



Emerald Mountain's Highway to Hell Trail Opens Friday

Advanced/Expert Downhill Trail Promises Thrills, Chills & White-Knuckle Adventure

STEAMBOAT SPRINGS, COLORADO-July 16, 2025-Get ready, Steamboat Springs! The ride of your life begins this Friday, July 18, as the highly anticipated Highway to Hell trail officially opens on Emerald Mountain. The new advanced with expert-only options directional downhill trail is packed with jaw-dropping features sure to thrill even the most seasoned riders—think berms, jumps, rock drops, and a whole lot of adrenaline.

“After years of planning, building, and dreaming, we’re shifting from construction to pure exhilaration,” said Parks & Recreation Development Manager Matt Barnard. “This trail is like nothing else on Emerald. It’s a fast, technical, high-energy descent built for expert riders—and it delivers.”

When fully complete, Highway to Hell will span 3.2 miles of full throttle downhill, boasting:

- Sweeping berms
- Step-up jumps
- Rock drops
- Rugged rock armoring

The full trail will run from the radio towers at the summit, along the spine of the historic quarry ridgeline, before plunging down to the stables area at Howelsen Hill. This Friday’s opening includes the lower section (from the quarry down), with the upper segment expected to open later this fall.



The brainchild of Steamboat Springs Parks & Recreation and Routt County Riders, the trail was designed and built by FlowRide Concepts, known for their work on the local favorite NPR (No Pedaling Required). Funding came from the city’s voter-approved 2A Trails program, a reflection of the community’s ongoing commitment to expanding and enhancing trail access.

And let’s talk about the name: Highway to Hell didn’t just happen—it earned its title in a blazing-hot public vote, where 1,831 local riders and trail lovers made their voices heard in a spirited naming contest. The final choice? A nod to the trail’s fiery attitude and Steamboat Springs’ bold biking culture.

So, suit up, grab your protective gear, double-check your suspension, and get ready to drop in. Highway to Hell is calling— it’s got a fiery bite and is not for the faint of heart.

-WeServeTheCity-

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