

MAKING THE MOST OF OUR NATURAL ADVANTAGE

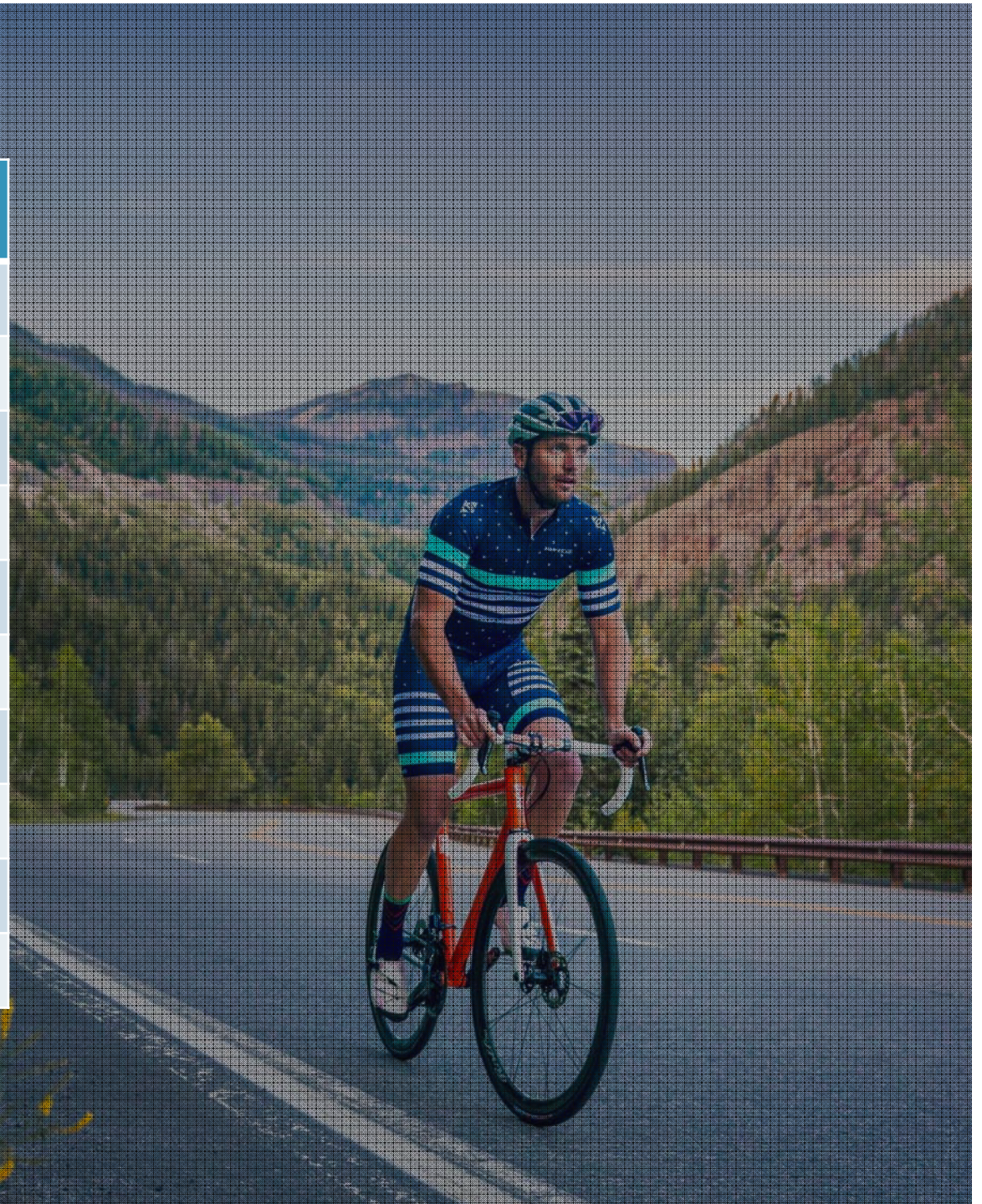
**A presentation for the
Colorado Association of Ski
Towns (CAST)**

August 22, 2019

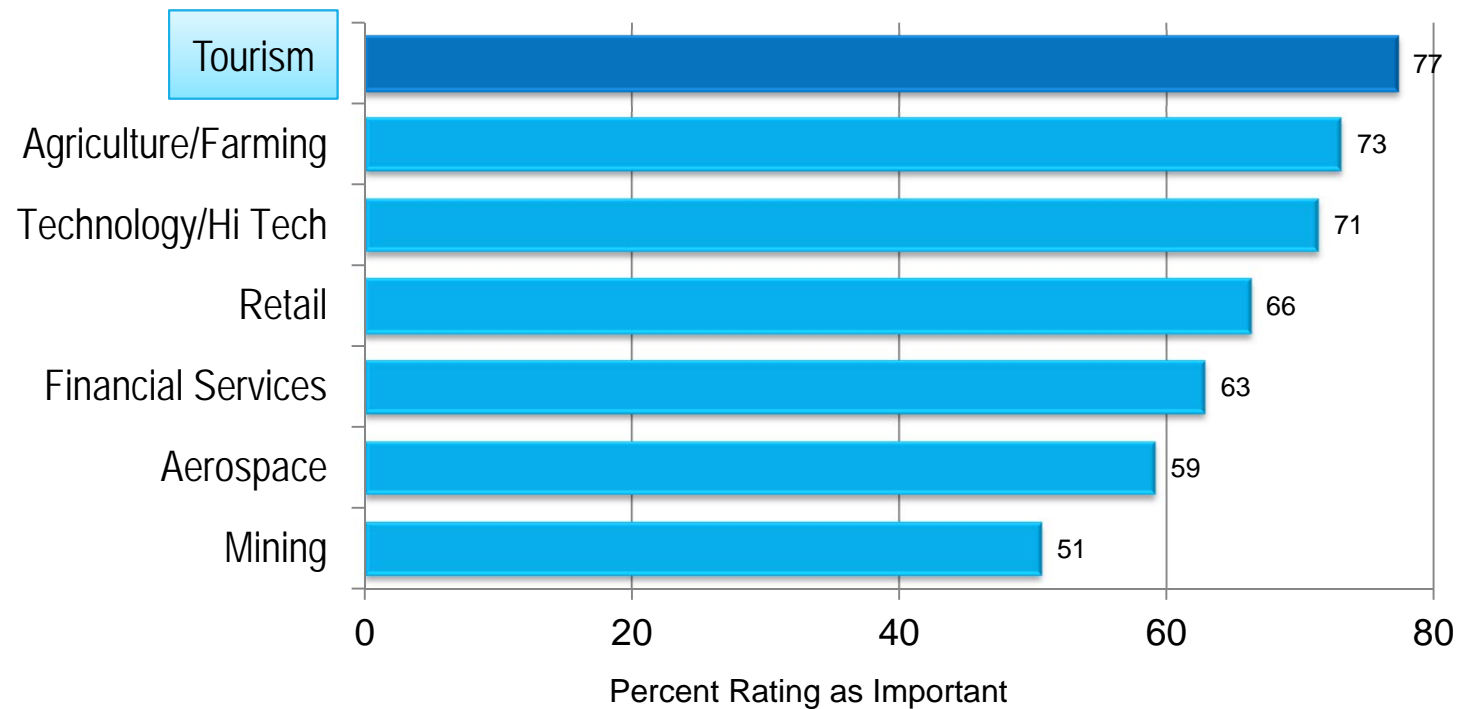


Dream Destinations	Top 3 Picks
Florida	43.2%
California	41.3%
New York	27.2%
Arizona	23.6%
Colorado	20.1%
Nevada	18.0%
Hawaii	16.8%
Texas	15.2%
Massachusetts	14.9%
North Carolina	14.6%

TRAVELZOO, 2019



Perceived Importance of Colorado Industries



CO HAS DOUBLED THE 20% GROWTH RATE OF US TRAVEL SINCE 2009

Strong economic impact

- **Triggered \$22.3 billion in direct spending in 2018; up 6.7%, well above the national average of 4.1%.**
- **Generated \$1.37 billion in state and local taxes, up 6.6%**
- **Attracted a 3% increase in marketable leisure travelers, but share of these coveted travelers dropped from record-high 3.1% to 3.0%.**
- **After ranking 8th nationally for this travel segment last year, Colorado ranked 9th in 2019, well ahead of its 18th place ranking in 2009.**

OUTPACING THE NATION

A trajectory of success

- **Colorado's travel spending has grown by 65 percent since the depths of the recession, compared with 46 percent nationally.**
- **Colorado travelers have spent an average of 5.7 percent more each year from 2009 to 2018, compared with just 4.3 percent nationally.**

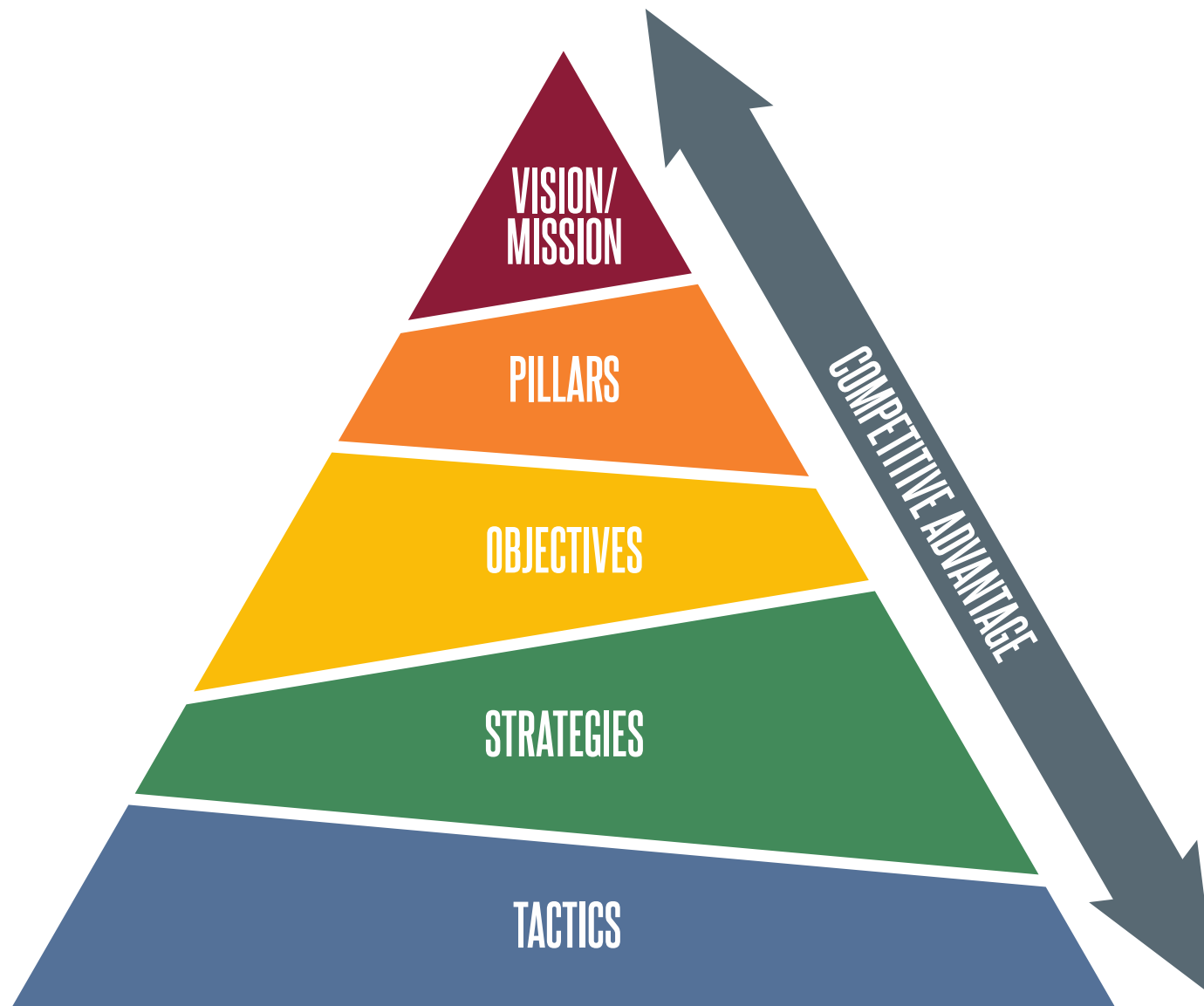
COLORADO TOURISM ROADMAP

MOVING THE STATE FORWARD THROUGH A STATEWIDE STRATEGIC INITIATIVE

Adopted on March 15, 2017



THE COLORADO TOURISM ROADMAP: A strategic plan not just for the Colorado Tourism Office, but for the Colorado tourism industry.



VISION

Colorado is the premier U.S. destination for active, outdoor and unique experiences that make you feel truly alive.

MISSION

Drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state.





03

STEWARD

Protect the integrity of Colorado resources through sustainable tourism.



OBJECTIVES:

- ▶ Embrace thinking that disperses visitors in productive ways.
- ▶ Invite travelers to embrace Coloradans' sustainability ethic while here.
- ▶ Create alliances with other stakeholders to magnify the impact of sustainable tourism initiatives.

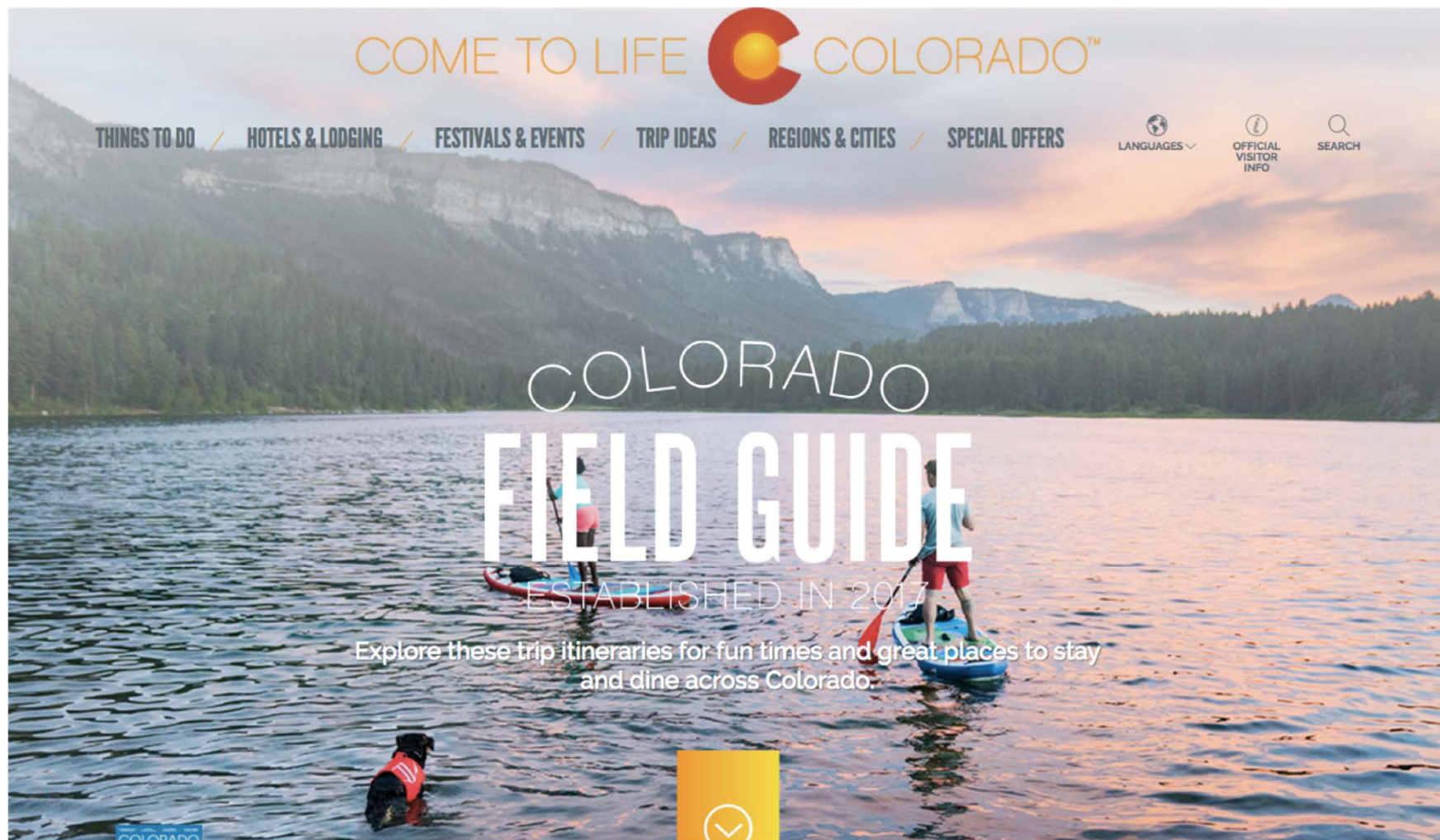


A National Leadership Position

OTHER STATES, DESTINATIONS TAKING NOTICE

Colorado is leading the way on:

- **Shifting focus from increasing visitation to increasing traveler spending -- and tourism capacity planning.**
- **Dispersing travelers in productive ways.**
- **Supporting development of visitor management systems, such as reservation systems and technology driving dispersion.**
- **Educating travelers to reduce their impacts on the environment through the Care for Colorado Principles.**
- **Creating ways for travelers to reduce their carbon footprint.**
- **Managing our own 'glass house'**



THE COLORADO FIELD GUIDE: Introduced by the CTO in May 2017, this online collection of more than 150 multi-day itineraries guides travelers to less-visited and off-peak destinations. Industry partners have a standing invitation to contribute new itineraries.

Results

CLICKS: More than 500,000 in past year

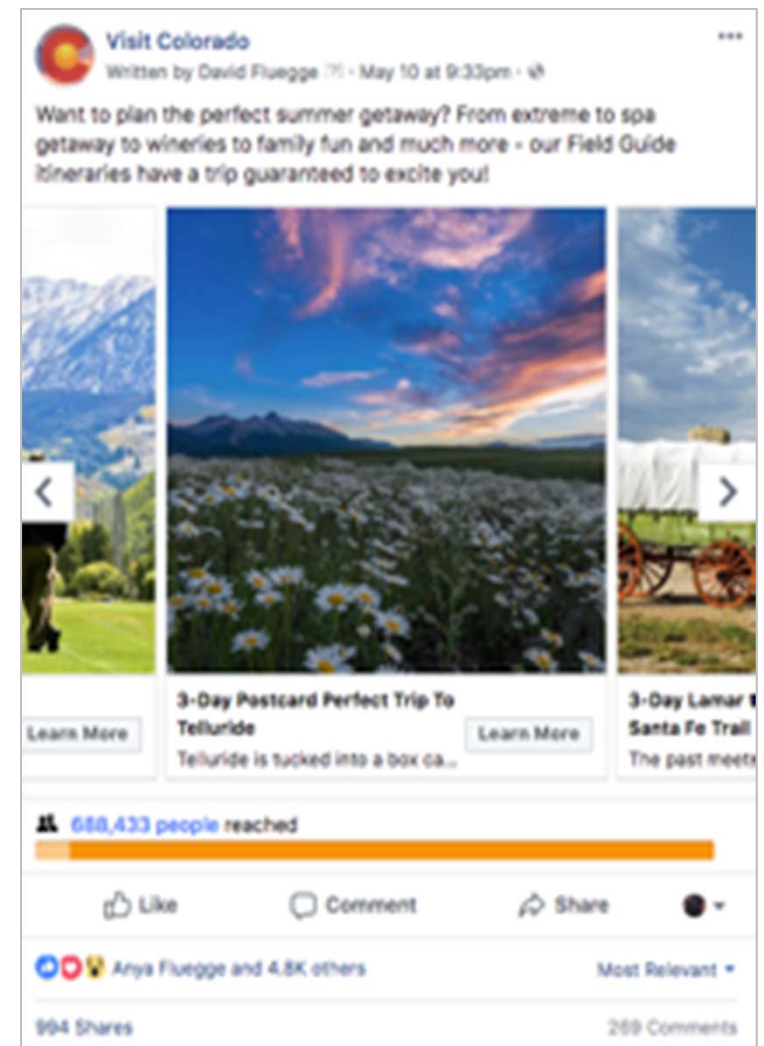
POWERFUL CTA:

‘Get itineraries’ call to action on digital banners generated a .45% engagement rate; benchmark is .07%

‘Get itineraries’ had best engagement of all five options offered on the summer campaign landing page.

ENGAGEMENT DRIVER:

Colorado Field Guide posts on Visit Colorado Facebook page generated 267,560 link clicks for a 10.47% click-thru rate, compared with 6.37% for content marketing on average.



A first of its kind partnership

AIMED AT INSPIRING TRAVELERS TO REDUCE IMPACTS ON COLORADO

**CTO signed MOU with Leave No Trace
October 16, 2017; first year task
agreement included:**

- **Development of shared messaging based on the iconic Leave No Trace Seven Principles**
- **Creation of strategic partnerships with at least three industry sectors to educate travelers, develop best practices**
- **Shared research priorities**



OTHER CTO 'STEWARD' INITIATIVES: 'Bike friendly' welcome centers, development of EV charging stations network, solar-powered wifi stations, 'voluntourism' initiative

CTO, Leave No Trace welcome new partners

SHARING A UNIFIED MESSAGE WITH MILLIONS MORE COLORADO TRAVELERS

- **COLORADO HOTEL AND LODGING ASSOCIATION:** Colorado hotels managed 24 million overnight stays in 2017.
- **COLORADO RIVER OUTFITTERS ASSOCIATION:** served 600,000 rafters in 2018.
- **COLORADO DUDE AND GUEST RANCH ASSOCIATION:** Welcome an average of 16,000 guests for weeklong stays every year.
- **COLORADO ASSOCIATION OF DESTINATION MARKETING ORGANIZATIONS (CADMO):** Colorado's largest DMOs



CADMO

IN A FUN, NON-JUDGY WAY

Sharing Care for Colorado

INSPIRING TRAVELERS TO BE 'COLO-READY'

CTO and Leave No Trace introduced 'Care for Colorado' Principles in late May 2018, embracing a low-key, engaging way of serving up information to travelers consistent with the Colorado brand.

ARE YOU COLO-READY?

With a little preparation, a spirit of adventure, and a soft spot for nature and the past, you'll be on the trail to exploring Colorado like a local.

LEAVE NO TRACE - CARE FOR COLORADO PRINCIPLES

- ### 01 KNOW BEFORE YOU GO

This land really is your land. Our state and federal agencies manage 42 percent of Colorado's mountains, landscapes, and our cities and counties maintain even more. Learn about and respect the special use of each, share and enjoy alike.

Stay back from the peak. Find your way to bear-rated and off-trail destinations to minimize down time and maximize your connection with special places.

Bring along reusable water bottles or have a plan to find water to drink and stay hydrated in our dry climate.
- ### 02 STICK TO TRAILS

With 39,000 marked trails and 13,000 designated campsites, there's no need to venture beyond. By sticking to these areas and camping at least 200 feet from lakes, rivers and streams, you're helping natural areas stay natural.

Even though shortcuts can be tempting, please don't take them. A few extra strides on the path will protect plants and the homes of the true locals.
- ### 03 LEAVE IT AS YOU FIND IT

Leave plants, rocks and historical items as you find them so others experience the joy of discovery.

Any of our 750 different species of wildflowers will live longer in a photo. Snap away, but only with a camera.

Colorado is beautiful all on its own. Building structures or campsites on public land isn't cool. Keep it simple for everyone to enjoy.

Treat all living things with respect. Carving or heating plants and trees may be an art, but it's not a good one.
- ### 04 TRASH THE TRASH

Pack it in, pack it out. Or just try to leave a place better than you found it. Put litter, even crumpled, paper and more, in your nearest trash-hauling bin.

Wash yourself, your dog or whatever else needs cleaning at least 200 feet from waterways, and use biodegradable soap. A bubble bath is a treat for fish.
- ### 05 BE CAREFUL WITH FIRE

Colorado's hot humidity has peaks, but can create dry, dangerous conditions. Keep campfires small and manageable to avoid spreading wildfires.

When putting out a fire, water it until you can handle the embers. Never let a fire burn unattended.

Use care when smoking in Colorado's dry climate. Always put cigarettes out completely, and don't leave your lights behind.
- ### 06 KEEP WILDLIFE WILD

Colorado is home to tens of thousands of furry, scaly and feathered creatures. To keep them - and you - safe, don't approach them.

It is not advisable to feed wild animals. You could alter natural behaviors, exposing them to predators or even euthanasia.

Keep your furry buddies leashed when enjoying dog-friendly trails, and pack out their waste. All the way to a trashcan.
- ### 07 SHARE OUR TRAILS & PARKS

Chances are you're not out in nature to people watch, so try out the headbasher parts and sites.

Silence your cell phone before stepping into nature, and speak softly without using the speaker function.

Be considerate when passing others on the trails and yield to the uphill hiker and biker - they read the mountain.

Listen to nature. Keep your voice and music soft so all can enjoy the peace of Colorado.

COLORADO PACKING LIST

"DRESS IN LAYERS!" ARE WORDS TO LIVE BY. Our dramatic elevation changes mean we can sit in the mountains and then drop a few thousand feet to bike or drink a craft brew on a sunny patio.

SUMMER PACKING MUSTS:

- #### 01 SUNSCREEN, UP BALM, A HAT & SUNGLASSES

Remember, you may be a mile or more closer to the sun, and much of Colorado gets 300 days of sunshine every year.
- #### 02 BATHING SUIT & FLIP-FLOPS/SLIPPERS

You don't want to miss out on taking a plunge into a natural hot spring, a relaxing adventure, or a private inn or resort.
- #### 03 REUSABLE WATER BOTTLE OR HYDRATION SYSTEM

Start drinking water as soon you arrive in our dry, elevated climate. And don't stop.
- #### 04 RAIN JACKET

The atmosphere conditions that bring winter snow make for sudden afternoon showers in the summer, especially on our highest peaks.
- #### 05 IRONING BOOTS OR OTHER STURDY, ATHLETIC SHOES

You never know when you're going to want to answer the call of a beautiful trail.
- #### 06 LIGHTWEIGHT FLEECE OR VEST

Even on our hottest days, temps are cooler after sunset, especially at higher elevations.
- #### 07 DAY PACK

This is essential gear in Colorado to carry all of the above.
- #### 08 JEANS OR TROUSERS

Relax, denim is acceptable attire nearly everywhere, but hiking pants or leggings are great for a day trail exploring our trails.

IN WINTER, BRING ALL OF THE ABOVE, WITH A FEW ADDITIONS:

- #### 01 BEANIE

Keep your head warm under your ski helmet, a night by the fire or even a sunny day in a natural hot spring. Even goes with the ones with pom.
- #### 02 WINTER COAT

Dress like a local in down or a heavy-duty water-resistant parka.
- #### 03 SNOW GEAR

A thermal layer and warm, waterproof boots, snow pants, and gloves are essential if you're planning to play in the powder.
- #### 04 SUN-SHIELDING ITEMS

Nothing like an intense glare on your face to make you wish you were in a cave. No matter the season.

ACT LIKE A LOCAL

OK, NOW YOU'RE DRESSED LIKE A LOCAL. HERE'S WHAT YOU NEED TO PASS FOR ONE.

LEARN THE LINGO!

FOURTEENER
This is what we call those peaks that rise more than 14,000 feet above sea level. We've got 38 of them, more than any other state in the continental U.S. Really, there are 43 - or 44 - or 45 - or 46 - or 47 - or 48 - or 49 - or 50 - or 51 - or 52 - or 53 - or 54 - or 55 - or 56 - or 57 - or 58 - or 59 - or 60 - or 61 - or 62 - or 63 - or 64 - or 65 - or 66 - or 67 - or 68 - or 69 - or 70 - or 71 - or 72 - or 73 - or 74 - or 75 - or 76 - or 77 - or 78 - or 79 - or 80 - or 81 - or 82 - or 83 - or 84 - or 85 - or 86 - or 87 - or 88 - or 89 - or 90 - or 91 - or 92 - or 93 - or 94 - or 95 - or 96 - or 97 - or 98 - or 99 - or 100 - or 101 - or 102 - or 103 - or 104 - or 105 - or 106 - or 107 - or 108 - or 109 - or 110 - or 111 - or 112 - or 113 - or 114 - or 115 - or 116 - or 117 - or 118 - or 119 - or 120 - or 121 - or 122 - or 123 - or 124 - or 125 - or 126 - or 127 - or 128 - or 129 - or 130 - or 131 - or 132 - or 133 - or 134 - or 135 - or 136 - or 137 - or 138 - or 139 - or 140 - or 141 - or 142 - or 143 - or 144 - or 145 - or 146 - or 147 - or 148 - or 149 - or 150 - or 151 - or 152 - or 153 - or 154 - or 155 - or 156 - or 157 - or 158 - or 159 - or 160 - or 161 - or 162 - or 163 - or 164 - or 165 - or 166 - or 167 - or 168 - or 169 - or 170 - or 171 - or 172 - or 173 - or 174 - or 175 - or 176 - or 177 - or 178 - or 179 - or 180 - or 181 - or 182 - or 183 - or 184 - or 185 - or 186 - or 187 - or 188 - or 189 - or 190 - or 191 - or 192 - or 193 - or 194 - or 195 - or 196 - or 197 - or 198 - or 199 - or 200 - or 201 - or 202 - or 203 - or 204 - or 205 - or 206 - or 207 - or 208 - or 209 - or 210 - or 211 - or 212 - or 213 - or 214 - or 215 - or 216 - or 217 - or 218 - or 219 - or 220 - or 221 - or 222 - or 223 - or 224 - or 225 - or 226 - or 227 - or 228 - or 229 - or 230 - or 231 - or 232 - or 233 - or 234 - or 235 - or 236 - or 237 - or 238 - or 239 - or 240 - or 241 - or 242 - or 243 - or 244 - or 245 - or 246 - or 247 - or 248 - or 249 - or 250 - or 251 - or 252 - or 253 - or 254 - or 255 - or 256 - or 257 - or 258 - or 259 - or 260 - or 261 - or 262 - or 263 - or 264 - or 265 - or 266 - or 267 - or 268 - or 269 - or 270 - or 271 - or 272 - or 273 - or 274 - or 275 - or 276 - or 277 - or 278 - or 279 - or 280 - or 281 - or 282 - or 283 - or 284 - or 285 - or 286 - or 287 - or 288 - or 289 - or 290 - or 291 - or 292 - or 293 - or 294 - or 295 - or 296 - or 297 - or 298 - or 299 - or 300 - or 301 - or 302 - or 303 - or 304 - or 305 - or 306 - or 307 - or 308 - or 309 - or 310 - or 311 - or 312 - or 313 - or 314 - or 315 - or 316 - or 317 - or 318 - or 319 - or 320 - or 321 - or 322 - or 323 - or 324 - or 325 - or 326 - or 327 - or 328 - or 329 - or 330 - or 331 - or 332 - or 333 - or 334 - or 335 - or 336 - or 337 - or 338 - or 339 - or 340 - or 341 - or 342 - or 343 - or 344 - or 345 - or 346 - or 347 - or 348 - or 349 - or 350 - or 351 - or 352 - or 353 - or 354 - or 355 - or 356 - or 357 - or 358 - or 359 - or 360 - or 361 - or 362 - or 363 - or 364 - or 365 - or 366 - or 367 - or 368 - or 369 - or 370 - or 371 - or 372 - or 373 - or 374 - or 375 - or 376 - or 377 - or 378 - or 379 - or 380 - or 381 - or 382 - or 383 - or 384 - or 385 - or 386 - or 387 - or 388 - or 389 - or 390 - or 391 - or 392 - or 393 - or 394 - or 395 - or 396 - or 397 - or 398 - or 399 - or 400 - or 401 - or 402 - or 403 - or 404 - or 405 - or 406 - or 407 - or 408 - or 409 - or 410 - or 411 - or 412 - or 413 - or 414 - or 415 - or 416 - or 417 - or 418 - or 419 - or 420 - or 421 - or 422 - or 423 - or 424 - or 425 - or 426 - or 427 - or 428 - or 429 - or 430 - or 431 - or 432 - or 433 - or 434 - or 435 - or 436 - or 437 - or 438 - or 439 - or 440 - or 441 - or 442 - or 443 - or 444 - or 445 - or 446 - or 447 - or 448 - or 449 - or 450 - or 451 - or 452 - or 453 - or 454 - or 455 - or 456 - or 457 - or 458 - or 459 - or 460 - or 461 - or 462 - or 463 - or 464 - or 465 - or 466 - or 467 - or 468 - or 469 - or 470 - or 471 - or 472 - or 473 - or 474 - or 475 - or 476 - or 477 - or 478 - or 479 - or 480 - or 481 - or 482 - or 483 - or 484 - or 485 - or 486 - or 487 - or 488 - or 489 - or 490 - or 491 - or 492 - or 493 - or 494 - or 495 - or 496 - or 497 - or 498 - or 499 - or 500 - or 501 - or 502 - or 503 - or 504 - or 505 - or 506 - or 507 - or 508 - or 509 - or 510 - or 511 - or 512 - or 513 - or 514 - or 515 - or 516 - or 517 - or 518 - or 519 - or 520 - or 521 - or 522 - or 523 - or 524 - or 525 - or 526 - or 527 - or 528 - or 529 - or 530 - or 531 - or 532 - or 533 - or 534 - or 535 - or 536 - or 537 - or 538 - or 539 - or 540 - or 541 - or 542 - or 543 - or 544 - or 545 - or 546 - or 547 - or 548 - or 549 - or 550 - or 551 - or 552 - or 553 - or 554 - or 555 - or 556 - or 557 - or 558 - or 559 - or 560 - or 561 - or 562 - or 563 - or 564 - or 565 - or 566 - or 567 - or 568 - or 569 - or 570 - or 571 - or 572 - or 573 - or 574 - or 575 - or 576 - or 577 - or 578 - or 579 - or 580 - or 581 - or 582 - or 583 - or 584 - or 585 - or 586 - or 587 - or 588 - or 589 - or 590 - or 591 - or 592 - or 593 - or 594 - or 595 - or 596 - or 597 - or 598 - or 599 - or 600 - or 601 - or 602 - or 603 - or 604 - or 605 - or 606 - or 607 - or 608 - or 609 - or 610 - or 611 - or 612 - or 613 - or 614 - or 615 - or 616 - or 617 - or 618 - or 619 - or 620 - or 621 - or 622 - or 623 - or 624 - or 625 - or 626 - or 627 - or 628 - or 629 - or 630 - or 631 - or 632 - or 633 - or 634 - or 635 - or 636 - or 637 - or 638 - or 639 - or 640 - or 641 - or 642 - or 643 - or 644 - or 645 - or 646 - or 647 - or 648 - or 649 - or 650 - or 651 - or 652 - or 653 - or 654 - or 655 - or 656 - or 657 - or 658 - or 659 - or 660 - or 661 - or 662 - or 663 - or 664 - or 665 - or 666 - or 667 - or 668 - or 669 - or 670 - or 671 - or 672 - or 673 - or 674 - or 675 - or 676 - or 677 - or 678 - or 679 - or 680 - or 681 - or 682 - or 683 - or 684 - or 685 - or 686 - or 687 - or 688 - or 689 - or 690 - or 691 - or 692 - or 693 - or 694 - or 695 - or 696 - or 697 - or 698 - or 699 - or 700 - or 701 - or 702 - or 703 - or 704 - or 705 - or 706 - or 707 - or 708 - or 709 - or 710 - or 711 - or 712 - or 713 - or 714 - or 715 - or 716 - or 717 - or 718 - or 719 - or 720 - or 721 - or 722 - or 723 - or 724 - or 725 - or 726 - or 727 - or 728 - or 729 - or 730 - or 731 - or 732 - or 733 - or 734 - or 735 - or 736 - or 737 - or 738 - or 739 - or 740 - or 741 - or 742 - or 743 - or 744 - or 745 - or 746 - or 747 - or 748 - or 749 - or 750 - or 751 - or 752 - or 753 - or 754 - or 755 - or 756 - or 757 - or 758 - or 759 - or 760 - or 761 - or 762 - or 763 - or 764 - or 765 - or 766 - or 767 - or 768 - or 769 - or 770 - or 771 - or 772 - or 773 - or 774 - or 775 - or 776 - or 777 - or 778 - or 779 - or 780 - or 781 - or 782 - or 783 - or 784 - or 785 - or 786 - or 787 - or 788 - or 789 - or 790 - or 791 - or 792 - or 793 - or 794 - or 795 - or 796 - or 797 - or 798 - or 799 - or 800 - or 801 - or 802 - or 803 - or 804 - or 805 - or 806 - or 807 - or 808 - or 809 - or 810 - or 811 - or 812 - or 813 - or 814 - or 815 - or 816 - or 817 - or 818 - or 819 - or 820 - or 821 - or 822 - or 823 - or 824 - or 825 - or 826 - or 827 - or 828 - or 829 - or 830 - or 831 - or 832 - or 833 - or 834 - or 835 - or 836 - or 837 - or 838 - or 839 - or 840 - or 841 - or 842 - or 843 - or 844 - or 845 - or 846 - or 847 - or 848 - or 849 - or 850 - or 851 - or 852 - or 853 - or 854 - or 855 - or 856 - or 857 - or 858 - or 859 - or 860 - or 861 - or 862 - or 863 - or 864 - or 865 - or 866 - or 867 - or 868 - or 869 - or 870 - or 871 - or 872 - or 873 - or 874 - or 875 - or 876 - or 877 - or 878 - or 879 - or 880 - or 881 - or 882 - or 883 - or 884 - or 885 - or 886 - or 887 - or 888 - or 889 - or 890 - or 891 - or 892 - or 893 - or 894 - or 895 - or 896 - or 897 - or 898 - or 899 - or 900 - or 901 - or 902 - or 903 - or 904 - or 905 - or 906 - or 907 - or 908 - or 909 - or 910 - or 911 - or 912 - or 913 - or 914 - or 915 - or 916 - or 917 - or 918 - or 919 - or 920 - or 921 - or 922 - or 923 - or 924 - or 925 - or 926 - or 927 - or 928 - or 929 - or 930 - or 931 - or 932 - or 933 - or 934 - or 935 - or 936 - or 937 - or 938 - or 939 - or 940 - or 941 - or 942 - or 943 - or 944 - or 945 - or 946 - or 947 - or 948 - or 949 - or 950 - or 951 - or 952 - or 953 - or 954 - or 955 - or 956 - or 957 - or 958 - or 959 - or 960 - or 961 - or 962 - or 963 - or 964 - or 965 - or 966 - or 967 - or 968 - or 969 - or 970 - or 971 - or 972 - or 973 - or 974 - or 975 - or 976 - or 977 - or 978 - or 979 - or 980 - or 981 - or 982 - or 983 - or 984 - or 985 - or 986 - or 987 - or 988 - or 989 - or 990 - or 991 - or 992 - or 993 - or 994 - or 995 - or 996 - or 997 - or 998 - or 999 - or 1000 - or 1001 - or 1002 - or 1003 - or 1004 - or 1005 - or 1006 - or 1007 - or 1008 - or 1009 - or 1010 - or 1011 - or 1012 - or 1013 - or 1014 - or 1015 - or 1016 - or 1017 - or 1018 - or 1019 - or 1020 - or 1021 - or 1022 - or 1023 - or 1024 - or 1025 - or 1026 - or 1027 - or 1028 - or 1029 - or 1030 - or 1031 - or 1032 - or 1033 - or 1034 - or 1035 - or 1036 - or 1037 - or 1038 - or 1039 - or 1040 - or 1041 - or 1042 - or 1043 - or 1044 - or 1045 - or 1046 - or 1047 - or 1048 - or 1049 - or 1050 - or 1051 - or 1052 - or 1053 - or 1054 - or 1055 - or 1056 - or 1057 - or 1058 - or 1059 - or 1060 - or 1061 - or 1062 - or 1063 - or 1064 - or 1065 - or 1066 - or 1067 - or 1068 - or 1069 - or 1070 - or 1071 - or 1072 - or 1073 - or 1074 - or 1075 - or 1076 - or 1077 - or 1078 - or 1079 - or 1080 - or 1081 - or 1082 - or 1083 - or 1084 - or 1085 - or 1086 - or 1087 - or 1088 - or 1089 - or 1090 - or 1091 - or 1092 - or 1093 - or 1094 - or 1095 - or 1096 - or 1097 - or 1098 - or 1099 - or 1100 - or 1101 - or 1102 - or 1103 - or 1104 - or 1105 - or 1106 - or 1107 - or 1108 - or 1109 - or 1110 - or 1111 - or 1112 - or 1113 - or 1114 - or 1115 - or 1116 - or 1117 - or 1118 - or 1119 - or 1120 - or 1121 - or 1122 - or 1123 - or 1124 - or 1125 - or 1126 - or 1127 - or 1128 - or 1129 - or 1130 - or 1131 - or 1132 - or 1133 - or 1134 - or 1135 - or 1136 - or 1137 - or 1138 - or 1139 - or 1140 - or 1141 - or 1142 - or 1143 - or 1144 - or 1145 - or 1146 - or 1147 - or 1148 - or 1149 - or 1150 - or 1151 - or 1152 - or 1153 - or 1154 - or 1155 - or 1156 - or 1157 - or 1158 - or 1159 - or 1160 - or 1161 - or 1162 - or 1163 - or 1164 - or 1165 - or 1166 - or 1167 - or 1168 - or 1169 - or 1170 - or 1171 - or 1172 - or 1173 - or 1174 - or 1175 - or 1176 - or 1177 - or 1178 - or 1179 - or 1180 - or 1181 - or 1182 - or 1183 - or 1184 - or 1185 - or 1186 - or 1187 - or 1188 - or 1189 - or 1190 - or 1191 - or 1192 - or 1193 - or 1194 - or 1195 - or 1196 - or 1197 - or 1198 - or 1199 - or 1200 - or 1201 - or 1202 - or 1203 - or 1204 - or 1205 - or 1206 - or 1207 - or 1208 - or 1209 - or 1210 - or 1211 - or 1212 - or 1213 - or 1214 - or 1215 - or 1216 - or 1217 - or 1218 - or 1219 - or 1220 - or 1221 - or 1222 - or 1223 - or 1224 - or 1225 - or 1226 - or 1227 - or 1228 - or 1229 - or 1230 - or 1231 - or 1232 - or 1233 - or 1234 - or 1235 - or 1236 - or 1237 - or 1238 - or 1239 - or 1240 - or 1241 - or 1242 - or 1243 - or 1244 - or 1245 - or 1246 - or 1247 - or 1248 - or 1249 - or 1250 - or 1251 - or 1252 - or 1253 - or 1254 - or 1255 - or 1256 - or 1257 - or 1258 - or 1259 - or 1260 - or 1261 - or 1262 - or 1263 - or 1264 - or 1265 - or 1266 - or 1267 - or 1268 - or 1269 - or 1270 - or 1271 - or 1272 - or 1273 - or 1274 - or 1275 - or 1276 - or 1277 - or 1278 - or 1279 - or 1280 - or 1281 - or 1282 - or 1283 - or 1284 - or 1285 - or 1286 - or 1287 - or 1288 - or 1289 - or 1290 - or 1291 - or 1292 - or 1293 - or 1294 - or 1295 - or 1296 - or 1297 - or 1298 - or 1299 - or 1300 - or 1301 - or 1302 - or 1303 - or 1304 - or 1305 - or 1306 - or 1307 - or 1308 - or 1309 - or 1310 - or 1311 - or 1312 - or 1313 - or 1314 - or 1315 - or 1316 - or 1317 - or 1318 - or 1319 - or 1320 - or 1321 - or 1322 - or 1323 - or 1324 - or 1325 - or 1326 - or 1327 - or 1328 - or 1329 - or 1330 - or 1331 - or 1332 - or 1333 - or 1334 - or 1335 - or 1336 - or 1337 - or 1338 - or 1339 - or 1340 - or 1341 - or 1342 - or 1343 - or 1344 - or 1345 - or 1346 - or 1347 - or 1348 - or 1349 - or 1350 - or 1351 - or 1352 - or 1353 - or 1354 - or 1355 - or 1356 - or 1357 - or 1358 - or 1359 - or 1360 - or 1361 - or 1362 - or 1363 - or 1364 - or 1365 - or 1366 - or 1367 - or 1368 - or 1369 - or 1370 - or 1371 - or 1372 - or 1373 - or 1374 - or 1375 - or 1376 - or 1377 - or 1378 - or 1379 - or 1380 - or 1381 - or 1382 - or 1383 - or 1384 - or 1385 - or 1386 - or 1387 - or 1388 - or 1389 - or 1390 - or 1391 - or 1392 - or 1393 - or 1394 - or 1395 - or 1396 - or 1397 - or 1398 - or 1399 - or 1400 - or 1401 - or 1402 - or 1403 - or 1404 - or 1405 - or 1406 - or 1407 - or 1408 - or 1409 - or 1410 - or 1411 - or 1412 - or 1413 - or 1414 - or 1415 - or 1416 - or 1417 - or 1418 - or 1419 - or 1420 - or 1421 - or 1422 - or 1423 - or 1424 - or 1425 - or 1426 - or 1427 - or 1428 - or 1429 - or 1430 - or 1431 - or 1432 - or 1433 - or 1434 - or 1435 - or 1436 - or 1437 - or 1438 - or 1439 - or 1440 - or 1441 - or 1442 - or 1443 - or 1444 - or 1445 - or 1446 - or 1447 - or 1448 - or 1449 - or 1450 - or 1451 - or 1452 - or 1453 - or 1454 - or 1455 - or 1456 - or 1457 - or 1458 - or 1459 - or 1460 - or 1461 - or 1462 - or 1463 - or 1464 - or 1465 - or 1466 - or 1467 - or 1468 - or 1469 - or 1470 - or 1471 - or 1472 - or 1473 - or 1474 - or 1475 - or 1476 - or 1477 - or 1478 - or 1479 - or 1480 - or 1481 - or 1482 - or 1483 - or 1484 - or 1485 - or 1486 - or 1487 - or 1488 - or 1489 - or 1490 - or 1491 - or 1492 - or 1493 - or 1494 - or 1495 - or 1496 - or 1497 - or 1498 - or 1499 - or 1500 - or 1501 - or 1502 - or 1503 - or 1504 - or 1505 - or 1506 - or 1507 - or 1508 - or 1509 - or 1510 - or 1511 - or 1512 - or 1513 - or 1514 - or 1515 - or 1516 - or 1517 - or 1518 - or 1519 - or 1520 - or 1521 - or 1522 - or 1523 - or 1524 - or 1525 - or 1526 - or 1527 - or 1528 - or 1529 - or 1530 - or 1531 - or 1532 - or 1533 - or 1534 - or 1535 - or 1536 - or 1537 - or 1538 - or 1539 - or 1540 - or 1541 - or 1542 - or 1543 - or 1544 - or 1545 - or 1546 - or 1547 - or 1548 - or 1549 - or 1550 - or 1551 - or 1552 - or 1553 - or 1554 - or 1555 - or 1556 - or 1557 - or 1558 - or 1559 - or 1560 - or 1561 - or 1562 - or 1563 - or 1564 - or 1565 - or 1566 - or 1567 - or 1568 - or 1569 - or 1570 - or 1571 - or 1572 - or 1573 - or 1574 - or 1575 - or 1576 - or 1577 - or 1578 - or 1579 - or 1580 - or 1581 - or 1582 - or 1583 - or 1584 - or 1585 - or 1586 - or 1587 - or 1588 - or 1589 - or 1590 - or 1591 - or 1592 - or 1593 - or 1594 - or 1595 - or 1596 - or 1597 - or 1598 - or 1599 - or 1600 - or 1601 - or 1602 - or 1603 - or 1604 - or 1605 - or 1606 - or 1607 - or 1608 - or 1609 - or 1610 - or 1611 - or 1612 - or 1613 - or 1614 - or 1615 - or 1616 - or 1617 - or 1618 - or 1619 - or 1620 - or 1621 - or 1622 - or 1623 - or 1624 - or 1625 - or 1626 - or 1627 - or 1628 - or 1629 - or 1630 - or 1631 - or 1632 - or 1633 - or 1634 - or 1635 - or 1636 - or 1637 - or 1638 - or 1639 - or 1640 - or 1641 - or 1642 - or 1643 - or 1644 - or 1645 - or 1646 - or 1647 - or 1648 - or 1649 -

OUTCOME OF STRATEGIC PARTNERSHIP WITH CO DUDE AND GUEST RANCH ASSN

More giddy-up in the 'Dude Ranch Edition'.



ACT LIKE A LOCAL

OK, NOW YOU'RE DRESSED LIKE A LOCAL. HERE'S WHAT YOU NEED TO PASS FOR ONE.

LEARN THE LINGO!

BUCKAROO

Just another word for a young cowboy or cowgirl.

WRANGLER

The cowboy or gal who handles the animals — and will help teach you how to ride and rope during your stay.

CORRAL

A pen where livestock is kept when not in the stables.

MARE VS. GELDING VS. MUSTANG

A mare is a female horse, a gelding is a male horse and a mustang (typically) refers to a wild horse.

LASO

A long rope with a loop at the end used for roping horses and cattle.

HITCHING POST

Where you tether your horse til you're done with lunch.

FOURTEENER

This is what we call those peaks that rise more than 14,000 feet above sea level. We've got 58 of them, more than any other state in the continental U.S. Hardy hikers aim to "bag" — or summit — all of them.

CONTINENTAL DIVIDE

Also known as "the Divide," this ridge runs along the crests of the Rocky Mountains north to south. Rivers and streams west of the Divide flow to the Pacific Ocean, and east of the Divide to the Gulf of Mexico.

5280

Denver is the Mile High City because it sits 5,280 feet (or one mile) above sea level. To be precise, the 13th step of the Colorado State Capitol Building or the line of purple seats in Coors Field will put you exactly at 5280. (Pronounced: fifty-two eighty)

COWBOY GEAR, (IF YOU'VE GOT IT!):

01



COWBOY HAT.

You're not fit for ridin' if the sun's in your eyes. A wide-brimmed hat will solve that problem and get your sense of adventure a Wild West kickstart.

02



COWBOY BOOTS.

Flat soles are better for riding horses than hiking shoes and boots with tread. Plus, Western boots' height protects against thorns and other irritants.

03



BUTTON UP SHIRTS.

You're bound feel like a true cowboy or gal, not to mention the sleeves can protect you from the sun and tree branches, and warm you in the evenings.

04



A CAMERA. Although we recommend guests do their best to enjoy their natural surroundings without phones or gadgets you'll want to capture family fun and breathtaking sunsets.

BE BEAR-AWARE We are in the Rocky Mountains, home to many bears, so make sure you don't leave food out on your cabin porches at night, which may attract unwanted attention from our bear-y neighbors.

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

CELL COVERAGE

Dude ranches don't have much in the way of cell service — but we find the specter of horseback riding, trap shooting, hiking, fly-fishing, campfires and overnight pack trips and other ranch activities are plenty of distraction, allowing guests to unplug and truly experience ranch life.

FOR HIKE & OTHER

EXCURSIONS Most ranches pre-pack meals and have necessary hiking items available for guided and independent excursions. Be sure to let a ranch staff member know which direction you are hiking and when you anticipate to return.

Messaging is embedded throughout the Field Guide ...



How to Give Back to These Special Places:

Donate to the **Rio Grande Headwaters Land Trust** who believes that land and water conservation contribute to sustaining the vitality of this agricultural heritage and economy, the exceptional wildlife habitat, the scenic beauty and the area's rural quality of life.



Get that Green Feeling: Most of the activities mentioned below are Actively Green certified.



Cheers for a Cause:

Grab a specialty pint at Goat Patch and choose between two local charities to support.



Travel Like a Local: There are special places and unique vistas around nearly every Colorado corner. You can help ensure these places exist for generations to come by staying on roads and trails, keeping speeds in check, leaving campsites and picnic spots just as you found them, and following instructional signs while you're out and about in our state.



LOW-ENVIRONMENTAL-IMPACT TRIP IN THE VAIL VALLEY

7 DAYS

SHARE: [Twitter](#) [Facebook](#) [Pinterest](#) [Email](#)

[Get the PDF](#)

[More Itineraries >](#)

Get out and explore the grand alpine landscapes in Vail, Avon and Edwards with Walking Mountain Science Center, with guided activities ranging from nature walks and backcountry hikes to family outings, bedtime-story walks and science camps.



... and in other channels at every opportunity

COME TO LIFE  COLORADO

THINGS TO DO / HOTELS & LODGING / FESTIVALS & EVENTS / TRIP IDEAS / REGIONS & CITIES

LEAVE NO TRACE – CARE FOR COLORADO

By Leave No Trace Center for Outdoor Ethics & Colorado Tourism Office
Updated: October 12, 2018

This message for Colorado travelers was developed in a partnership between Leave No Trace Center for Outdoor Ethics and the Colorado Tourism Office.



Check out the brochure >>>

Watch the video >>>

Know Before You Go

- This land really is your land. Our state and federal agencies manage 44 percent of Colorado's majestic landscape, and our cities and counties maintain even more. Learn about and respect the spaces we all own, share and enjoy about.
- Stay back from the pack. Find your way to less-visited and off-peak destinations to minimize down time and maximize your connection with special places.
- Bring along reusable water bottles or hot drink tumblers to limit waste and stay hydrated in our dry climate.

Stick to Trails

- With 39,000 marked trails and 13,000 designated campfires, there's no need to venture beyond. By sticking to these areas and camping at least 200 feet from lakes, rivers and streams, you're helping natural areas stay natural.
- Even though shortcuts can be tempting, please don't take them. A few extra strides on the path will protect plants and the homes of the true locals.

Treat the Trash

- Pick it up, pack it out. Or pick it up to leave a place better than you found it. Put litter, even crumbs, peels and cores in your nearest waste/recycling bin.
- Wash yourself, your dog or whatever else needs cleaning at least 200 feet from waterways, and use biodegradable soap. A bubble bath is no treat for fish.

Leave It As You Find It

- Leave plants, rocks and historical items as you find them so others experience the joy of discovery.
- Any of our 700 different species of wildflowers will live forever in a photo. Snap away, but only with a camera.
- Colorado is beautiful all on its own. Building structures or campsites on public land isn't cool. Keep it pristine for everyone to enjoy.
- Treat all living things with respect. Carving or hacking plants and trees may kill or disfigure them.

Be Careful With Fire

- Colorado's low humidity has perks, but can create dry, dangerous conditions. Keep campfires small and manageable to avoid sparking wildfires.
- When putting out a fire, water it until you can handle the embers. Never let a fire burn unattended.
- Use care when smoking in Colorado's dry climate. Always put cigarettes out completely and don't leave your butts behind.

Keep Wildlife Wild

- Colorado is home to tens of thousands of furry, scaly and feathered creatures. To keep them – and you – safe, don't approach them.
- It is not adorable to feed wild animals. You could alter natural behaviors, exposing them to predators or even euthanasia.
- Keep your furry buddies leashed when enjoying dog-friendly trails, and pack out their waste. All the way to the trashcan.

Share Our Trails & Parks

- Choices are yours not out in nature to people watch, so try out the lesser-known paths and sites.
- Silence your cell phone before stepping into nature and speak softly without using the speaker function.
- Be considerate when passing others on the trails and yield to the uphill hiker and biker – they need the momentum.
- Listen to nature. Keep your voice and music soft so all can enjoy the peace of Colorado.

© Leave No Trace Center for Outdoor Ethics

CARE FOR COLORADO

We don't need to tell you Colorado is a pretty special place. And we don't mind telling you that you're a pretty special person if you want to help us keep it that way while you're roaming around it.



You, please, know that you can keep these special places safe for generations to come by making an extra effort when enjoying special places. A little extra care can go a long way to help protect the special places that make Colorado so special.

But if you want a Colorado that's even more special, you can help us make it happen by taking a few extra steps to help protect the special places that make Colorado so special.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

Download the YouCanDoIt! brochure in the app.

OTHER IDEAS

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.

• National Trails Day: Celebrate the National Trails Day by taking a hike or a walk on a trail that is special to you. Find out about National Trails Day at www.nationaltrailsday.org.



- ▲ Keep campfires small and manageable.
- ▲ Never let a fire burn unattended.
- ▲ Properly maintain and watch campfires.
- ▲ Do not build a fire in hazardous or windy conditions, or if a campground, area or event prohibits campfires. Check back to see if they are permitted.
- ▲ Use an existing fire ring or fire pit if one's not available and pits are allowed, look for a site at least 15 feet away from tents, shrubs, trees and low-hanging branches.
- ▲ Extinguish campfires properly by watering the embers completely until they are fully extinguished and cool enough to handle. Stir the ashes and embers to make sure everything is wet, and scrape sticks and logs to remove any embers.
- ▲ Use care when smoking cigarettes; always put them out completely and don't leave for your butts behind.
- ▲ Fire restrictions and bans are set by local jurisdictions and by individual forest agencies. Check with the local sheriff's office, fire department or federal forest agency before lighting a campfire this summer.
- ▲ Register for emergency alerts in the county you are visiting at www.emergency.com.



Learn more at COLORADO.com/WildfirePrevention.

LEAVE NO TRACE

PLEASE HELP US PROTECT AND RESPECT THE ENVIRONMENT THAT WE ALL CHERISH. FIRE SAFETY IS JUST ONE OF SEVEN PRINCIPLES OF THE LEAVE NO TRACE – CARE FOR COLORADO ETHOS.

- KNOW BEFORE YOU GO: Find your way to less-visited and off-peak destinations.
- STICK TO TRAILS: You're helping natural areas stay natural.
- LEAVE IT AS YOU FIND IT: Preserve our natural and historical sites and living things as you found them.
- TRASH THE TRASH: Pack it in, pack it out.
- BE CAREFUL WITH FIRE: Keep wildlifewild: To keep you and them safe, don't approach or feed wildlife.
- SHARE OUR TRAILS & PARKS: Be considerate of others enjoying our outdoors.

Read more at COLORADO.com/LeaveNoTrace. This message was created by the Colorado Tourism Office and the Leave No Trace Center for Outdoor Ethics.



WATER IS A PRECIOUS RESOURCE, SO PLEASE CONSIDER YOUR WATER CONSUMPTION WHILE YOU'RE HERE. BELOW ARE SOME WAYS TO HELP:

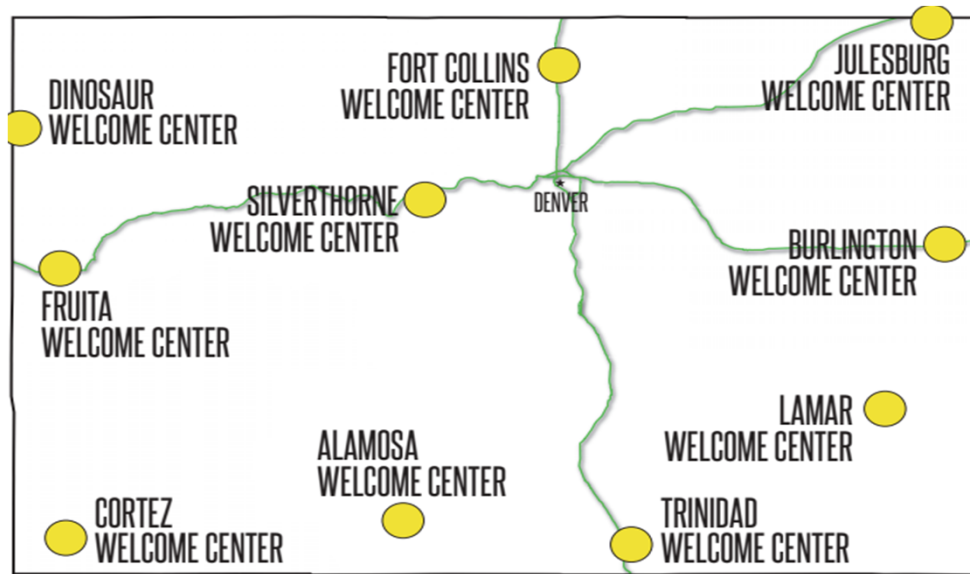
- ✓ Reuse towels in hotels instead of asking for a new one daily.
- ✓ Minimize the length of your showers.
- ✓ Don't let the faucet run while brushing your teeth.

‘CARE FOR COLORADO’ PRINCIPLES: Now shared on Colorado.com (left), in visitor guides (above top), on emoji sticker keyboard (above), on wildfire awareness poster at Colorado Welcome Centers (above right)



Touching 1 million+ visitors a year at CO gateways

All 400 Colorado Welcome Center volunteers wear polos with CTO and Leave No Trace logos – and are trained in what to say



Restroom doors in all 10 Welcome Centers are fitted with light reading: mini-posters with the Leave No Trace Care for Colorado Principles



WHETHER YOU'RE LOOKING FOR A QUICK WILDERNESS FIX OR A FUN WAY TO GIVE BACK, YOU'VE GOT OPTIONS IN COLORADO

From high country singletrack and accessible fourteeners to local whitewater and bike parks, Colorado pretty much has the market cornered on outdoor recreation. More than 40 percent of the state is federal land, offering up everything from micro-adventures to unique opportunities to help preserve what makes the state so great. Where to start? Here are a few of our favorite horizon expanders.

HIKE A FOURTEENER, SAVE A FOURTEENER

Grays and Torreys Peaks, star summits a short drive from Interstate 70, are the ideal fourteeners for first-timers. At eight miles round-trip and only 3,000 feet of elevation gain from the trailhead, they're relatively easy to knock off. And after you've fallen in love with the Colorado high-alpine vistas

and ecosystems, you can donate or volunteer with the **Colorado Fourteener Initiative**, which has been protecting and restoring the high country since 1994. Join them for an "alpine start" (dawn departure) trail crew day, or plan ahead and sign on for a multi-day restoration (for you and the mountains) trip. 4ers.org

RAPPEL TO A SECRET SWIMMING HOLE

The deep and rugged canyons outside of Ouray in the **Uncompahgre National Forest**, also home to some of the state's most wild and remote terrain. The best way to explore it? With a 5mm wetsuit, helmet, and a guide from **Canyoning Colorado**, which offers everything from beginner-friendly courses to half-day trips that begin with a 12-foot drop into a pool of snowmelt. "It's European-style canyoneering complete



with 35-foot natural water slides into drop pools," says owner-operator Andrew Humphreys, who runs Canyoning Colorado with his wife, Mari. "We don't get that many of those experiences in the West." canyoningcolorado.com

DITCH THE CROWDS, RAFT THE POUDBRE

There's tremendous whitewater all over the mountains of Colorado, but for a quick and easy wilderness experience away from the paddle-happy

masses, head north to the **Catche la Poudre River**, the state's only designated Wild and Scenic River, outside of Fort Collins. The season starts in early May, with half-day trips on Class III and IV water—rowdy but not terrifying—starting at \$70. After a day on the water, a brewery tour in Fort Collins—home of **New Belgium Brewing Company's** famous Fat Tire Ale—is a must.

ENJOY—AND IMPROVE—DURANGO'S TRAILS

If you haven't sampled

BRANDED CONTENT

Durango's incredible network of 300-plus miles of hiking and biking trails, it's time to book a trip. And when you do, save an extra day to lend a hand in maintaining the trails. "A side benefit of recreation is that it lets us become stewards of the land," says Mary Monroe Brown, executive director of Trails 2000. "Our volunteers leave with a sense of pride, knowing they improved the experience for their friends, neighbors, and themselves." Most projects offer rolling schedules so you can donate as much or as little time as you can spare. Come ready to work outdoors at elevation with long pants, boots, gloves, and rain gear. trails2000.org

WALK IN THE MOUNTAINS

You can simply walk along **Gore Creek at the Vail Nature Center**, but for a richer experience, sign up for one of the center's many programs, like "Learn to Think Like a Trout" for budding fly-fishers and stream ecologists (ages 8–13), or "Stories in the Sky," an evening of stargazing and constellation-spotting open to all ages. The center also offers casual nature walks and strenuous backcountry hikes. "It's a cool and intimate, hands-on place for kids and adults alike," says Vail Valley local Heather Schultz. walkingmountains.org

COLORADO TOURISM OFFICE

One of the easiest ways to keep our natural landscapes happy and healthy is to follow the seven basic principles of the Leave No Trace ethos. The Colorado Tourism Office has partnered with the Leave No Trace Center for Outdoor Ethics to encourage responsible tourism around the state. Learn more at colorado.com/LeaveNoTrace



Outside

Advertorial placement June 2018



675K

magazine rate base



A Shout-Out for CTO in Travel Weekly

RECOGNITION FOR LEAVE NO TRACE AND COLORADO PARTNERS AS WELL



‘The biggest takeaway is that the (Colorado) tourism office didn't wait for rebellious residents to shout what they didn't want; they reached out and discovered what they did want.’

Reacting to tourism backlash? Or preventing it?

By Arnie Weissmann | Jul 09, 2018

🗨️ | A+ A-



Arnie Weissmann



After Dubrovnik, Croatia, imposed restrictions on the cruise industry in response to overcrowding in its walled Old City, Royal Caribbean Cruises Ltd. vice chairman Adam Goldstein reached out to the city's mayor and requested a chance to discuss the issue. As a result of their dialogue, a solution was reached to

spread cruise passengers over a seven-day period instead of three.

Goldstein shared his experience with industry executives just prior to the World Travel & Tourism Council Global Summit in April during a [roundtable I moderated on the topic of overtourism](#). Virtuoso CEO Matthew Upchurch responded, "It's an interesting approach to say, 'What do you want? Don't tell me what you don't want.' When everybody focuses on what they don't want, it's always somebody else's responsibility. When it's what I want, it makes me focus."

Last Tuesday, I encountered the yin and yang of these possible responses to overtourism, in stark contrast. First, I interviewed a state tourism official whose proactive outreach short-circuited potential backlash in a destination that relies heavily on tourism.

And just afterward, I viewed a [23-minute video](#) produced by tour operator Responsible Travel that focused on local resentment and anger toward tourism. Its prevailing attitude was summed up by Harold Goodwin, professor emeritus at Manchester Metropolitan University and managing director of the Responsible Tourism Partnership, who said in the video, "We need rebellious tourists and rebellious locals" to effect change. ● ● ●

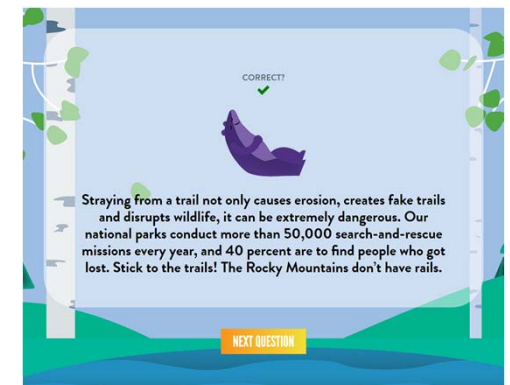
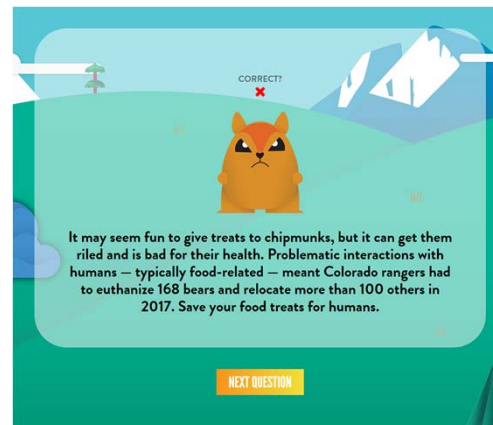
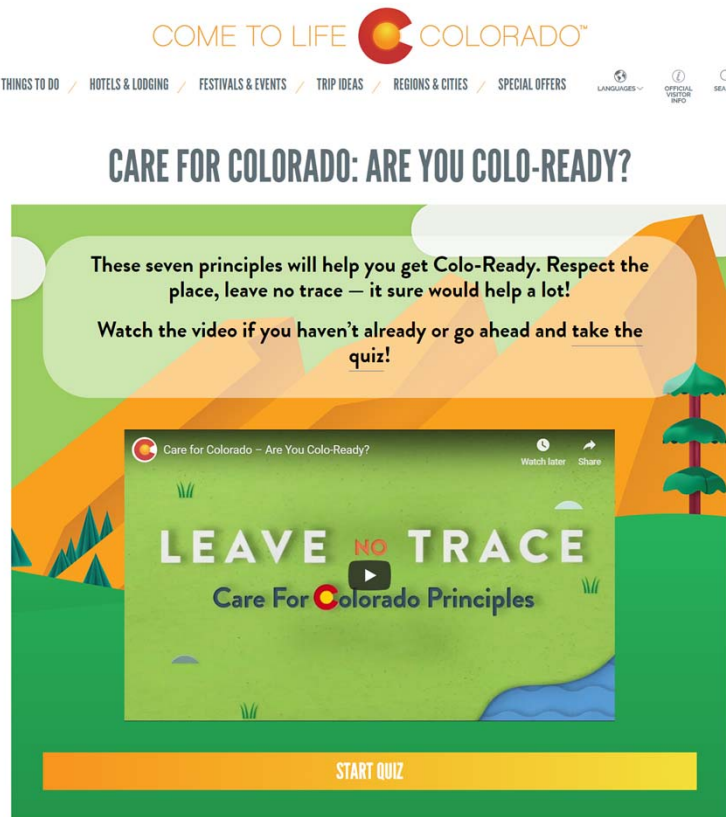


Video aims at social sharing

43,000 VIEWS IN FIRST TWO WEEKS ON VISIT COLORADO FACEBOOK PAGE



'Are You Colo-Ready?' quiz now offers prizes





ALL AVAILABLE ON INDUSTRY.COLORADO.COM

New Care for Colorado Industry Toolkit

Care for Colorado Principles

With a shared goal of inspiring both Colorado residents and visitors to protect Colorado's special places, the Colorado Tourism Office (CTO) and the Leave No Trace Center for Outdoor Ethics collaborated in 2018 to create the Care for Colorado Principles.

Our take on the classic Leave No Trace Seven Principles are a direct response to the heartfelt concerns many Coloradans express about visitor impacts on the places they love. We hope you will join us in sharing these [Care for Colorado Principles](#) with travelers, empowering them to protect the very qualities that attracted them to visit Colorado in the first place.

Keep reading for a few ways your organization can join us in sharing these important messages with travelers. Please note that the Care for Colorado Principles may not be altered and must display the logos of both CTO and Leave No Trace. Approved versions of the Care for Colorado Principles may be found [here](#).

'Are You Colo-Ready?' Brochure



You can re-share our ['Are you Colo-Ready?' brochure](#) on your website or social channels. This breezy brochure is full of tips for traveling like a local, including the Care for Colorado Principles, seasonal packing tips and local lingo.

You also are welcome to incorporate the Care for Colorado Principles into your own collateral. Other Colorado destinations have added the Principles to their annual visitors guides or seasonal publications or brochures.

You can even work with the CTO to customize the "Are You Colo-Ready?" brochure for your own destination, for the cost of printing alone. Reach out to CTO's content provider, [Miles Partnership](#), which can assist you in making edits to the brochure template and preparing your version to be professionally printed on ReLeaf paper. If you're interested in exploring this option, [read more about it here](#).



CTO staged first zero-waste Governor's Tourism Conference in the U.S. in October 2018 at Hotel Talisa in Vail with help of Walking Mountains Science Center.

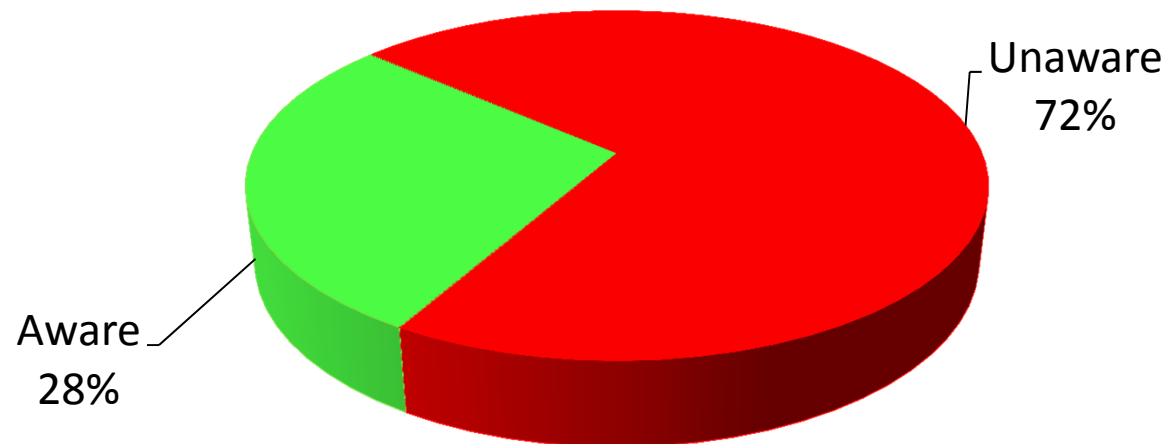
THREE CTO TEAM MEMBERS COMPLETED, TWO IN TRAINING

Global Sustainable Tourism Council-certified

ON RESIDENTS & VISITORS

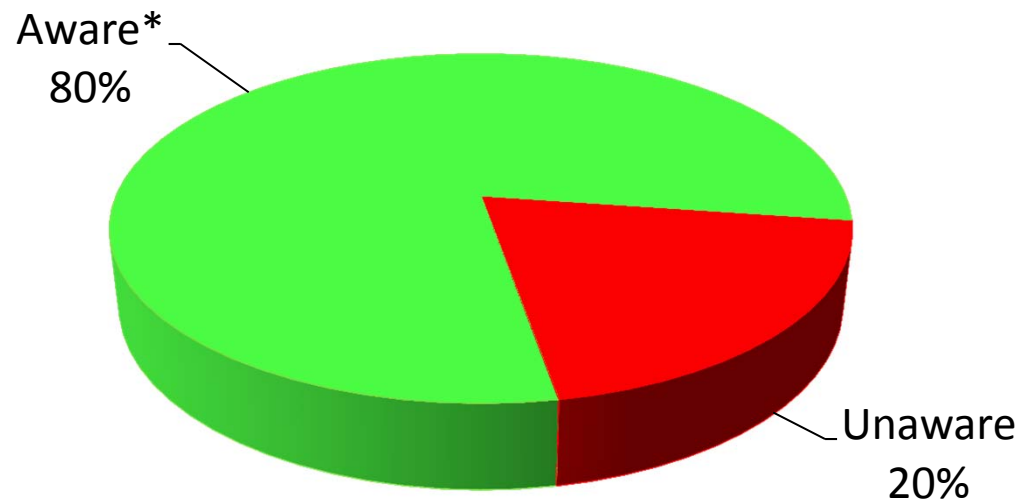
Measuring the impact

Awareness of “Care for Colorado Principles” Program

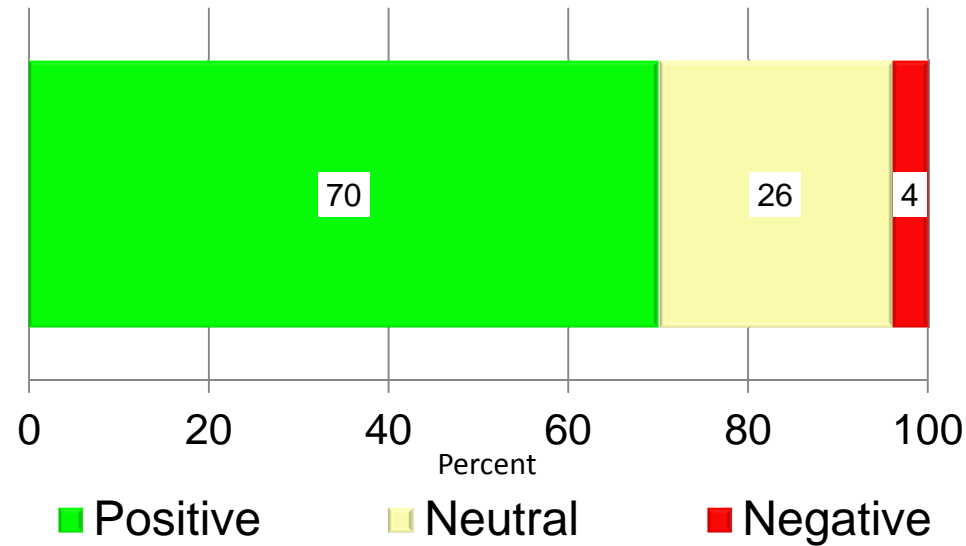


Awareness that “Care for Colorado Principles” Program targets out-of-state visitors, in addition to residents

Base: Aware of Program



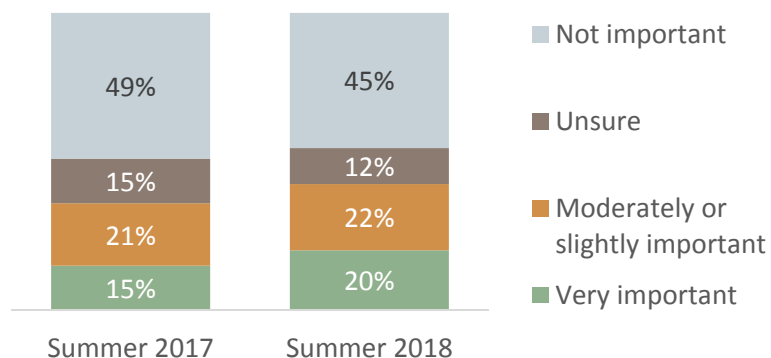
Reaction to “Care for Colorado Principles” Program



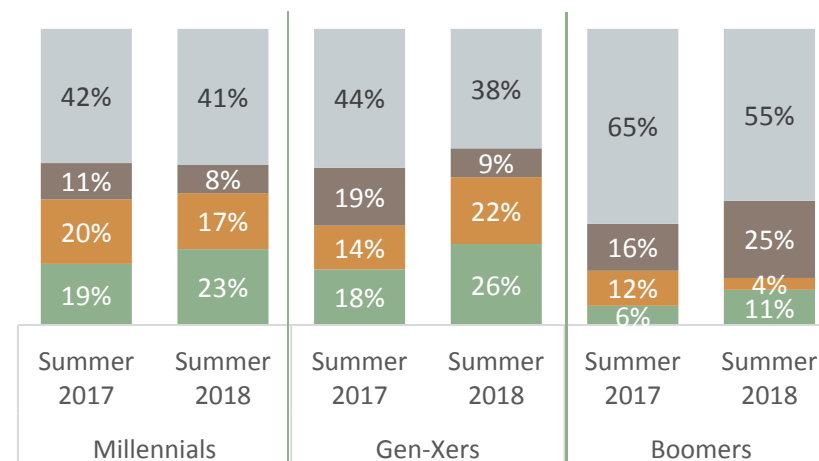
Colorado visitors' interest in sustainability on the rise

ABOUT HALF OF MILLENNIALS, GEN-XERS SAY IT'S IMPORTANT

Importance of Sustainability in Destination Selection



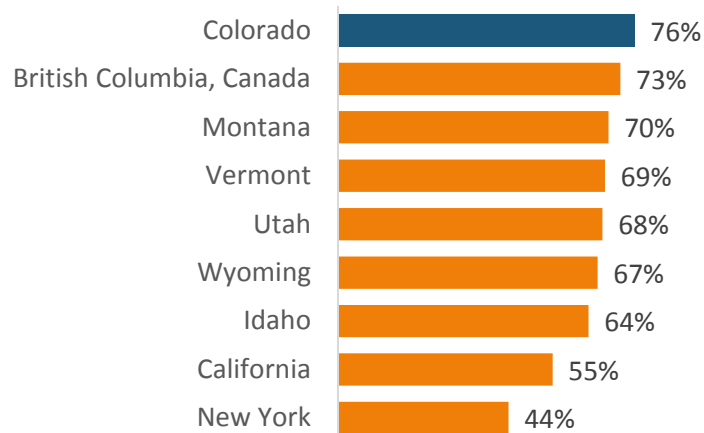
Importance of Sustainability by Generation



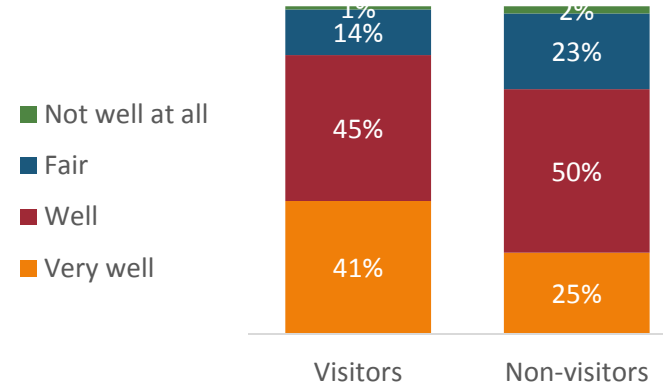
Sustainability

- Colorado is viewed as a leader in sustainability, with three-fourths of travelers indicating the state does a good job protecting and preserving its natural resources.
- This is led primarily by visitors, although even among non-visitors views of the state's sustainability efforts are positive.

States that protect and preserve their natural resources well or very well



How well does Colorado protect and preserve its natural resources?



What's ahead

RENEWABLE ENERGY: Working with the Colorado Energy Office to 'electrify' Colorado Welcome Centers as well as our 26 National Historic and Scenic Byways.



Etiquette Videos

EXPAND VIDEO CONTENT AVAILABLE ACROSS COLORADO'S OWNED CHANNELS

- **Series of short, funny videos demonstrating how to blend in like a local**
- **Extension of 'Care for Colorado'**
- **Will be working with OREC and public lands agencies to prioritize topics, such as:**
 - **Hiking**
 - **Disposal of Pet Waste**
 - **4x4 & Backcountry Roads**
 - **Natural Hot Springs**
 - **Wildlife**
 - **Skiing & The Lodge**
 - **Cycling, Road & Trail**

‘Real Coloradan Games’

USING DNR’S COTREX APP AS A SPRINGBOARD

- **At CTO’s request, gamification built into new trails app mapping 38,000 miles of Colorado trails**
- **Current capabilities only allow for posting photos and field notes on pinpointed locations**
- **DNR interested in working with us to build out gamification to create social ‘challenges’**
- **Supports dispersion, plus offers a way to deepen visitors’ and residents’ understanding of all that Colorado offers**



COLORADO TOURISM ROADMAP

MOVING THE STATE FORWARD THROUGH A STATEWIDE STRATEGIC INITIATIVE

Adopted on March 15, 2017



THE COLORADO TOURISM ROADMAP: With many major initiatives completed, top priority for FY20 is to refresh the plan to incorporate new opportunities and address Polis Administration priorities.

**SNOW'S
PERFECT
STATE**



THANK YOU

Q&A



COLORADO.COM