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TomTom Encourages U.S. National Park Visitors to Go Off the Beaten Path by Sharing Hidden Gems

National Park Foundation and TomTom partnership inspires adventures and outdoor exploration



Burlington, MA, April 10, 2017 TomTom ([TOM2](#)) today announced a concerted effort to encourage visitors to go off the beaten path and explore less traveled trails within U.S. national parks. In the past year, U.S. national parks saw a 7.7 percent increase in visitors, which translated to 24 million more people hitting popular trails and parks.

To help make it easier for people to discover new paths, TomTom is launching a dedicated site ([Tomtom.com/en_us/trails-near-me](#)) for people to view and download dozens of digital maps. For instance, the site will feature trails at lesser-known parks including, Deer Valley Loop in Saguaro National Park (AZ), the North Vista Trail at Black Canyon of the Gunnison National Park (CO) and the Mount Scott Trail in Crater Lake National Park (OR). It will also include lesser-known trails at some of the more well-known parks such as Lost Horse Mine Loop in Joshua Tree National Park (CA) and Cadillac North Ridge Trail in Acadia National Park (Maine).

Users can search for trails by location and download preferred .gpx files to add to any device that accepts GPS trails, including TomTom [Spark 3](#) and [Adventurer](#). Trails on the site are categorized by geographic location and there is also a dedicated group of influencer trails from top outdoor and fitness aficionados, allowing visitors to travel the same paths as these outdoor enthusiasts.

“TomTom wants people to get going and enjoy the outdoors, as there is so much natural beauty to enjoy and so many national parks and trails that are ready to be explored,” said Jocelyn Vigreux, President of TomTom, Inc. “Our partnership with the National Park Foundation lets us combine efforts to inspire people to get off the beaten path in our national parks – whether it’s the one right in their backyard or the one they travel across the U.S. to visit.”

In addition, TomTom is supporting the National Park Foundation by celebrating National Park Week, and making a five dollar donation and a 15 percent discount for every TomTom Adventurer and Spark watch that is sold on TomTom.com between April 10 – 23, 2017. Visit [www.NationalParkWeek.org](#) to learn more.

“National parks are incredible natural, cultural, and historical resources that offer countless activities that promote active, healthy lifestyles,” said Angela Hearn, senior vice president of marketing and communications at the National Park Foundation. “Through our partnership with TomTom, we will work together to help more people discover the endless benefits of connecting with and protecting their national parks.”

For more information on the National Park Foundation and how to support and protect America's national parks, please visit www.nationalparks.org.

To view and download TomTom off the beaten path National Parks and trails, go to Tomtom.com/en_us/trails-near-me.

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