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Rail company showcases best walking and hiking routes in East of England with new partnership

The UK's largest rail operator, Govia Thameslink Railway (GTR), is expanding its partnership with outdoor walking and hiking app, AllTrails. From this week, Great Northern and Thameslink customers can discover hand-curated trails across London and the east of England, including Hertfordshire, Bedfordshire and Cambridgeshire.

As a result of the pandemic, 2020 saw a sharp rise in those taking up hiking as a hobby and research suggests that its popularity is here to stay[1]. With restrictions on international travel still in place, this summer is the perfect

time to explore the UK and try out new walking routes and destinations.

Jenny Saunders, Customer Service Director at Thameslink and Great Northern, said: “The pandemic offered us all the opportunity to get outside more, but for a long time this was limited to our local areas. The UK is starting to open up, so this is the perfect time to partner with AllTrails to bring our customers new walking and hiking destinations across Hertfordshire, Bedfordshire and Cambridgeshire - all easily accessible using our trains.

Since 2019, AllTrails has seen over a 200% YOY increase in hikers looking for walks across London and the East of England. Thameslink and Great Northern have worked closely with the app to develop bespoke lists, which include family-friendly, city and countryside-based walks:

- [Thameslink walking trails](#)
- [Great Northern walking trails](#)

“There’s a lot to adjust to in this new normal, but what hasn’t changed are the mental and physical health benefits that we can all achieve by simply spending time outdoors. Time spent outside and on the trail has always been an easily accessible yet powerful catalyst to foster healthy and resilient communities,” **said Ron Schneidermann, CEO of AllTrails.** “We are thrilled to partner with Thameslink and Great Northern to help more walkers connect with nature and explore the beautiful trails that England has to offer,” he added.

Posters with QR codes can be found at a number of stations*. Keen explorers simply need to travel by train to their chosen destination, scan the code and discover a list of walks in the area. With trail maps, reviews and a range of rating and difficulty levels, there’s walks for everyone.

*Stations with AllTrails QR codes include:

Hertfordshire:

Royston, Ashwell & Morden, Baldock, Letchworth Garden City, Hitchin, Stevenage, Watton-at-Stone, Hertford North, Bayford, Cuffley, Knebworth, Welwyn North, Welwyn Garden City, Hatfield, Welham Green, Brookmans Park, Potters Bar,

Harpenden, St. Albans City, Radlett, Elstree & Borehamwood

Bedfordshire:

Luton Airport Parkway, Luton, Leagrave, Harlington, Flitwick, Bedford, Arlesey, Biggleswade, Sandy

Cambridgeshire:

Meldreth, Shepreth, Foxton, Cambridge, Cambridge North, Waterbeach, Ely, Littleport, St. Neots, Huntingdon, Peterborough

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About AllTrails

- AllTrails is the most trusted and used outdoors platform in the world.
- We help people explore the outdoors with hand-curated trail maps along with photos, reviews, and user recordings crowdsourced from our community of millions of registered hikers, mountain bikers, and trail runners in over 200 countries.
- AllTrails is frequently ranked as a top-5 Health and Fitness app and has been downloaded by over 30 million people worldwide.

[\[1\]Intel research, November 2020](#)

For more information, contact the press office on 0203 750 2031.

Govia Thameslink Railway

Govia Thameslink Railway (GTR) operates Thameslink, Great Northern, Southern and Gatwick Express services as follows:

- Thameslink – cross-London services between Bedford/Peterborough/Cambridge and Brighton/Horsham/Littlehampton/East Grinstead, and between Luton/St Albans and Sutton/Wimbledon/Rainham; plus services between London and Sevenoaks
- Great Northern – services between London and Welwyn, Hertford, Peterborough, Cambridge and King’s Lynn
- Southern – services between London and the Sussex coast (Brighton, Worthing, Eastbourne, Bognor Regis, Hastings) and parts of Surrey, Kent and Hampshire (Ashford International, Southampton, Portsmouth)
- Gatwick Express – fast, non-stop direct services between Gatwick Airport and London Victoria

www.southernrailway.com, www.thameslinkrailway.com, www.gatwickexpress.com, www.greatnorthernrail.com