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The Berkshires' Outdoor Recreation Website Sees Growth in Year 2

www.berkshiresoutside.org now offers expanded lists of activities, guides and clubs, more safety information, and an assessment of accessibility for each listing.

Berkshire County, MA – Over 100,000 people used Berkshire County's comprehensive outdoor recreation website in 2025, taking advantage of a broader array of activity categories as well as more links to resources like clubs, guides, and gear. The website, www.berkshiresoutside.org, provides a centralized, comprehensive catalog of nearly 600 access points. This online portal to all things outdoors invites residents and visitors to discover parks owned and managed by nearly 100 different organizations, all within Berkshire County.

The site, which is managed by Berkshire Regional Planning Commission (BRPC) and was built by Gemini Creative of Stockbridge, launched on January 1st of 2024. It provides information about trailheads, boat launches, and other access points, and users can narrow their search to specific activities – 15 options in all – including hiking, boating, cycling, camping, and winter sports.

"We're getting great feedback from the land managers and locations we help promote," said Laura Brennan, BRPC's Assistant Director and Economic Development Program Manager. "The site is far exceeding expectations and we're so pleased to provide this service to residents, visitors, and outdoor recreation organizations looking to share their assets with the public."

Traffic to the website increased significantly in its second year of operation, growth which BRPC staff largely attribute to early investments in making sure the website was optimized for search engines to find it, trust it, and suggest it to those looking for outdoor options in the Berkshires. "We saw a 58% increase in users during our second year," said Mark Maloy, BRPC's GIS, Data and IT Manager who, with Brennan, was responsible for the creation of the site. "This translated to 205,000 page views."

Users can also now benefit from accessibility assessments detailing the availability of accessible parking, restrooms, and equipment, and helping to inform decisions about wheelchair and other assistive device use at each location. Several other filters provide users with the ability to focus on sites which are dog friendly, family friendly, have EV charging stations, or are near public transit. A low visitation filter helps guide users to the lesser known "hidden gems" of the region.

The website is serving as inspiration for other regions in the Commonwealth, and the state's Office of Outdoor Recreation is working with those regions to build inventories of their own outdoor recreation assets to populate a statewide website in the near future.

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About Berkshire Regional Planning Commission

BRPC is the regional planning agency for Berkshire County, Massachusetts. BRPC assists the thirty-two Berkshire cities and towns in a diverse set of topics, including community and economic development, community planning, data and information services, emergency preparedness, environmental and energy planning, public health, and transportation planning.

About Gemini Creative

Gemini Creative, a website design and development business, started in the Berkshires of Western Massachusetts in 2010 as Geiger Computers. Today, they help Berkshire businesses grow their awareness through a process of discovery, professional photography, website design and development, and digital marketing strategy. Their capabilities include strategy, branding, design, and development.