

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green. These shapes are positioned on the left and right sides of the slide, framing the central text. The overall design is clean and modern.

# HANGING LAKE ACTIVE MANAGEMENT, PEAK-SEASON 1

PRESENTATION TO COLORADO ASSOCIATION OF SKI TOWNS

# Today's Presenters:



**Max Forgensi**  
Mountain Sports Administrator  
Eagle-Holy Cross Ranger District  
White River National Forest



**Debra Figueroa**  
City Manager  
Glenwood Springs



**Lisa Langer**  
Director of Tourism Promotion  
Visit Glenwood Springs





► Max Forgensi  
Mountain Sports Administrator

## Eagle-Holy Cross Ranger District White River National Forest



# HANGING LAKE ~ National Natural Landmark

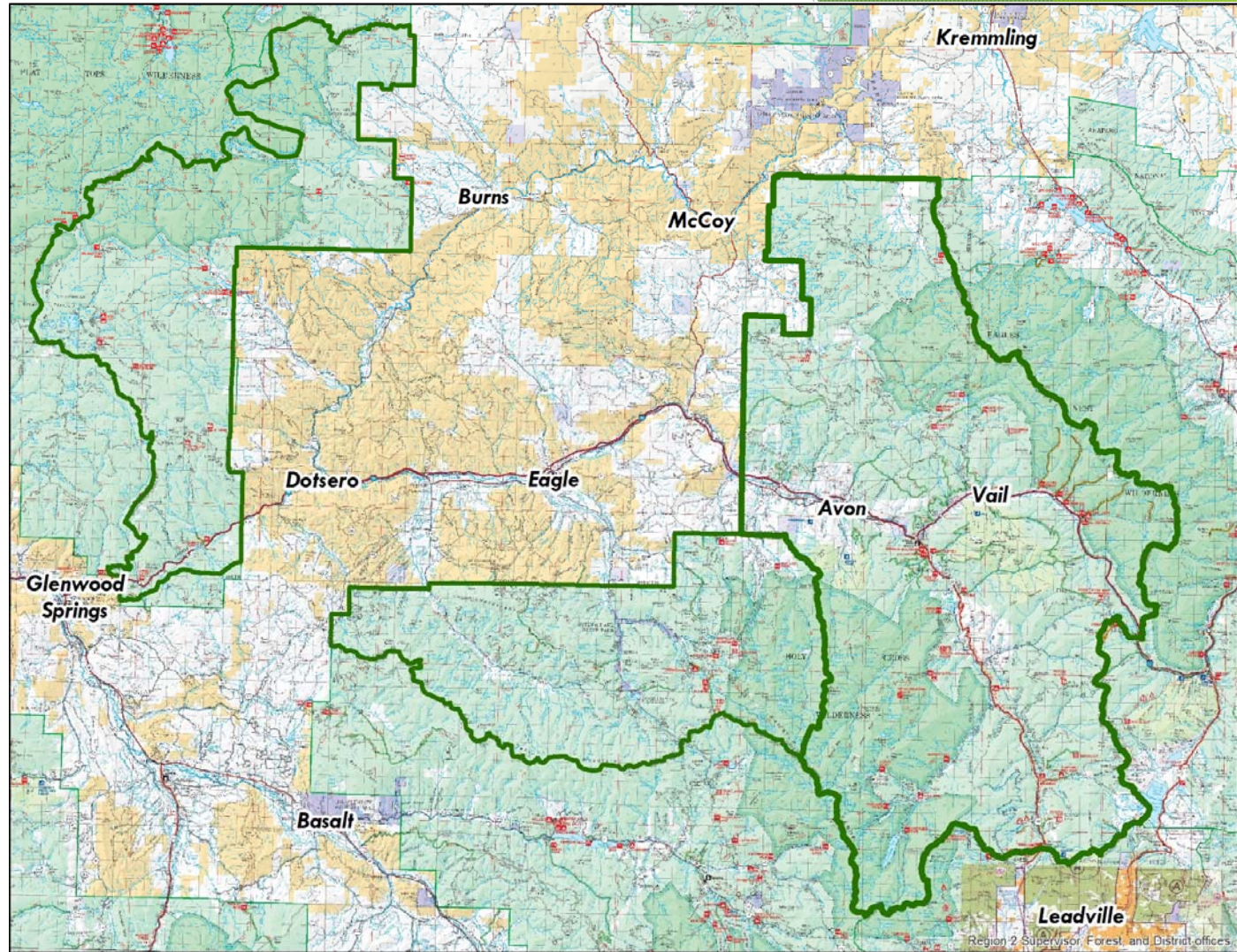




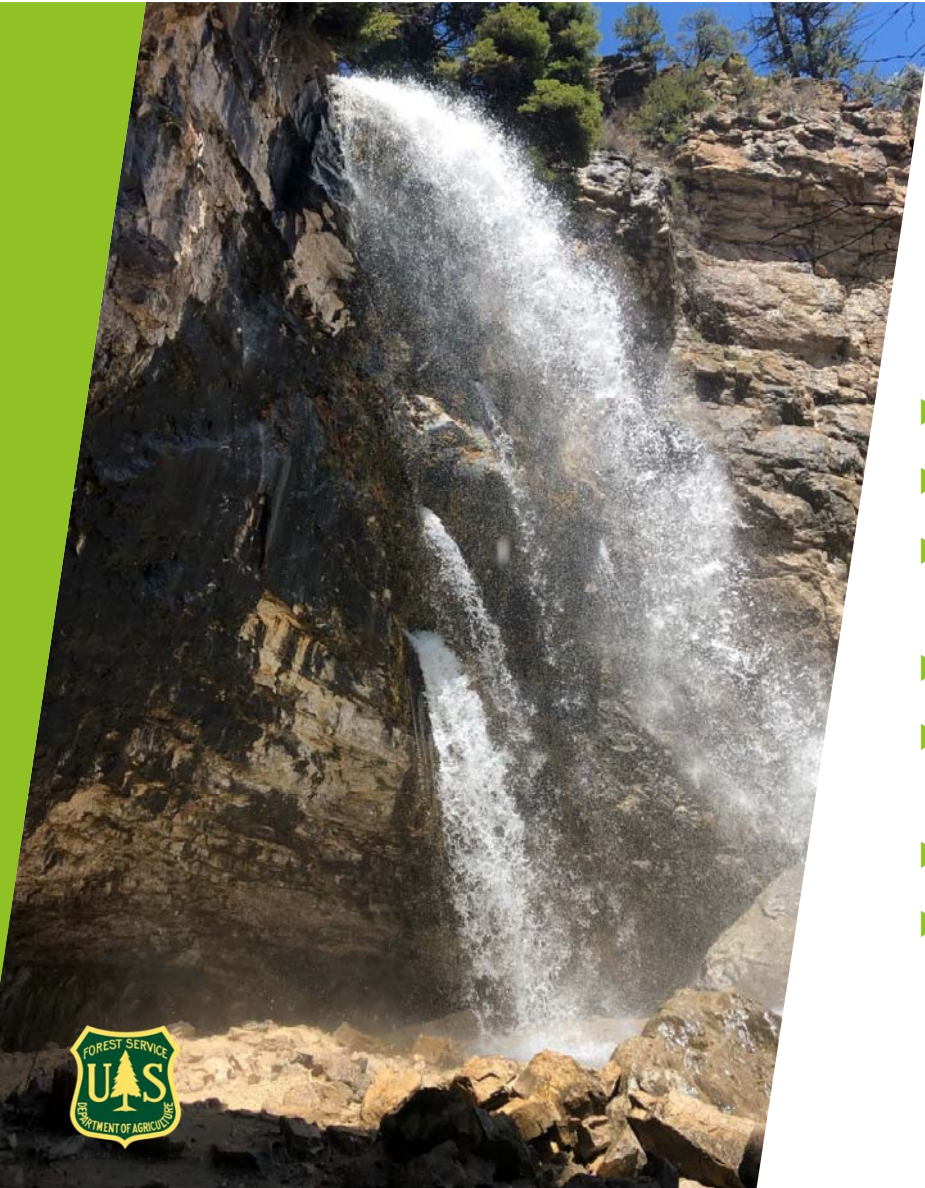
# Eagle-Holy Cross Ranger District

White River  
National Forest

704,000 Acres







## Hanging Lake Popularity

- ▶ Waterfalls and travertine lake
- ▶ National Natural Landmark-NPS
- ▶ Communities and proximity to I-70 corridor
- ▶ Attainable 1.2-mile hike
- ▶ High profile mountain communities
- ▶ Social media influence
- ▶ Diverse visitors



# Need for Change



High Visitation Site



Safety



Parking/Congestion



Resource issues



Vandalism



Social Issues



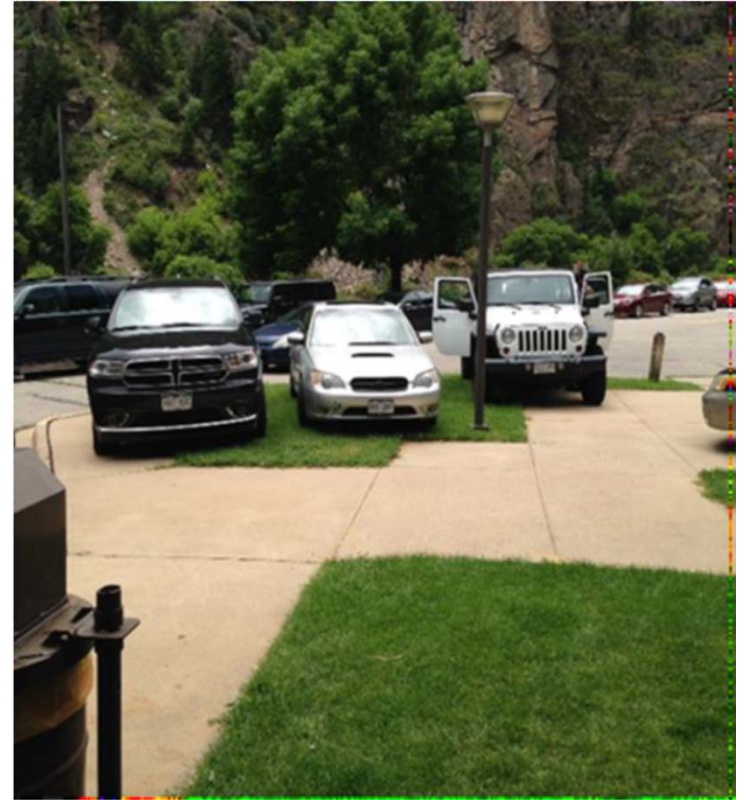
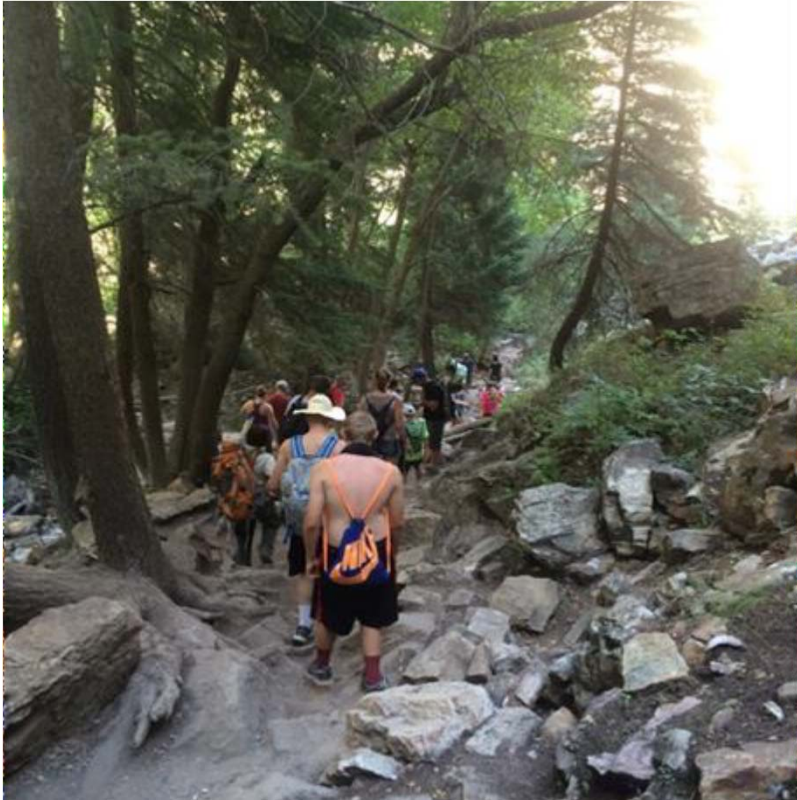
Land boundaries

# Pre-Management Plan By the Numbers...

- ▶ Visitation doubled in last 5 years!
- ▶ 2016, approximately 150,000 visitors
- ▶ 2017 approximately 184,000 visitors visited Hanging Lake.
- ▶ 1,000 hikers per day May-Sept.
- ▶ 34,000 person increase in one year!
- ▶ Average of 4 hikers per 100 feet of trail 252 people and 62 hikers at the lake.









# Waiting in Line...

Short-term vs Long-term solutions NEPA-public input





## Sustainable Management Plan objectives:

- ▶ Protect natural resources
- ▶ Manage congestion
- ▶ Enhance public safety
- ▶ Improve visitor experience
- ▶ Support local tourism





# SOLUTION

- ▶ Adaptive Management Plan
- ▶ Innovative Public-Private Partnerships
- ▶ 3<sup>rd</sup> party contractor
- ▶ Shuttle
- ▶ Year-round reservations



*Long-term strategy to effectively protect the natural and historic resources, reduce congestion, provide for public safety and quality recreation opportunities, all while achieving long-term sustainability for the area and its local tourism related economic benefits.*





# Enhanced Visitor Experience

Daily Capacity  
615 people

Reservation  
Shuttle  
Bike/Hike  
Customer Service

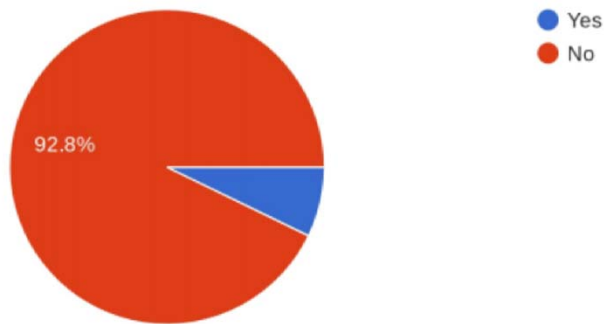
Educational Products  
Welcome Center  
Video and shuttle audio  
Social Media  
Branding logo  
Brochures  
Interpretation panels  
Ranger/trail presence



# First Peak-Season by the numbers

Did you feel the trail was overcrowded?

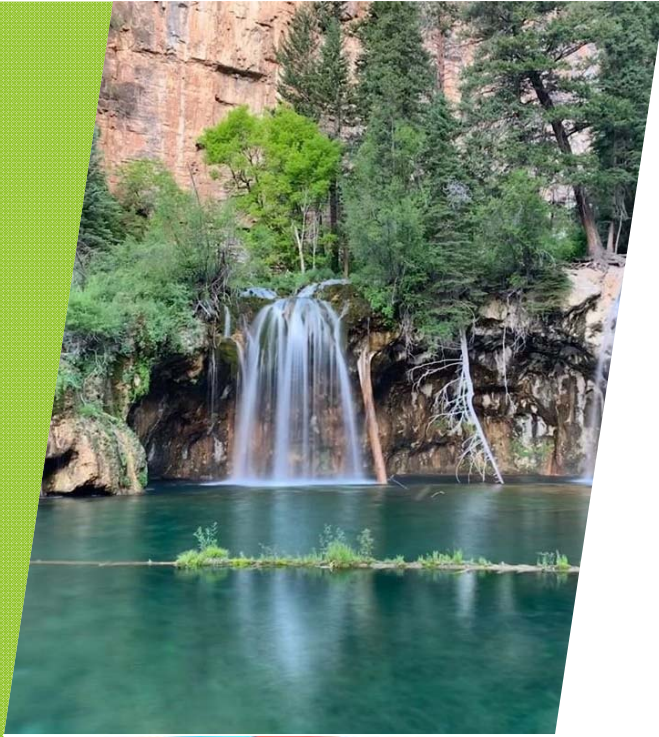
4,662 responses



- ▶ 615 people maximum per day
- ▶ 44 people per 45-minute shuttle intervals
- ▶ Reservations from May 1 - Oct. 22: 28,535
- ▶ Number of Hikers: 74,368 (2,259 with bike access)
- ▶ May: 53% of maximum use
- ▶ June: 83% of maximum use
- ▶ July: 92% of maximum use
- ▶ August: 78% of maximum use
- ▶ September: 58% of maximum use







## Shared Stewardship *High-Use Recreation*

- ▶ Collaboration
- ▶ Stakeholders/Partners
- ▶ Shared vision with County, Communities, and Forest





► Debra Figueroa  
Glenwood Springs City Manager

# City of Glenwood Springs



# Forming a Unique Partnership



## Timeline and Process

- ▶ The Mayor of Glenwood Springs expressed interest to the Forest Service in having GWS run the Shuttle Service - All of 2017.
- ▶ The Forest Service District Ranger reached out to the City Manager to find a way forward together - Spring of 2018.
- ▶ Adaptive Partnership and Management Contract - October of 2018.
- ▶ RFQ for a Hanging Lake Shuttle Provider - October of 2018
- ▶ Joint Review Process
- ▶ Award of RFQ to H2O Ventures - February of 2019.
- ▶ First Shuttle on May 1, 2019.



# Issues from a City Perspective



- ▶ Partnering with a Federal Agency - Cities work differently and have diverse missions.
- ▶ Not a Core Service and could negatively impact specific businesses.
- ▶ It is a service outside the city limits of Glenwood Springs.
- ▶ Included the use of a City Facility.
- ▶ No assurance that the pricing was appropriate, and that it would not be a failure.
- ▶ Selective memories of Elected Officials.
- ▶ All done in a Pressure Cooker - Constant media attention.





# Totally Worth the Risk and Hard Work



- ▶ The Shuttle Service is financially stable.
- ▶ The Hanging Lake Welcome Center in the City's Ice Rink worked well.
- ▶ The Partnership with the Forest Service is wonderful.
- ▶ The Partnership was awarded the 2019 Governor's Tourism Conference Award for the Outstanding Sustainability Initiative Program.
- ▶ Glenwood Springs one of 10 Communities throughout the Nation that just received Technical Assistance from the USEPA under the Recreation Economy for Rural Communities assistance program to help revitalize Main Streets.





► Lisa Langer  
Director of Tourism Promotion



# Visit Glenwood Springs





## Visit Glenwood Springs & Hanging Lake

- ▶ Tourism Marketing History of Hanging Lake:

“Our top attraction that we are not allowed to promote!”
- ▶ Focus on education instead of marketing
  - ▶ How to hike:  
*Leave no Trace*
  - ▶ Alternative hikes
  - ▶ Best times and tips to visit



# Visit Glenwood Springs and Hanging Lake

## Education & Protection instead of classic Marketing:

- ▶ Compliance with our assets (photos and videos, log etc.)
- ▶ Help fund a ranger during the peak-season
- ▶ Partner in the VOLPE & USFS management discussions





# VisitGlenwood.com

## Top Visited Page: Hanging Lake

- ▶ Even though no promotional budget was allocated to Hanging Lake and all pages focused on education vs. advertising;

**Hanging Lake was still the by far the most visited page on visitglenwood.com**

- ▶ Valuable traffic for community: Visitors stayed on site after reading Hanging Lake content.





Making the case for [VisitGlenwood.com](https://www.VisitGlenwood.com)  
to benefit the entire community!







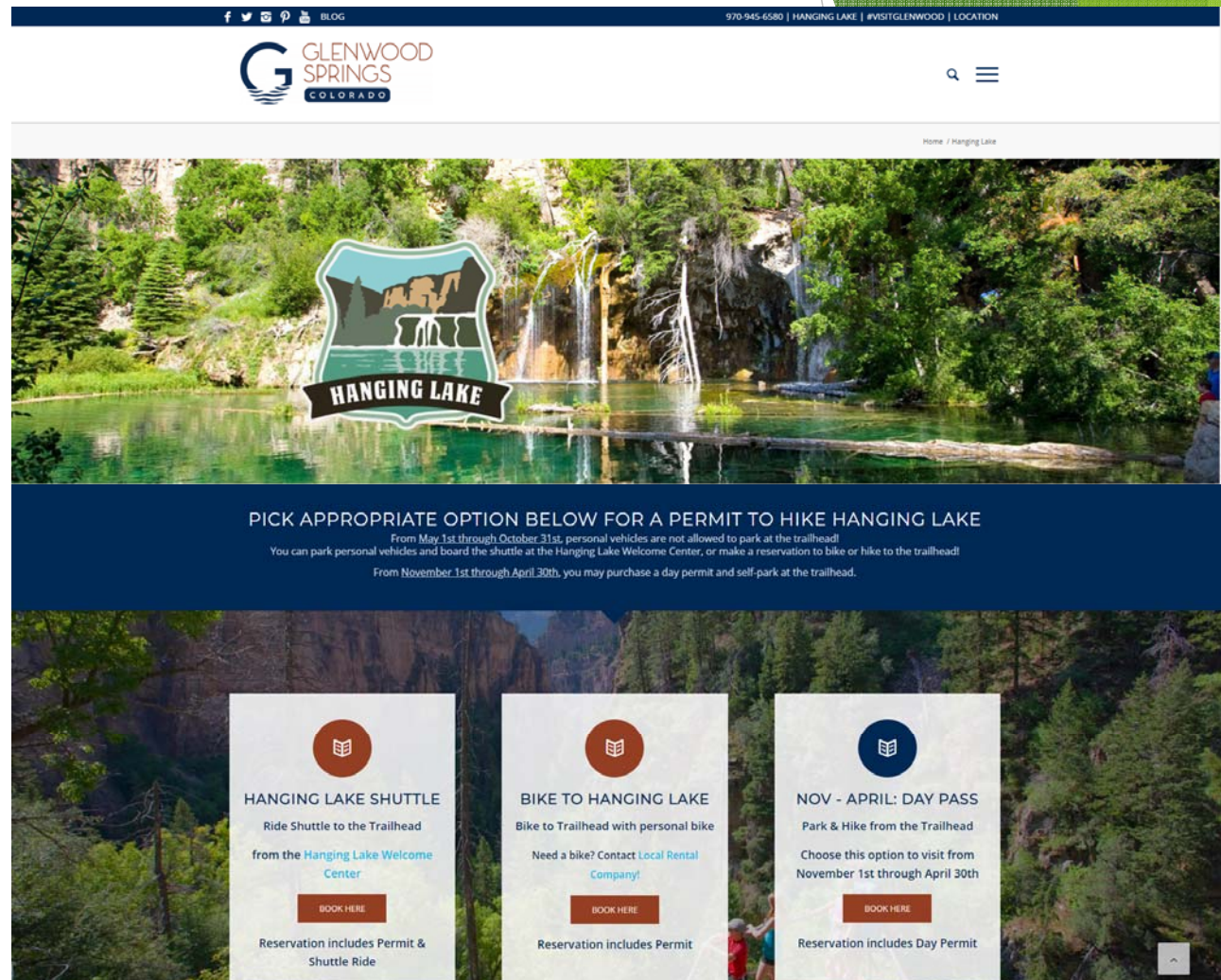
- ▶ Brought Destination Marketing Expertise to the Table
- ▶ Development of branding and brochure
- ▶ Informational videos & blogs
- ▶ CTO Partnerships with blogs, takeovers, field-guides
- ▶ Care for Colorado Principles
- ▶ PR, educational ads, social media marketing



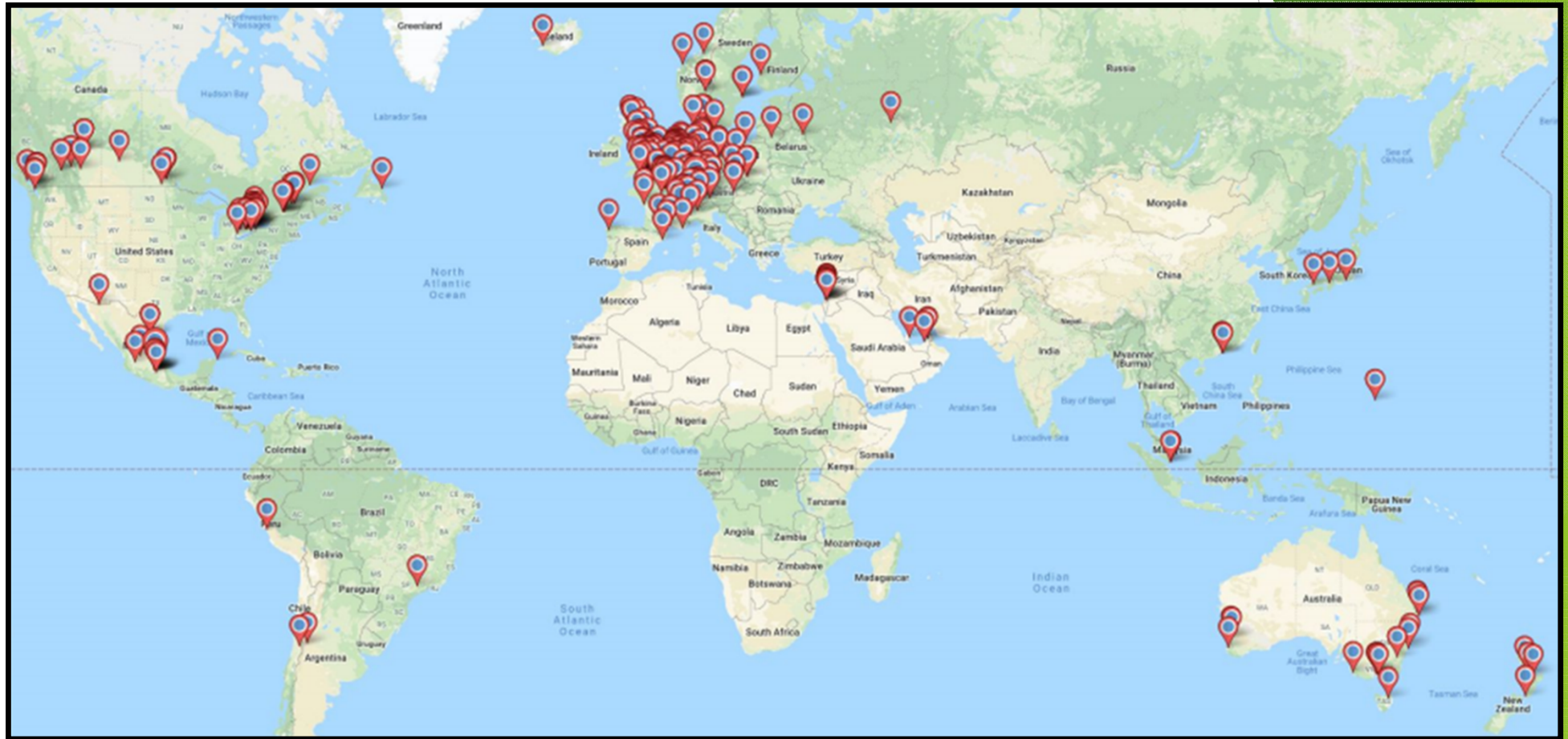


Since the launch, Hanging Lake Reservation's page accounts for 1/3 of our organic web-traffic.

- Valuable traffic for tourism marketing of the community
- Retargeting with more things to do, where to stay, etc.
- Visitors must come to Glenwood Springs, during the peak-season.







# German Market Advertising

## WELLNESS IN DEN ROCKY MOUNTAINS

Tauchen Sie ein! Inmitten der wildromantischen Szenerie der Rocky Mountains liegt die einzigartige Oase Glenwood Springs! Das „Land des Wassers“ ist nicht nur für seine Thermalquellen bekannt, sondern bietet auch eindrucksvolle Outdoor Aktivitäten für jeden Geschmack. Schon die Amerikanischen Ureinwohner, suchten hier Erholung und ließen in den „Vapor Caves“ ihre Seele baumeln.

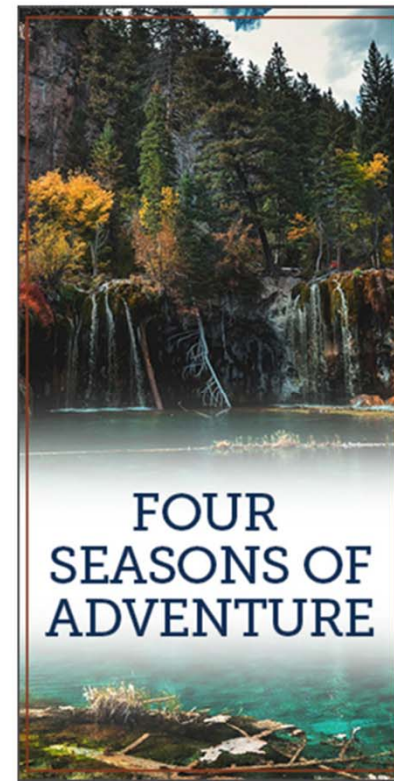
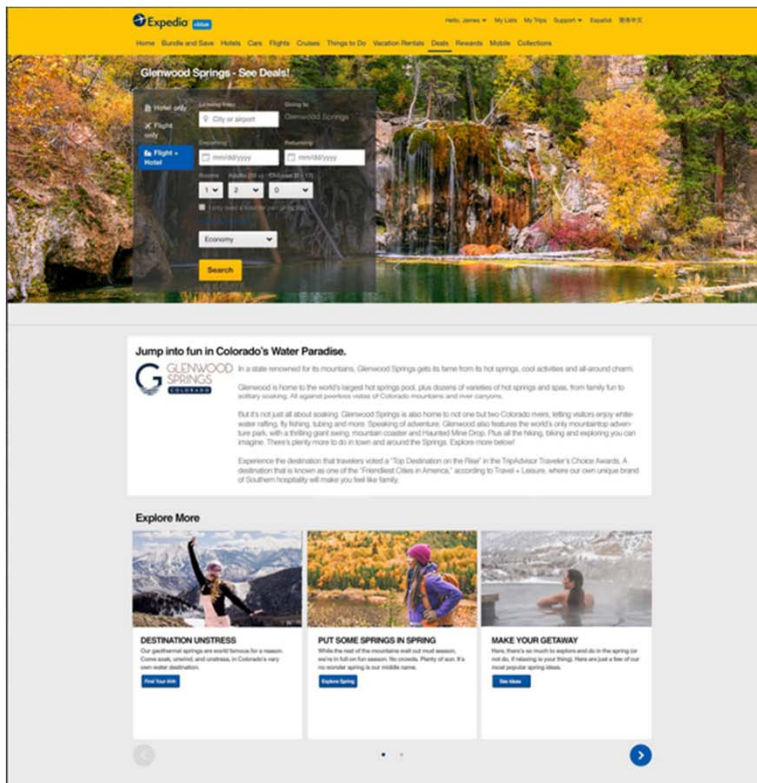


Um sich vom Freizeit- und Kulturangebot im geschichtsträchtigen Glenwood Springs inspirieren zu lassen, bestellen Sie einen gratis Travel Guide und planen Sie ihren perfekten Urlaub auf [VisitGlenwood.com](http://VisitGlenwood.com)





# Marketing Glenwood Springs through Hanging Lake





<https://www.youtube.com/watch?v=-aqQFvIDQ2M>



# PR & Social Media Exposure





## The New York Times

Across the globe, travel providers and government agencies are responding to 'overtourism' with suggestions for less-crowded places and quieter seasons.



Too much of a good thing? For the hike to Hanging Lake, near Glenwood Springs, Colo., new restrictions now limit visitors. VisitGlenwood.com

By Elaine Glusac

Aug. 29, 2019



The hike to Hanging Lake, just east of Glenwood Springs, Colo., is short and steep, rising more than 1,000 feet in just over one mile.

The  
New York  
Times

NewHamburgIndependent.ca

5280

THE KNOW

The Washington Times  
Reliable Reporting. The Right Opinion.

The Columbian

USA TODAY

The Telegraph



SFGATE

abc 15  
ARIZONA

聯合新聞網

美味代價

VANCOUVER  
SUN

NATIONAL POST

THE DENVER POST

The Gazette

PULITZER PRIZE-WINNING JOURNALISM. EST. 1872

VICE

9NEWS.com

THE OKLAHOMAN

FOOD & WINE

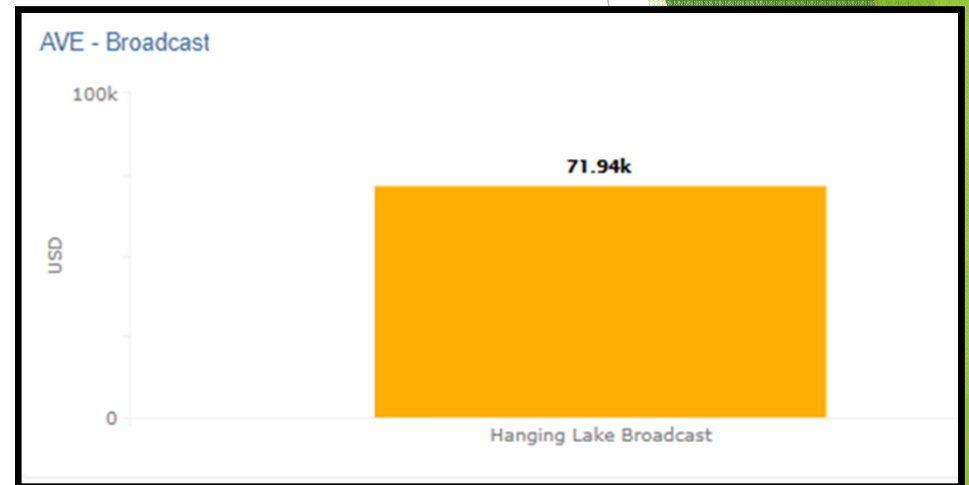
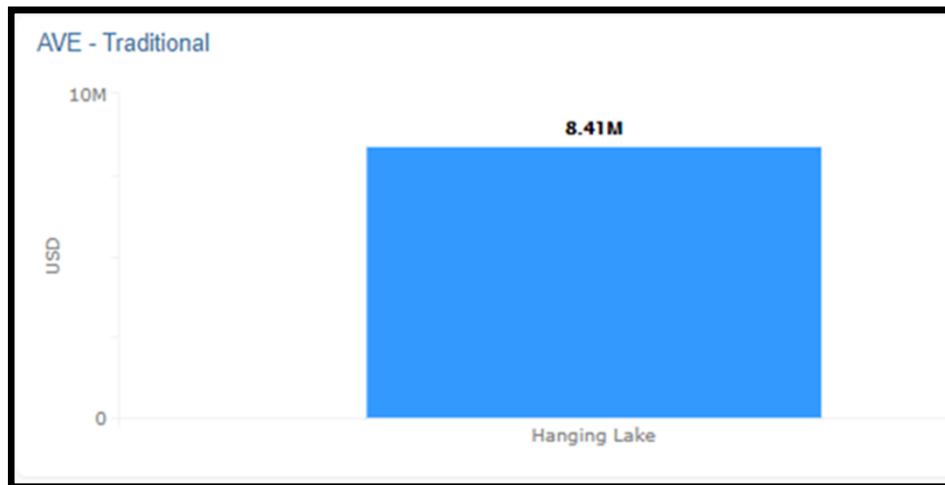
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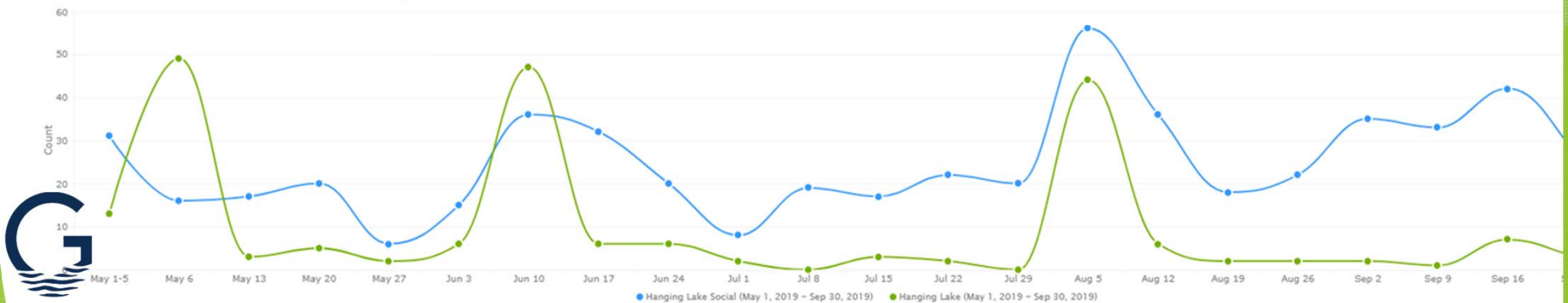
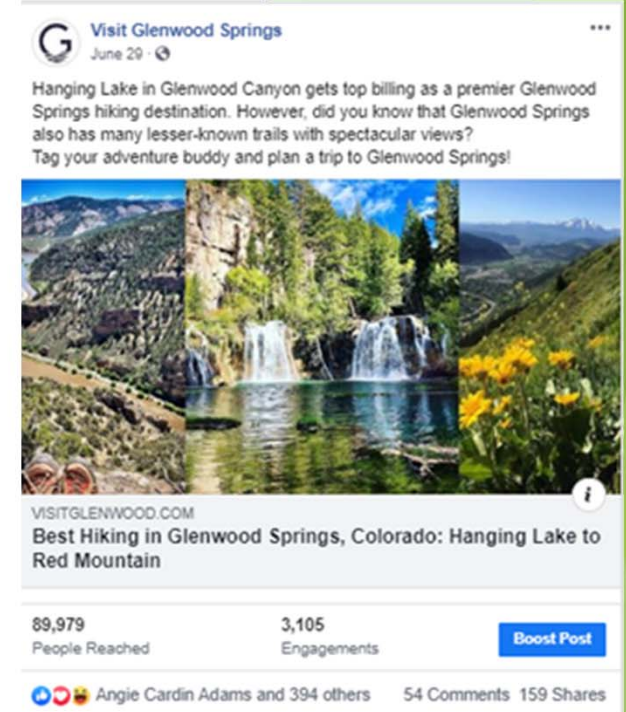
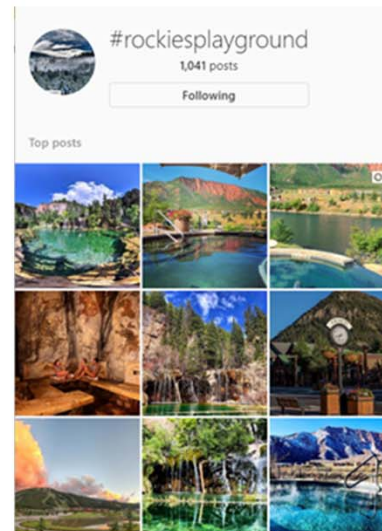
WIRED



# Advertising Value Equivalency



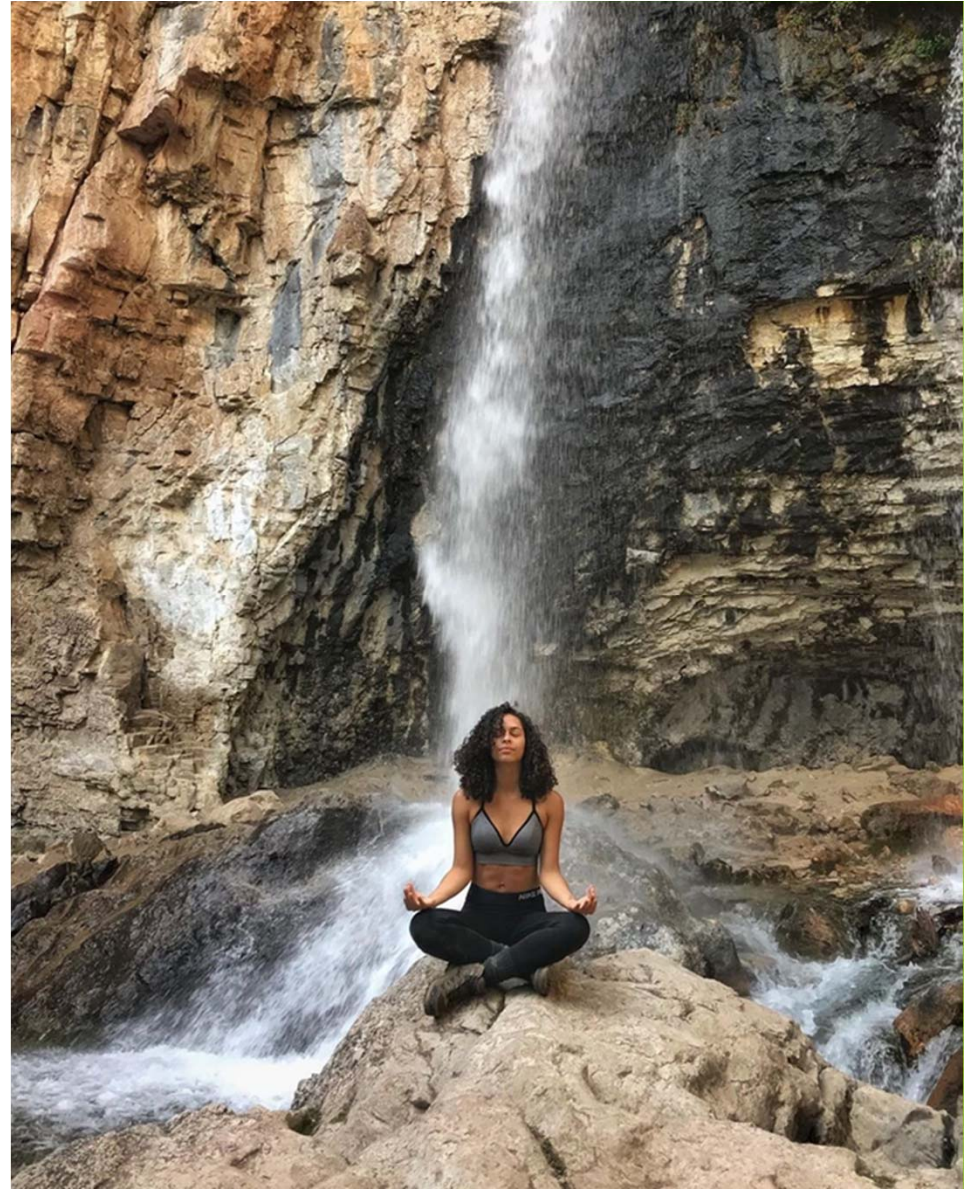
# Traditional Media vs. Social Media & Blog Attention





# Community Management = Social Media Success!

- ▶ Listen & monitor!
- ▶ Reply to all questions and concerns
- ▶ Acknowledge concerns and frustrations
- ▶ Keep repeating and rephrasing talking points, day after day!
- ▶ Enjoy lots of “free” attention!





# QUESTIONS?

