



Why WinMan?

WinMan Trails is a network of mountain biking, hiking, cross-country skiing, winter fat tire biking, and snowshoeing trails in the Northwoods of Wisconsin. Serving as a year-round adventure park and community gathering space, our trail system provides residents and visitors an opportunity to experience outstanding trails that inspire an active, outdoor lifestyle.

WinMan Trails began in 2011 as family mountain bike trails on private land owned by the Gering family. Over the last 11 years, the system has grown and evolved into a destination trail system attracting users from throughout the upper Midwest, and beyond. Currently WinMan Trails offers nearly 20 miles of purpose-built mountain bike trails, 22 kilometers of cross-country skiing trails, over 8 miles of groomed and backcountry snowshoeing, 9 miles of groomed fat tire biking, over 6 miles of running and hiking trails, and a pump track for riders of all ages to develop fundamental skills.

Originally conceived under the premise of “build it and see if they come,” the popularity of WinMan has grown each year. There is no doubt that we achieved “proof of concept” and have become a valuable asset to the experience many families have when visiting the Northwoods. In 2020, we had approximately 31,000 visitors, which at the time was our busiest year. In 2021, WinMan hosted almost 47,000 individual visits - a 48% increase in just one year.

Our core mission is offering an incredible trail related experience. Our trail design allows for the entire family to enjoy themselves, while still offering challenges for more advanced users. We offer excellently maintained trails that are well marked and mapped. This allows new users a chance to feel confident and comfortable when mountain biking or cross-country skiing here for the first time. Our location benefits from soil conditions that allow for excellent trail design and sustainability, scenery and forests that stimulate the user, and topography that packs in fun for every level of user.

WinMan Trails employs three full-time staff to ensure this user experience is always held to the highest standards. Our small team is able to operate efficiently and effectively so that all donations received are channeled directly into the trails. Our in-house trail builder allows us to build and maintain our trail system at a significant cost savings. Utilizing his talents, along with those of our property manager, means we are able to plan ahead for trail and facility maintenance, while always providing something new for our users.

Offering more than just an incredible trail experience, WinMan Trails focuses on the entire user experience. We offer amenities including a chalet with indoor restrooms, changing rooms, free public wi-fi, a wood burning masonry fireplace as well as multiple indoor and outdoor gathering spaces. This forward thinking approach of appreciating the entire user experience has opened up opportunities for additional revenue generating programs including clinics, retail and apparel sales, and alcohol sales. One-hundred percent of all revenue goes directly back to trail expansion and maintenance.

We believe the best way for WinMan to succeed is continuing to strengthen our core competencies of quality, year-round trails and adding amenities that enhance our users experience. Benefiting from an authentically developed and well established user base, overall industry growth in mountain biking and cross-country skiing, along with the vast benefits of our location, WinMan Trails is in a unique position to strengthen itself as a destination trail system and premier asset for the community.