



ALDER & FINCH OUTDOOR CO.

Annual report 2026

Trails, people and places: a year of opening the outdoors to more walkers than ever before.

Published March 2027

Letter from the founders

Dear friends of the trail, 2026 was the year our small company grew up. We mapped 38 new trails, trained 140 volunteer guides and welcomed more than a million visitors to the paths we care for.

We started Alder & Finch with a simple idea: a good trail is one that anyone can follow. That meant clear signs, honest maps and routes that respect the land. This year we added accessible routes in four regions and rebuilt the old ridge trail after the spring floods.

None of it would have happened without our guides, our partners in local parks and the walkers who sent us more than 9,000 trail reports. Every report was read, and many of them changed a route.

In the coming year we will open the Lakeshore Loop, publish all trail maps for offline use and plant 20,000 trees along the valley trail. Thank you for walking with us.

Maya Alder and Tom Finch

Founders

Highlights of the year

38

new trails mapped

1.2 M

visitors on our trails

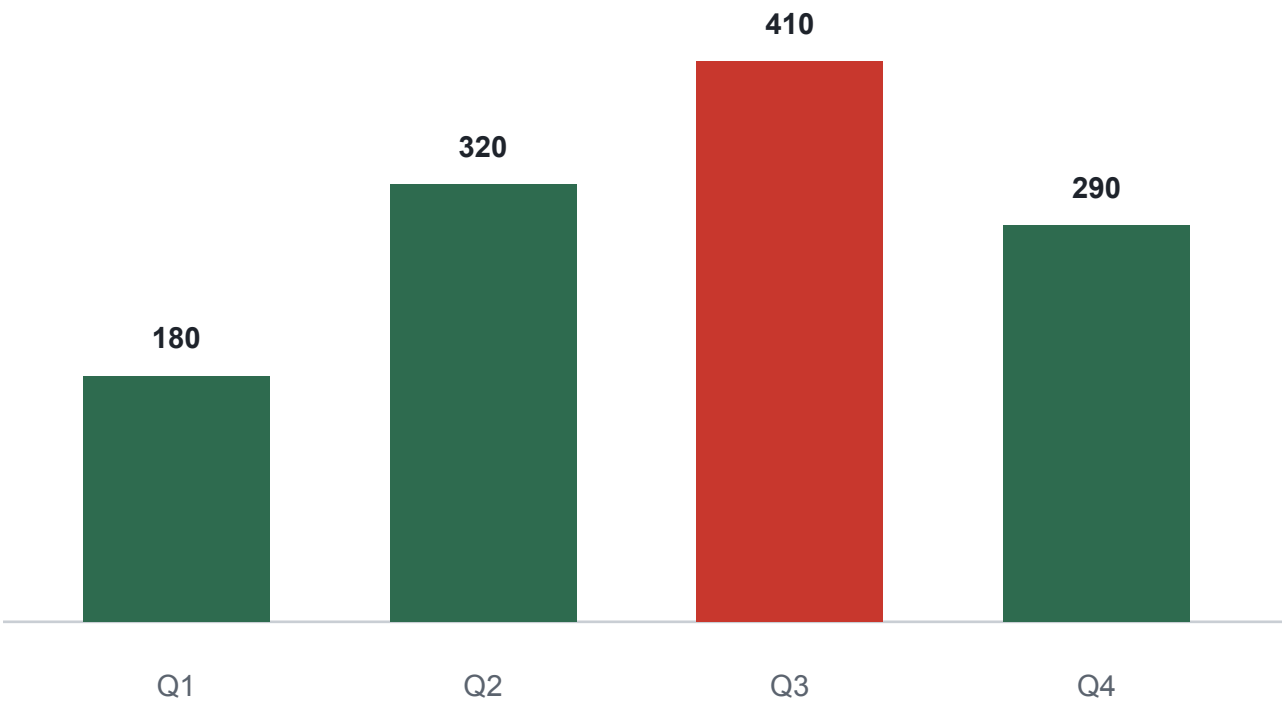
94%

would recommend a trail

140

volunteer guides trained

Visitors per quarter (thousands)



Summer remains the busiest season, but autumn visits grew fastest: the new trail maps made shorter weekday walks easier to plan.

Trail of the year: Eagle Peak



The Eagle Peak trail climbs 640 meters through beech forest to a ridge with views over three valleys. Walkers voted it the trail of the year for its clear signs, its well-kept steps and the hut at the top, where volunteers serve tea from May to October.

Length 11.4 km · Time 4–5 hours · Difficulty moderate · Best season May to October

Caring for the land

Every trail we open must leave the land better than we found it. This year we measured our work against four goals.

Goal	2025	2026
Trees planted	8,200	14,600
Litter collected (tons)	11	17
Trail kilometers repaired	64	112
Visitors arriving by bus or train	21%	33%

Next year we will publish trail maps for offline use, so that walkers need less mobile data on the trail, and we will add twelve more stops to the trail bus.

Walk with us

Join a guided walk, become a volunteer guide or send us a trail report. We read every message.

Office	12 Riverside Lane, Elmsford
Hours	Monday to Friday, 9:00–17:00
Volunteer guides	Training starts every March and September
Trail reports	Through the trail map or at any of our huts

