Celebrate 110 years of national parks with Maps, Search, and Gemini

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What people are searching in the lead-up to National Parks Week — plus, how Ask Maps, AI Mode, and the Gemini app can help turn your wanderlust into a well-planned adventure.

As the U.S. heads into National Parks Week — celebrating 110 years of the National Park Service — Americans are taking their love of the outdoors to some of the country's most iconic landmarks.

Whether you're gearing up for your next trip or looking to satisfy your wanderlust, here's a look at what people are searching for — and a few ways Google can help you discover, prepare for, and make the most of your next adventure.

Hit the trails

More people are hitting the trails than ever before, with overall Search interest in hiking reaching an all-time high this year. Much of that momentum is coming from newcomers: queries for "hiking for beginners" increased by 165% over the past month. As for where all these newly-minted hikers plan to start, Rocky Mountain National Park has emerged as the top trending park searched alongside "beginner hiking."

Use AI Mode in Search to find the right gear for your hike. Type in exactly what you're looking for and you'll get options tailored to your specific needs and shoppable product listings right in your results — e.g., hiking boots with good ankle support.

Plan the big trip

Mapping out a visit to a national park can be daunting, but people are turning to Search and Google Maps for inspiration. Over the past month, Acadia National Park was the top trending national park travel itinerary on Google Search. For those looking for highly rated experiences, Haleakalā National Park and Mount Rainier National Park stand out as the top-rated national parks on Maps this year.

Turn your trip ideas into a shareable itinerary. Use the Gemini app to create a custom, visual invitation or packing list for your travel crew. Be specific. For example, prompt Gemini for a trip to Yellowstone National Park over Labor Day weekend and ask for a suggested list of attractions, things to pack and eat, and activities you can do, such as hiking, camping, and taking in beautiful views.

Enjoy the journey

Getting there can be just as much fun as the destination. Search interest in "how to plan a road trip" increased by 190% over the past month, with Great Sand Dunes National Park as the top trending

road trip destination.

 Ask Maps can help you plan a memorable road trip by suggesting scenic stops, popular places to grab a bite, and giving you a heads-up on traffic delays and disruptions. You can even use it to find the perfect hotel along the way. Once you find a route that works for you, don’t forget to download your map so you can navigate even in the most remote locations.

Take in the sights

Hikers are hungry for information. Zion National Park was the most-searched national park for hikers, and its Narrows trail ranked as the top trending hike.

 Being surrounded by nature sparks more questions about the world in front of you, which the Gemini app is ready to help with. Tap the Live icon and click the camera to start Gemini Live. Point your lens at an unfamiliar wildflower, a distinct rock formation, or a historical trail marker, and ask Gemini what you’re looking at to get real-time insights as you hike.

Start building your bucket list by visiting United Parks of America by Google Arts & Culture, which celebrates the history and beauty of national parks. Take an interactive trip through the Everglades or discover the wildlife in Yellowstone National Park with just a click.

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