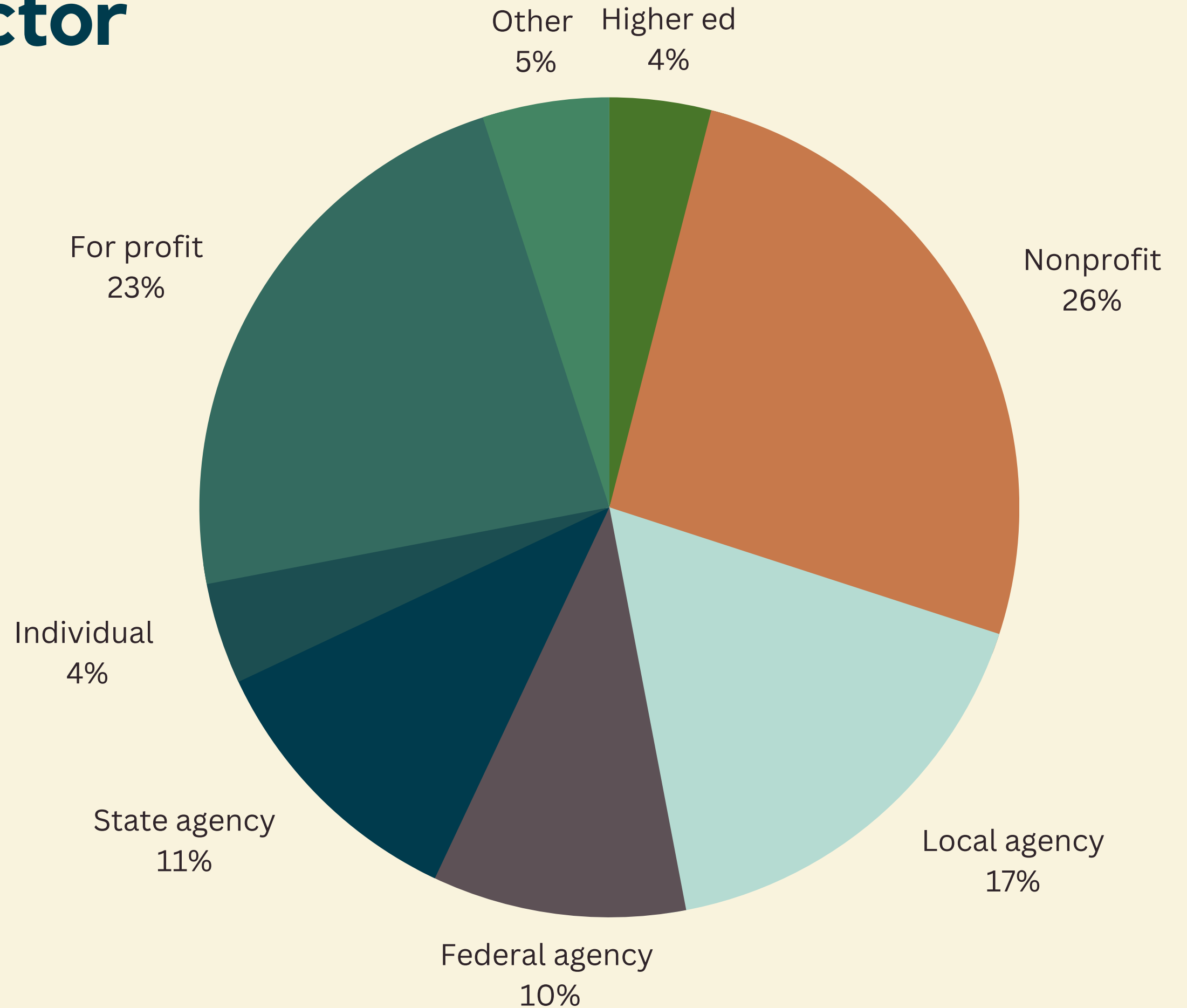
**911 total
Attendees**

Attendee by sector

Summit attendees and speakers represented a broad cross-section of the trails community.

Attendees in the "other" category are:

- Land trust - 2%
- Corps - 2%
- Tourism agency - 1%



Trail Hub Exhibit Area

- Walk-Through Attendee Traffic
- Refreshments Throughout the Day
- Trail Talk Tables in the Trail Hub
- Lunches. Attendees ate in the exhibit hall
- Two meet-and-greet Happy Trails Hours mixers
- Meet Up Spot
- Exclusive, dedicated access to 900+ attendees
- Exhibitor Tech Talks

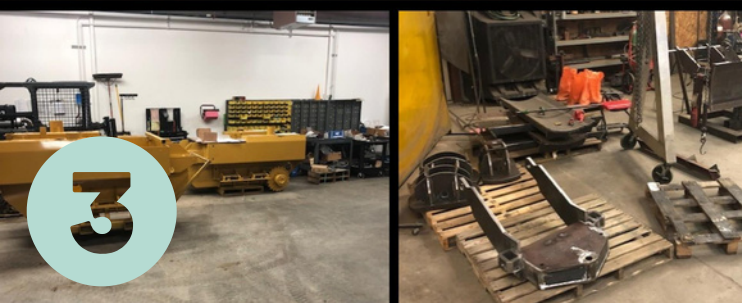
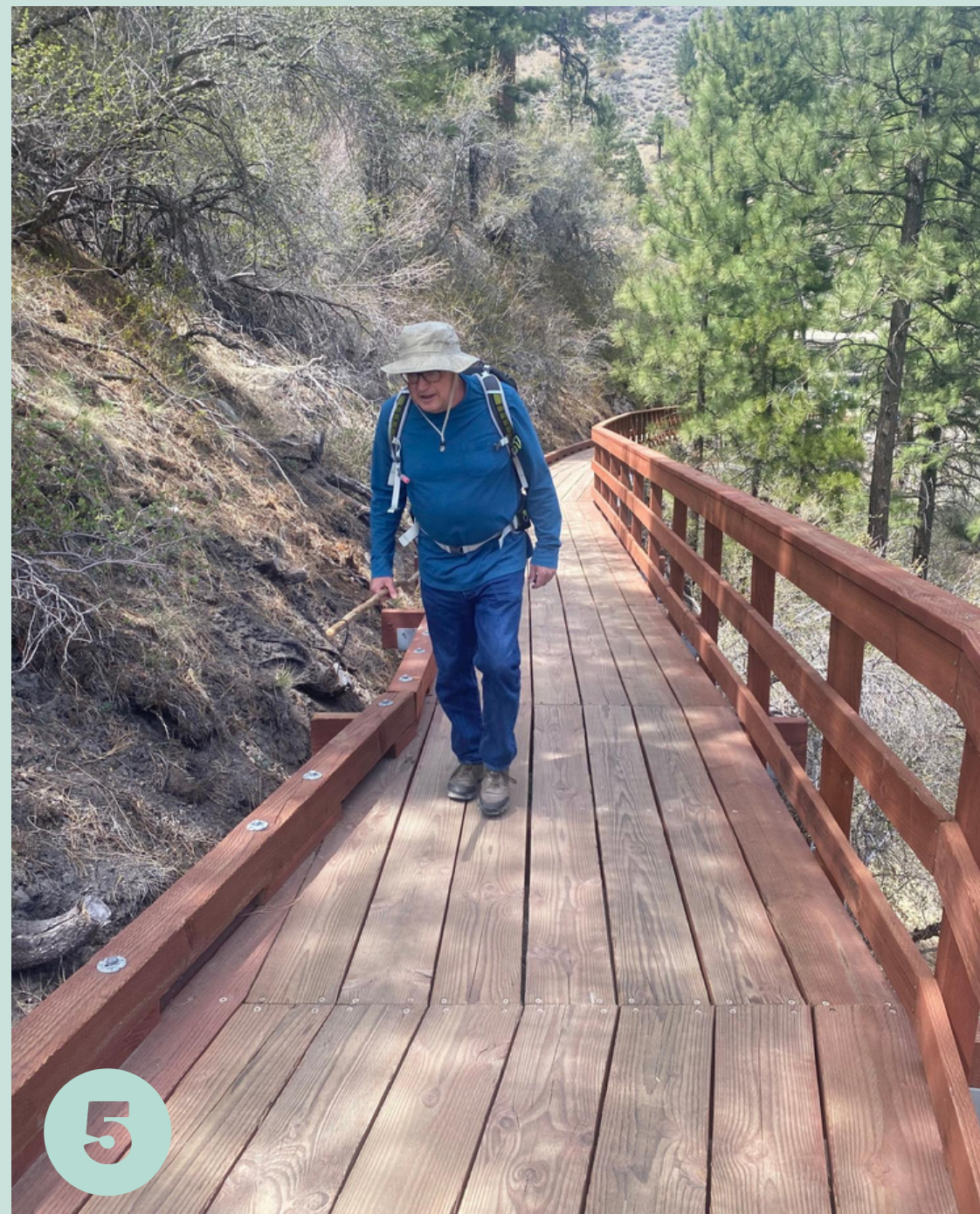


Field Seminars

Topics included:

- 1 East Shore Tahoe Trail Bike Ride
- 2 Adaptive Mountain Bike Introduction
- 3 Tour of Sutter Trail Dozer Facility
- 4 Prison Hill OHV Side-by-Side Ride
- 5 Tahoe East Shore Trail Hike
- 6 Tahoe-Pyramid Trail Hike

Plus: Inclusive Trail Assessment (not shown)



Concurrent sessions and Trail Talks

120+ concurrent sessions organized by theme

- Equitable access to trails
- International trail projects
- Inventory, monitoring and assessment
- Partnerships and collaboration
- Technology and innovation
- Trail funding
- Trail planning and construction
- Trails and economic development
- Trails, community resiliency and climate change
- Training the next generation of trail professionals



Field Day Offerings

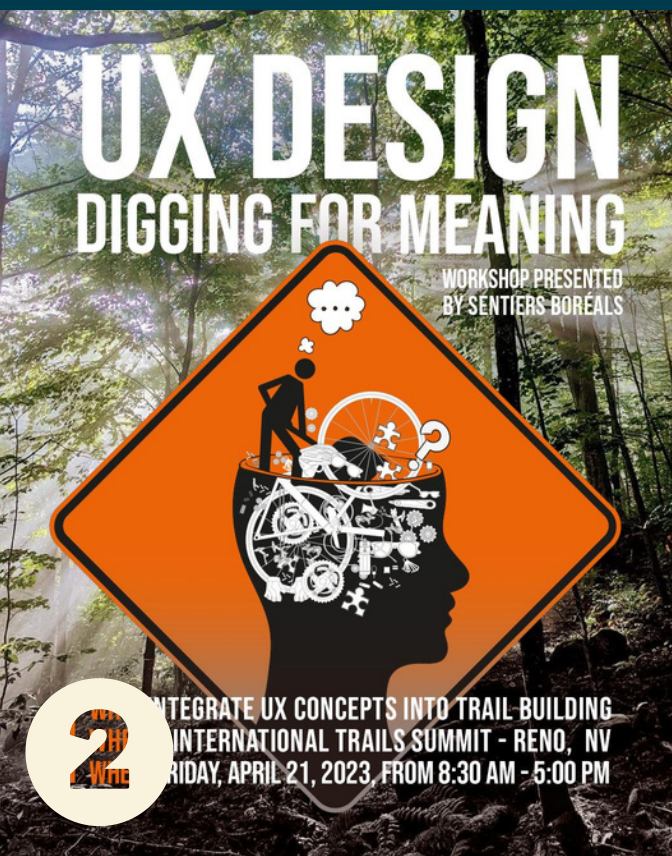
- Adaptive Mountain Bike Demonstrations
- FREE Food trucks!
- Mechanized Trail Building Demo
- Horse Packing Demonstrations
- Using a clinometer for Trail Layout (x 2)
- Pack Goats: The Agile Trail Helpers (x 2)
- Best Practice Trail Auditing Using Digital Platforms (x 2)
- Cordless Tools for Trails
- Setting the Tone: The Power of the Tailgate Safety Talk
- WayWyser Data Collection Application in Action (x 2)
- Using Drones for Trail Assessment and Planning
- Trailbuilding by Hand
- High-Efficiency Trails Assessment Process (HETAP) Tools



Technical Skills Training

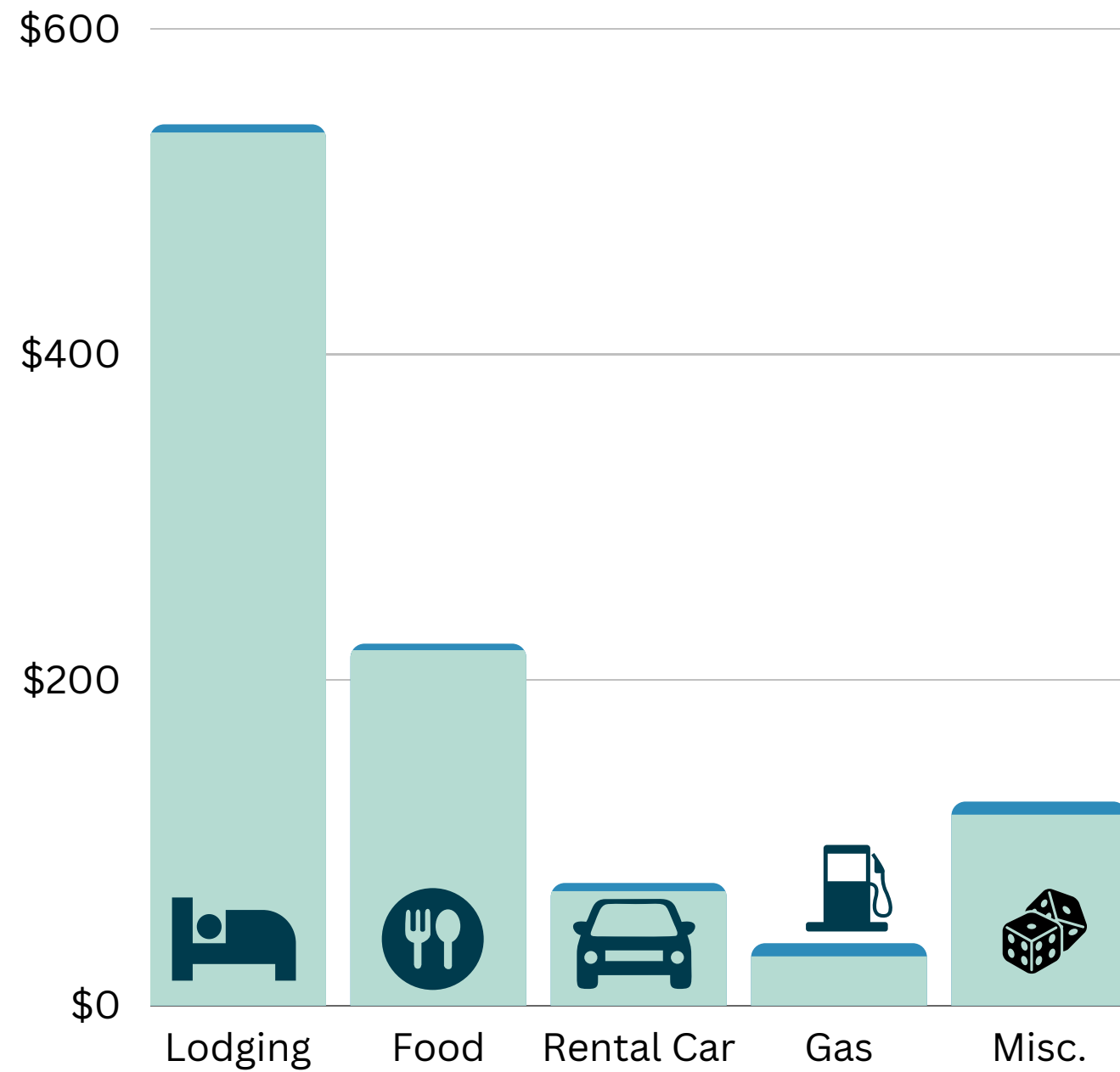
Workshops Included:

- 1 Backcountry Rigging Techniques
 - 2 UX Design: Digging for Meaning
 - 3 Terrain Dynamics for Trail Folks
 - 4 Equipment Recovery
 - 5 Mechanized Trail Equipment Training and Certification (offered twice)
- Real Trail Assessment: Seeing the Trail Through the Eyes of a Professional
 - Universal Trail Assessment Process



Spending Analysis

On average, ITS attendees spent almost \$1,000. per person. Most of that was lodging and food.



Economic Impact

The ITS represents a significant economic boon to the Reno area.

\$873K

The estimated impact of the Summit

Spending by Summit Attendees	Lodging	Food and Beverage	Car Rental	Gas	Other Items	Total
Total in responses	\$146K	\$61K	\$19K	\$8K	\$31K	\$265K
Average per person	\$536.	\$218.	\$70.	\$30.	\$117.	\$971.
Extrapolated to 900	\$482K	\$196K	\$63K	\$27K	\$105K	\$873K

Media coverage

Seven people attended the ITS for media coverage.

We had four media people that did not register, just attended for coverage.

One media person covered the World Trails Film Festival on Thursday and the local news team covered the Thursday offsite day.

One other media person, Sean Benesh was given a comp registration. He is the Founder of Trail Builder Magazine.

We were on the Reno evening news!

