



Lebanon Mountain Trail

Recommendations



In partnership with



Trail Promotion/Marketing



Recommendation N°1: Highlight Nature and Cultural Experiences and Promote Alternative Trails

- **Emphasize nature's beauty and cultural experiences** (villages crossed and cultural heritage) in marketing strategies, as these are by far the primary attractions.
- **Highlight the less-explored network trails and geotrails** for their unique value and educational aspects.

Recommendation n°2: Facilitate Group Hikes with an Online Platform

- **Develop an online platform** to centralize information on group hikes along the Lmt, enabling hikers to easily join planned outings, and addressing the 87% of respondents who support this initiative. Additionally, incorporate a forum-style exchange space for independent hikers to share services, tips, and best practices.

Accommodation



Context: Most hikers trek over several days, leading to a high demand for accommodation. Social interaction is a key factor for most, with 90% wanting to share meals at accommodations. Therefore, enhancing interactions among hikers and with local communities is essential across all recommendations.

Recommendation n°3: Increase the Availability of Affordable Accommodations

- **Keep pricing affordable and increase budget-friendly options** like hostels to address demand, as 1/3 of hikers find accommodations too costly.

Recommendation N°4: Enhance Accommodation Comfort and Privacy

- **Provide more privacy** such as single rooms, for the 60% of hikers willing to pay a bit more.
- **Set up "LMT Corners"** in major accommodations—designed hubs for hikers to connect, share experiences, and plan routes with maps and resources.

Recommendation n°5: Implement a Standardized Booking System on the Mobile App

- **Create an integrated booking system** to streamline reservations, as 57% of respondents support this feature.

Guides



Context: Hikers have expressed a strong desire for more educational content to be delivered by guides, as well as through digital and physical resources.

Recommendation n°6: Enhance the Educational and Cultural Dimensions of Guiding Services

- **Strengthen guides' expertise in biodiversity and geological features** to offer hikers a deeper understanding of the natural environment.

- **Provide comprehensive training on the region's history, traditions, and cultural landmarks** to deliver meaningful and engaging insights during hikes.

- **Provide a feature for incident or problem reporting** on both the mobile app and website.
- **Maintain the availability of high-quality paper maps** for those who prefer traditional tools.

Trail Features

Context: With 53% of hikers trekking independently, improving waymarking and digital navigation tools is crucial, as many have highlighted it as an area for enhancement.

Recommendation n°7: Enhance Waymarking for Better Navigation

- **Improve trail markings** to ensure they are easily visible, durable, and weather-resistant, accommodating all seasons.
- **Add more hiking duration indicators** at key junctions and trailheads.
- **Include more informational signs** along the trail to highlight wildlife, conservation efforts, and key natural features.
- **Ensure alignment between printed and digital maps with trail markings and signage.**



Digital Needs: Website and Mobile App

Recommendation n°8: Improve Navigation and Support Tool

- **Provide gpx tracks** on the website for easier integration with gps devices and mobile phones.
- **Include detailed trail maps and real-time gps tracking** in the mobile app.

Recommendation n°9: Enhance Educational Content

- **Add more information on wildlife, flora, and historical features** on the website.
- **Include points of interest** along the trail in the mobile app.

Recommendation n°10: Improve Environmental Information

- **Offer trail condition updates.**
- **Include weather forecasts and weather alerts** while educating hikers on the unpredictability of mountain weather.

Threats and Environment



Recommendation n°11: Empower Hikers to Contribute to Cleanup Efforts

- **Provide (branded) plastic bags** in Beirut and/or along the trail, encouraging hikers to collect garbage during their hikes.
- **Offer workshops and organize cleanup events** between local communities and volunteer hikers to foster cleaning dynamics among LMT hikers and stakeholders.
- **Create opportunities for donations/sponsorships** by the hikers' community by facilitating donations to support cleanup operations.

Recommendation n°12: Raise Awareness Through Transparency and Marketing

- **Use the LMT website to educate** visitors about Lebanon's waste challenges and their impact on the trail.
- **Promote cleanup initiatives as eco-conscious tourism experiences**, encouraging hikers to engage in meaningful activities that support the environment.

Recommendation n°13: Educate Hikers on Handling Sheepdogs

Noted by 17% of respondents as a bad experience.

- **Install informational signs** along the trail to explain how to interact with sheepdogs.
- **Raise awareness on the LMT website** by providing strategies for dealing with sheepdogs including tutorial videos.

Climate Change Impacts



Context: Climate change poses a growing threat to both hikers and the LMT. Uncontrolled urbanization further exacerbates this risk by threatening high mountain areas, undermining nature-based activities.

Recommendation n°14: Raise Awareness among hikers of the environmental threats they may face

- **Launch awareness campaigns** to inform hikers and stakeholders about the

increasing risks of natural hazards (storms, floods, landslides, etc.), as well as the impacts of warmer weather and heatwaves.

- **Focus on fire risks** and promote responsible hiking, particularly in forested areas.
- **Emphasize that hiking remains safe and enjoyable** if they are well-informed and take appropriate precautions. Avoid overly anxiety-provoking messages to ensure continued enthusiasm for the trail.

Recommendation n°15: Engage Beyond the LMT Community

- **Support stricter zoning laws and stronger conservation initiatives** to protect high mountain areas from growing urbanization.
- **Collaborate with national reserves** in this effort and advocate for initiatives such as the 'High Mountains Protection Law' in partnership with 'Terre Liban'.

Recommendation n°16: Adapt the Trail to Climate Change

- **Develop additional higher-altitude side trails on the LMT** to offer more comfortable hiking opportunities during heatwaves and extend the hiking season.
- **Increase trail maintenance** to address anticipated deterioration due to climate change.

