



CENTRAL COUNTIES

Central Counties Tourism Annual Symposium 2020

Session Speaker: Amy Camp

Community Trails Strategy – Benefits for Communities, Business and Trail Users



Amy Camp, owner of Cycle Forward, is a trails and tourism consultant, a placemaker, and a professional coach. She helped to launch the nationally recognized Trail Town Program® in 2007, and now consults communities on how they can rethink trails and tourism. Her latest effort is advocating for what she calls “Triangle Trails” – a framework that encourages communities to consider the triple bottom line of People, Planet, and Profit when making decisions about trails.

She has consulted and led workshops throughout Appalachia, the Rust Belt, and other locations in the U.S. and Canada. A list of consulting projects and services is available at www.cycleforward.org. Amy served on the Board of American Trails from 2012-17, acting as Board Secretary and Chair of the Hulet Hornbeck Emerging Leaders Scholarship Program. She lives in Pittsburgh, Pennsylvania, where she first grew to love communities and began her work to help improve them.

We are pleased to welcome Amy to Symposium 2020 where she will share her insights on the benefits of trail building for communities and businesses.