MOUNTAIN TOWNS 2030

WORKSHOP · TUE, OCT 13 · 1:15-2:15 PM

How Do You Inspire Visitors to Become Better Stewards of the Places They Love?

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Colorado's Do Colorado Right campaign uses humor, a clear benefit to the traveler and well-timed placements to get visitors to travel more responsibly. The Colorado Tourism Office and its agency MMGY shared how towns can borrow the free templates, run local pilots and measure results beyond impressions, even on a small budget.

KEY TAKEAWAYS

1. **Speak to the people who don't care yet.** Rules and finger-wagging reach people already on board. Do Colorado Right uses entertaining spots to reach everyone else.
2. **Lead with what's in it for the visitor.** Come early for the best views and wildlife; take the bus to relax, skip the snow driving and get free wifi. Benefits drive the behavior.
3. **Reach travelers before and after they arrive.** Ads run at Expedia checkout before booking, then at Denver International Airport water stations and at welcome centers across the state.
4. **Measure behavior, not just impressions.** Steamboat's pilot counted trash collected and water bottles saved. The state also built a destination stewardship index based on the UN goals.
5. **Humor works until it's at someone's expense.** One spot that leaned on a joke about a person dropped the campaign's score from 97 to 85. Humor is subjective.

WHAT LOCAL OFFICIALS CAN DO

- ☐ **Use the state's free templates and assets.** Colorado towns can get a local logo (Do Steamboat Springs Right), social posts and fill-in-the-blank articles via the partner portal.
- ☐ **Ask locals for their top three visitor problems.** Steamboat named bulk plastic water bottles, traffic at Exit 205, and trash on trails.
- ☐ **Turn the right behavior into a gift.** Steamboat put totes, refillable bottles and trash bags in rentals; a full bag earned a free hat.
- ☐ **Give marketing a slice of time or budget.** Even 20% of one person's job, or a small share of the budget, can carry a stewardship message.
- ☐ **Pitch it as a PSA.** Venues often run public service messages for free; Red Rocks ran wildfire safety messages all summer at no cost.
- ☐ **Tell your DMO what not to promote.** Share overused trails and sites so they can steer visitors elsewhere. Colorado keeps a do-not-promote list.
- ☐ **Use local influencers who live the issue.** A Steamboat creator raced a car against the bus to show transit was faster.

BY THE NUMBERS

20 to 25
Do Colorado Right spots, each on a different issue

4.22 of 5
Travelers' rating of Colorado as a sustainable destination

97%
Of those exposed who felt positive about the campaign

2x
National average of visitors arriving in EVs, after EV-charger ads

WATCH OUT FOR

- ! Pledge-style campaigns mostly attract people already doing the right thing. Design for behavior change you can actually count.
- ! Expedia funded most of the Steamboat pilot through a media buy; a scaled-back version for other towns is still being developed.

RESOURCES

Do Colorado Right
Campaign spots and partner toolkit on the Colorado Tourism Office site (colorado.com)

Colorado Green Business Network
Certifies tourism businesses the state plans to promote

SMARI
Research firm measuring ad effectiveness for aware vs. unaware households

Peer community
Steamboat Springs, Do Colorado Right in-market pilot

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