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CU on the Trail Passport Launches, Highlighting Hiking Trails Across Central Illinois

Champaign, IL— Experience Champaign-Urbana launched their fourth experience pass, this time featuring hiking and biking trails across the greater Champaign-Urbana area. The pass—CU on the Trail—features over 55 trails stretching 100 miles.

“This new passport is a way to encourage residents and visitors to step outside their comfort zone and find outdoor opportunities across our region,” explains Terri Reifsteck, Vice President of Destination Branding & Development for Experience Champaign-Urbana. “Stretching as far south as Sullivan, west to Monticello, and north to Paxton, there are literally 100 miles waiting to be explored.”

From mountain biking on the Camp Camfield trails in Sullivan to discovering bluebells along the trails at Champaign County Forest Preserve’s Heron View, users will discover opportunities for exploring the outdoors in Central Illinois.

“We find that people often overlook our outdoor spaces given our flat landscape,” shares Reifsteck. “The spaces we have here should be celebrated for their beauty and what they contribute to our physical and mental well-being.”

The passport highlights the distance of each trail, where to access, accessibility information, and other details to help plan your hike. Experience Champaign-Urbana is rewarding users who hike on at least 20 trails across the area with a new t-shirt design created by local artist, David Michael Moore. The t-shirt highlights notable icons in area parks from the Sun Singer at Allerton Park & Retreat Center to the Natural Playscape at Homer Lake and sculpture garden at Meadowbrook Park. The tees are also available for sale.

Users simply need to visit experiencecu.org/experience-passes to sign up for free. Once registered, the CU on the Trail passport is instantly delivered to the user’s smartphone and can be saved to the homescreen for easy access. Using their phone’s GPS, users can check in when visiting one of the featured businesses. There’s no app to download, and users can sign up at any time.

The passport is launched alongside a similar trail experience within the Champaign County Forest Preserves. “We’re excited to cross-promote Champaign County Forest Preserves and their team’s brilliant work. You can find a link to their challenge within our passport, making it easy to do both of them.”



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The CU on the Trail passport joins the previously launched CU in Asia Food Trail, which highlights 70 locally-owned Asian restaurants in the area, the Art in CU Trail, which showcases over 200 pieces of public art in the region, and the CU Mocktail Trail, featuring over 25 bars and restaurants with crafted non-alcoholic mocktails. Visit experiencecu.org/experience-passes to download all available passports.

About Experience Champaign-Urbana

Experience Champaign-Urbana is the certified destination management organization for the greater Champaign-Urbana area. Their mission is to promote a welcoming destination experience for visitors to strengthen economic opportunity and enhance the lives of residents. Visit experiencecu.org to learn more.