

Camp Strava 2024 Product Updates

Athlete Intelligence Beta

Currently available as a private beta, Strava's Athlete Intelligence uses AI to help analyze the data from every ride, run, walk, and hike. Based on athletes' weekly focus, Athlete Intelligence will offer guidance to help athletes get more out of their next workout.

Added bonus: Strava connects with thousands of devices, wearables, and fitness apps, so with future updates, insights will include the athlete's entire fitness story across multiple sports and modalities.

✔ SUBSCRIPTION

Dark Mode

One of the most requested features from Strava athletes, Dark mode will improve the in-app experience for all users, reducing eye strain and improving accessibility while they record an activity or scroll through the feed.

Athletes can expect a rollout later this summer with options to keep their mobile settings always dark, always light, or match their device settings.

✔ SUBSCRIPTION ✔ FREE

Night Heatmaps

Night Heatmaps show only activities between sundown and sunrise—so athletes can get an idea of which roads, trails, and paths are well-trafficked after hours.

✔ SUBSCRIPTION

Weekly Heatmaps

Weekly Heatmaps keep up to date with changing route conditions. With the help of the Strava community, the platform can show what roads/trails are most trafficked in the past seven days.

✔ SUBSCRIPTION

Maps Tab Redesign

Strava's redesigned Maps tab in the mobile app features a simplified look and layout for easier planning and navigation.

✔ SUBSCRIPTION ✔ FREE

Flyover Updates

Flyover, Strava's dynamic 3D map, now offers an overlay with activity stats. The next iteration will allow for easy sharing to social media platforms.

✔ SUBSCRIPTION

Generative Routes

Strava's new route recommendation engine, powered by AI, offers personalized route guidance by de-identified activities recorded by Strava athletes.

Custom route recommendations will be generated based on the athlete's distance, elevation and surface type preference. It also adapts to surrounding terrain and reflects real routes uploaded by the Strava community.

✔ SUBSCRIPTION

Verified Segments

An 'official' badge, similar to those used to identify pro athletes or official clubs on Strava, highlights the most well-known and sought-after segments for select running and cycling events.

✔ SUBSCRIPTION ✔ FREE

Best Efforts

Best Efforts keeps track of personal records (PRs) and performance trends in several categories. Now available for cycling as well as running.

✔ SUBSCRIPTION ✔ FREE

AI-enabled Leaderboard Integrity

This feature harnesses machine learning to automatically flag questionable activities recorded to the platform. Trained by millions of activities, this feature helps all users on Strava to play fair and have more fun. This is one of the most requested features from athletes.

✔ SUBSCRIPTION ✔ FREE

Quick Edit

For athletes, having control over what is shared with the Strava community that cheers them on - like what time a run is logged - is important. Quick Edit makes it easier to make the most common edits - like activity name and privacy settings so you can hide start time, your map visibility, or other workout stats.

✔ SUBSCRIPTION ✔ FREE

Activity Detail Page

The enhanced Activity Detail Page combines essential metrics with analysis and achievements, presenting workout-specific highlights directly on the map to offer a comprehensive overview of where and how athletes performed.

✔ SUBSCRIPTION ✔ FREE

Progress Summary Dashboard

New filters are available via the Progress Summary Dashboard. Athletes customize the view by sports type or time frame. Subscribers have additional filtering options.

✔ SUBSCRIPTION ✔ FREE

Upgraded Club Experience

Create Clubs, send messages within the Club (group and 1:1), start different channels or even a Club Challenge via the Strava mobile app.

✔ SUBSCRIPTION ✔ FREE

ML-Powered Feed

Introduced to all Strava athletes this March, the athlete's feed showcases activities that are most relevant to them.

✔ SUBSCRIPTION ✔ FREE

Family Plan

With Family Plan, it's easier to make your fitness a team sport by sharing an annual subscription with up to three other people—friends, family, teammates, or anyone in your fitness family. Launching in select countries this summer with plans to roll out globally by the end of the year, Strava's newest annual subscription option offers the best value for groups of up to four, with a discount off the regular subscription price for each member.

[Learn more](#) and join the [waitlist](#) to be the first to hear when Family Plan is available in your country.

Price and % savings will vary by country.

✔ SUBSCRIPTION