



Tourism Management Update





PANDEMIC RECOVERY



2021 GovCon Outstanding
Community Tourism Initiative



DMA West Best Ideas Winner 2022





DESTINATION STEWARDSHIP

Stewardship: An ethical value that embodies responsible planning and management of resources.

Destination Stewardship: An approach to management and planning that helps balance and meet the needs of a destination and its communities through full public-private collaboration.

Sustainable Tourism: Tourism that meets the needs of visitors, industry, the environment, and the host community, while considering the environmental, socio-cultural and economic impacts of the present and future.

Examples:

1. Hanging Lake Management
2. Roaring Fork Valley Destination Alliance
3. Care for Colorado Coalition



HANGING LAKE MANAGEMENT





DESTINATION STEWARDSHIP

Glenwood Springs Tourism Management Board

Vision

Be the preferred regional tourism destination.

Mission

Manage marketing and responsible promotion for the Glenwood Springs area to benefit the local economy, enhance residents' quality of life, and protect natural resources.



DESTINATION STEWARDSHIP

Destination Stewardship in Colorado

Balances quality of life for residents and quality of experience for visitors, while enhancing our environment and communities



Making Destination Stewardship Work for CO

- Ensure benefits of visitor economy are balanced between communities, environment and visitors
- Empower communities to proactively protect destination's cultural and natural assets
- Lessen impacts on lands and people
- Increase partnerships and alignment
- Collectively transform tourism industry mindset





DESTINATION STEWARDSHIP

Current Destination Stewardship Work



24+ CTO programs aligned with Destination Stewardship



DESTINATION STEWARDSHIP

BALANCE WITH STAKEHOLDER PRIORITIES

1. Advance tourism workforce
2. Advance off-peak tourism
3. Champion value of tourism
4. Develop/enhance visitor experience
5. Encourage responsible use
6. Foster inclusive travel
7. Promote local businesses and experiences

DO COLORADO RIGHT WITH THE CARE FOR COLORADO LEAVE NO TRACE PRINCIPLES



KNOW BEFORE YOU GO

The first step happens before you ever step outside. Minimize your impact while maximizing your enjoyment by researching the area you're visiting and preparing accordingly.



STICK TO TRAILS

Stick to trails and follow the path to preservation. As tempting as shortcuts may be, staying on designated trails protects our landscapes from erosion and you from injury.



TRASH THE TRASH

It's not just what you take, but what you leave behind that has an impact. So next time you adventure into the great outdoors, know that your small effort to clean-up goes a long way.



LEAVE IT AS YOU FIND IT

The best way to nurture the nature you love is to leave it alone. Tree carvings, uncleaned gear and even a picked flower can wreak havoc on a delicate ecosystem. So remember, if you love it, leave it.



BE CAREFUL WITH FIRE

Colorado's first defense against wildfires isn't our firefighters or rangers – it's you. Prevent damaging wildfires by never leaving fires unattended and always fully extinguishing them.



KEEP WILDLIFE WILD

Colorado is home to tens of thousands of creatures. Keeping them — and you — safe means keeping your distance and keeping your food locked tight.



SHARE OUR TRAILS AND PARKS

With over 40% of Colorado being public land, there's room for everyone to enjoy. Help others experience the peace and wonder of our great outdoors by keeping noises low and respect high.

To learn more visit [DoColoradoRight.com](https://www.DoColoradoRight.com)



DESTINATION STEWARDSHIP

Care for Colorado Coalition

- Network of 100+ partners from around the state
- Includes state/federal agencies, nonprofits, travel-related businesses and more
- Support and strengthen CTO's effort to protecting state's natural resources





DESTINATION STEWARDSHIP

Care for Colorado/Leave No Trace

- Seven principles that educate visitors on sustainable/responsible travel





DESTINATION STEWARDSHIP

"Do Colorado Right" Campaign

- Destination Stewardship
- Educate visitors and residents
- Travel responsibly throughout the state
- Topics include:
 - Fire Safety
 - Backcountry Safety
 - Trash Mitigation





STICK TO

TRAILS

DO COLORADO RIGHT

LEAVE IT AS YOU

FIND IT


DO COLORADO RIGHT

DO COLORADO RIGHT

BEFORE YOU GO

Looking to Do Colorado Right? Embrace the Care for Colorado Leave No Trace Principle. *Know Before You Go.* The first step happens before you ever step outside. Minimize your impact while maximizing your enjoyment by researching the area you're visiting and preparing accordingly. To learn more go to DoColoradoRight.com.

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 YOUR LOGO

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DO COLORADO RIGHT.COM



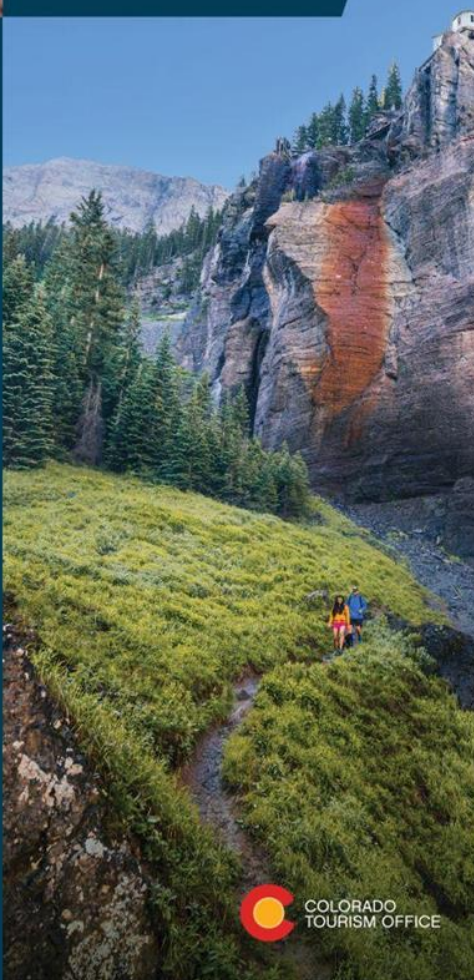
HOW TO DO COLORADO RIGHT

Your Guide to Responsible
Travel in Colorado

There's nothing like Colorado's great outdoors, where visitors from near and far have found a haven for adventure, moments of peace and a chance to wonder at the pristine natural beauty of our diverse landscape. There's a lot to see and do—but there's also a lot to know about traveling our four-cornered state. By being thoughtful with our actions and aware of our impact, we can keep Colorado a special place for generations to come.



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SAFE TRAVEL TIPS



ALTITUDE

Staying hydrated and adjusting for a day or two before embarking on a high-altitude adventure is the best way to make sure being high up doesn't get you down.

ALCOHOL

Colorado is known for its craft beers and spirits, but go slow until you have your mountain legs as it has more impact at altitude.

CELL COVERAGE

It may be hard to come by in some areas, so download maps and let others know where you're going ahead of time.

SPARSE SERVICES

If you spot a sign saying "No gas or services for the next 56 miles," believe it.

FOR HIKES, ROAD TRIPS & OTHER EXCURSIONS

Pack more food, water and cold-weather wear than you expect to need to prepare for changing conditions.

BEAR-PROOF TRASHCANS

Protect the wildlife by using these along the trails. Look for instructions on the can – there's usually a lever or button that's too tricky for hairy paws.



LOW-IMPACT TRAVEL

Colorado offers a variety of seamless transportation options. Some save you money, some save you time, but all of them make it easier for you to take in the amazing Colorado views while being a little kinder to mother nature.



BUSES

Whether you're visiting our bustling cities or exploring the far reaches of Colorado, buses like Bustang, Bustang Outrider and Denver's RTD network will get you there with all the creature comforts you could want.



SHUTTLES

Amtrak's California Zephyr line has stops in Denver, Fraser, Grand Junction and more. Meanwhile, the Rocky Mountaineer trains provide luxury service between Utah and Colorado.



ELECTRIC BYWAYS

If your ride is an electric vehicle, you can continue helping mother nature when you use Colorado's 13 Electric Byways with charging stations available every 100 miles.



CARPOOLS

Ask your friends to join your trip! Carpooling will decrease highway congestion which means you'll theoretically get to your destination faster.



BIKES AND E-SCOOTERS

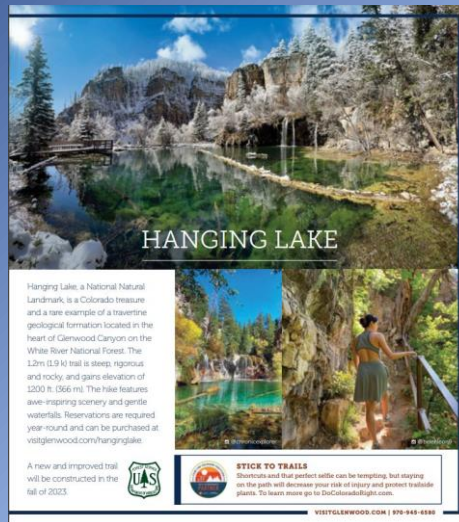
Feel the wind in your hair as you navigate Colorado's cities with a green-ride option like an e-bike or e-scooter.





DESTINATION STEWARDSHIP

Visit Glenwood Springs is a member of the **Care for Colorado Coalition**. We are utilizing assets from the CTO toolkit to create messaging and signage around safe, sustainable and respectful travel to and through Glenwood Springs.



Visit Glenwood Springs is part of the **Roaring Fork Valley Destination Alliance**. This group, made up of Destination Marketing and Management Organizations from Aspen, Snowmass, Basalt, Carbondale and Glenwood Springs, was formed through a CTO Restart Destinations Grant in 2021 and continues through a CTO Reimagine Destinations Grant implemented in 2022 into 2023. This group is dedicated to **championing the Value of Tourism** and **messaging Respectful & Responsible** visitation to our valley.