
WORLD TRAILS CONFERENCE



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CONFERENCE**
SKIATHOS
Greece 2022
September 26-30

CONFERENCE IMPACT SUMMARY

www.worldtrailsconference.org

'New friends; new ideas; and a renewed passion and energy for promoting and managing hiking trails around the world - I have never been to a conference where common purpose, shared values and integrity was a feeling not a statement'

- Conference Attendee

CONFERENCE REFLECTIONS



Thodoris Tzoumas

Mayor of Skiathos Island

Skiathos and Greece was excited and honoured to host the 2022 conference. The conference reinforced Skiathos' investment in protecting and enhancing its trail offerings to the global traveller. We built strong ties with the World Trails Network and this conference brought the expertise and knowledge of the world's great trails to Greece to share, learn and exchange ideas.



Galeo Saintz

Conference Co-Chair

When trails people gather, something special happens. We experienced that once again this year in a powerful way. The rich spirit of collaboration and sharing was evident at every turn in Greece. It is the diverse community of practitioners, experts, and enthusiasts that make the World Trails Conference something different and more importantly relevant.

We had an ambitious schedule, that covered a vast array of topics and events, leaving each delegate richer for the variety and opportunities to participate.



Catherine Smart

Conference Co-Chair

The 2022 World Trails Conference was exceptional! This 'trail community' gathered on a small island off the mainland of Greece after not being together for four years. Delegates from past conferences and brand new to WTN, were graciously received by the Mayor of Skiathos, his team and his people. The sessions were thought provoking including the keynote speaker; the networking was constant; the trails - memorable and the variety of social venues were spectacular! Thank you one and all for trusting the process and for showing up! We have so much more to look forward to in the years to come.



CONFERENCE PRINCIPLES

- **Globally Relevant and Engaged:** *Connecting meaningfully with the global community of trails*
- **Interactive and Dynamic:** *Making space for the trail ideas and expertise of all participants*
- **Collaborative and Focused:** *Scaling networking and action via clear thematic streams linked to trails*
- **Creative and Generative:** *Exploring new ideas and innovations for best practice for trails*
- **Inclusive and Cross-reaching:** *Embracing diversity and equitable solutions across trails*

BY THE NUMBERS

A global network bringing together leaders and stewards of the world's trails. Results from 70 survey responses, post-conference.

228

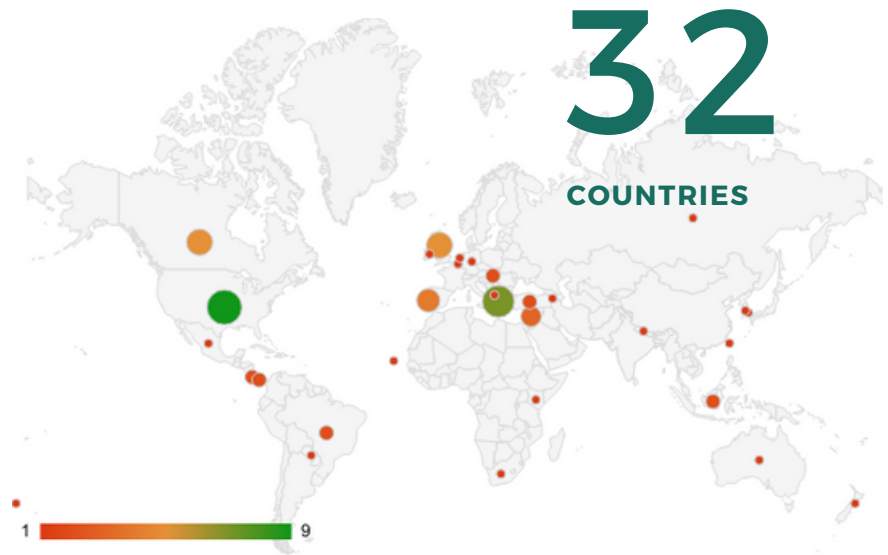
TOTAL PARTICIPANTS

166 in-person attendees
37 virtual

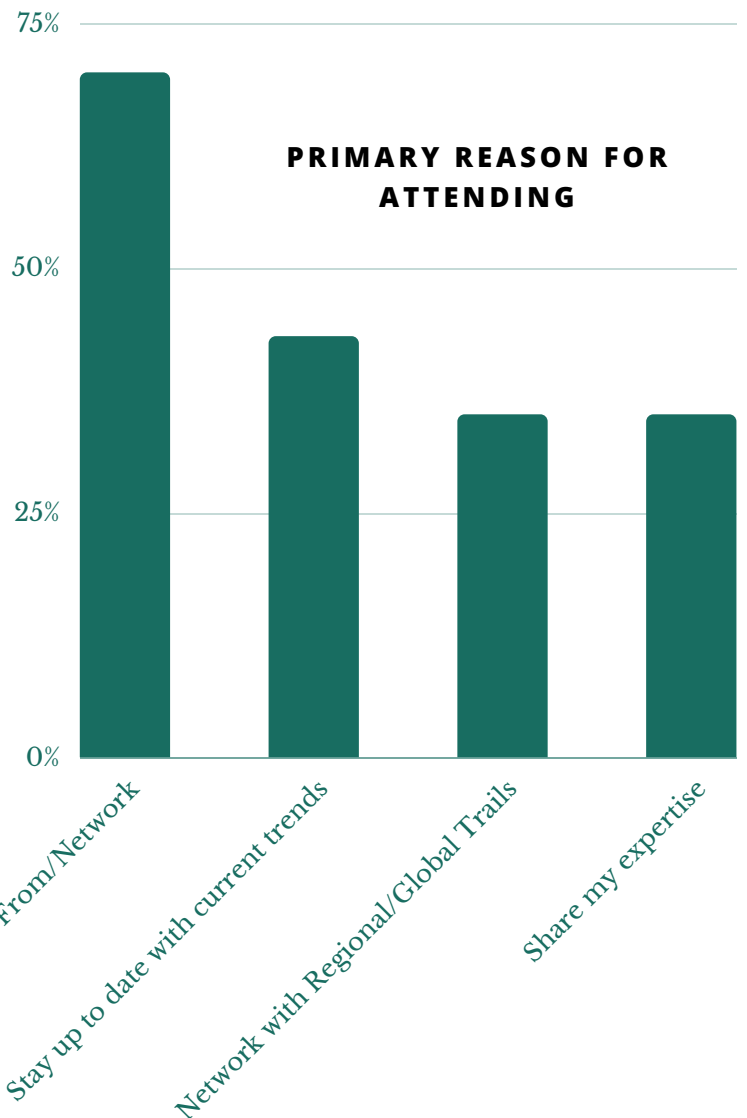
130

SPEAKERS

105 in-person speakers
25 online presenters



GLOBAL REPRESENTATION



'There's great value in hearing from experts around the world. We have much in common and loads to learn from one another. Let's walk!'

- Conference Attendee

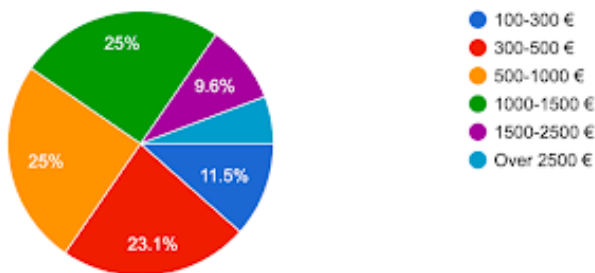
ECONOMIC IMPACT

285K€

TOTAL ESTIMATED SPENDING

APPROXIMATELY HOW MUCH (IN EUROS) DID YOU SPEND TO TRAVEL TO AND FROM THE CONFERENCE?

52 RESPONSES



SPENDING NOT CAPTURED:

The amount of extra nights and family members visiting outside of conference days.



'For my family alone, we had five people who spent an additional two weeks in Greece who otherwise wouldn't have come.'

- Conference Attendee

IMPROVEMENTS NEEDED



TOP SUGGESTIONS

- **Tech:** Better WiFi and Hybrid Program
- **Communication and Planning:** Organizer support needed from a hired team and increased volunteers
- **Interactive presentations:** More time for presentations, more interactive sessions. Fewer sessions.

GREENER FOOTPRINT



TOP SUGGESTIONS

'Aim for the next conference to be carbon neutral and zero waste'
- Conference Attendee

- **Reduce plastics:** Provide water bottles and water stations
- **Hybrid:** Improving the options and capabilities for hybrid programming.
- **Venue Access:** Map participation for the most centralized location; central programming for reduced travel on-site; more accessible venue to reduce flights.



**KEYNOTE SPEAKER:
TRACY SCHMITT**



**WORKSHOPS &
PROGRAMS**



24 people came together from 13 countries to learn more about the green flag accreditation program.

GREEN FLAG TRAILS



**TRAIL AMBASSADORS
SUMMIT**

"The World Trail Conference programs and Trail Journeys are the perfect way to do the deeper listening and engagement we need to build community in support of trails,"
- Zak Klein.



TRAIL JOURNEYS



Trails Film 2022 Skiathos, Greece by the numbers

4 hrs 32 min of films screened

4 unique programs

+150 people attending screenings

\$1,100 total cash filmmaker prizes



The World Trails Film Festival is created by and for trail-loving communities. We are inspired by nature and culture and want to make an impact on the future of trails and our planet. We are in awe of the human spirit and all that is wild. To all of this, we dedicate our festival.

**TRAILS FILM FESTIVAL
PREMIER**



PHOTOS

View [Album](#)



'Being part of World Trails Ambassadors was one of the most enriching experiences of my life, I finally met people who love working on trails and today I feel accompanied. I keep with me new ideas, friends and the desire to continue working in WTN from the heart of South America, Paraguay. See you at the next congress with new projects together.'

- Ara, World Trails Ambassador



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THANK YOU TO OUR SPONSORS



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ΠΕΡΙΦΕΡΕΙΑ ΘΕΣΣΑΛΙΑΣ
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ΜΑΓΝΗΣΙΑΣ & ΣΠΟΡΑΔΩΝ



'Being part of the World Trails Network makes us feel part of the wider world trails family. The World Trails Conference is the best way to engage with trail managers and experts to discuss issues, solve problems and generate new ideas on how we can increase the impact of trails.'