
MT2030
CLIMATE
SUMMIT
SUN VALLEY 26
PRESENTED BY TORUS


How Do You Inspire Visitors to Become Better Stewards of the Places They Love?
MMGY
COLORADO
TOURISM OFFICE

Today’s Presenters



MJ Legault
MMGY
Moderator



Shelley Cooper
Colorado Tourism Office
Panelist



Mira Whang
MMGY
Panelist

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DO COLORADO RIGHT
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Tone of Voice

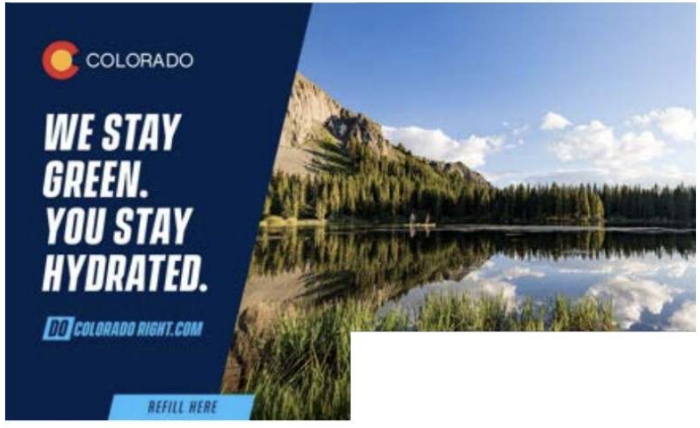
Brand Personality

WE ARE	WE ARE NOT
Playful	Slap-stick, juvenile, sarcastic, disparaging
Charismatic	Showy, self-absorbed, salesy
Authentic	Quirky, intentionally different, fabricated
In-the-know	Authoritative
Inspirational	Philosophical, flowery, poetic, unrealistic, over-the-top
Conversational	Trivial, verbose, unprofessional
Colorful	Wild, flashy
Passionate	Extreme, intense, passive
Welcoming and inclusive	Inauthentic, forced, stereotypical
Well-rounded	Unfocused, generalists
Responsible	Finger-waggers, preachers, politicians




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Gates A1 to A39
Terminal


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DO GRAND RIGHT
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DO LA JUNTA RIGHT
DO FRISCO RIGHT
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DO PUEBLO RIGHT
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DO OURAY RIGHT
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DO ESTES RIGHT
DO BOULDER RIGHT
DO GLENWOOD RIGHT
DO LAKE CITY RIGHT
DO FRUITA RIGHT
DO MANITOU SPRINGS RIGHT
DO GUNNISON & CRESTED BUTTE RIGHT
DO CLEAR CREEK COUNTY RIGHT

Steamboat Springs Activation



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STEAMBOAT SPRINGS, CO 80487

*Hat styles may vary.

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Steamboat Springs - Influencer



IG Reel 1

25.4K Views

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Outside Festival

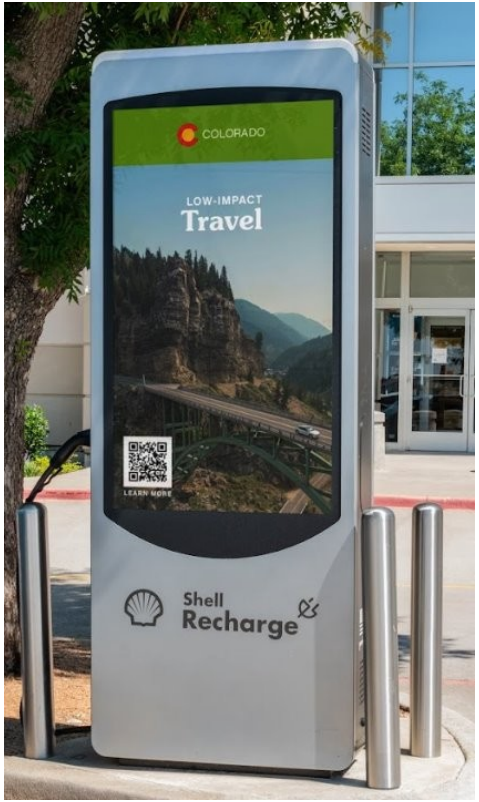


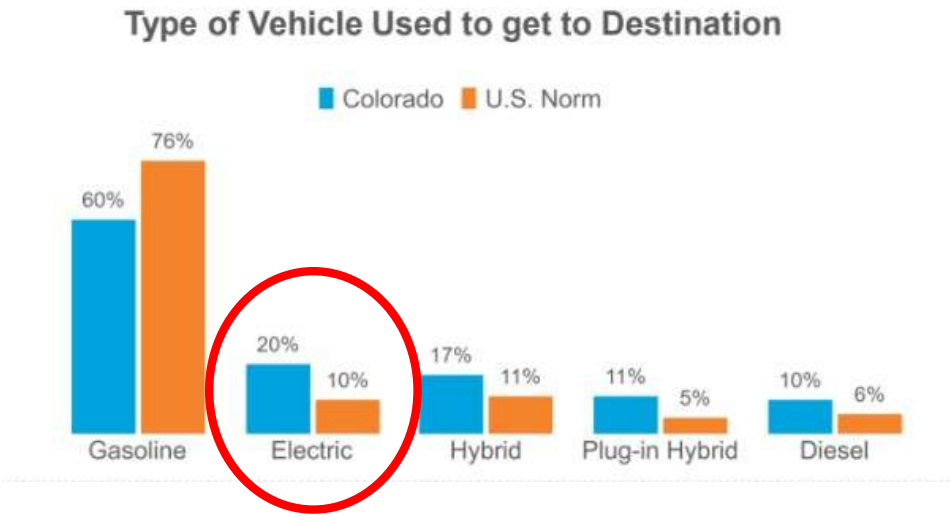




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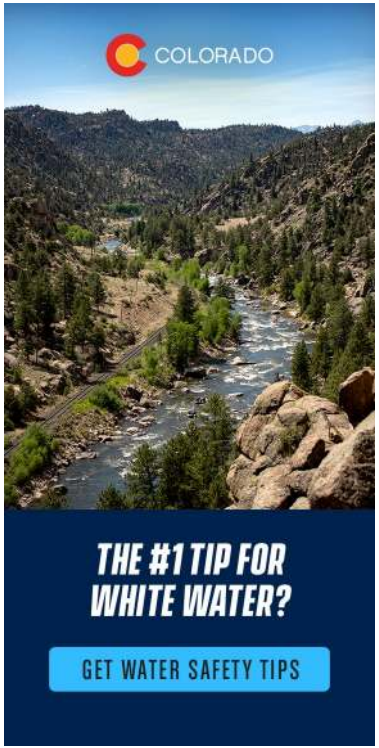
EV Charging Stations

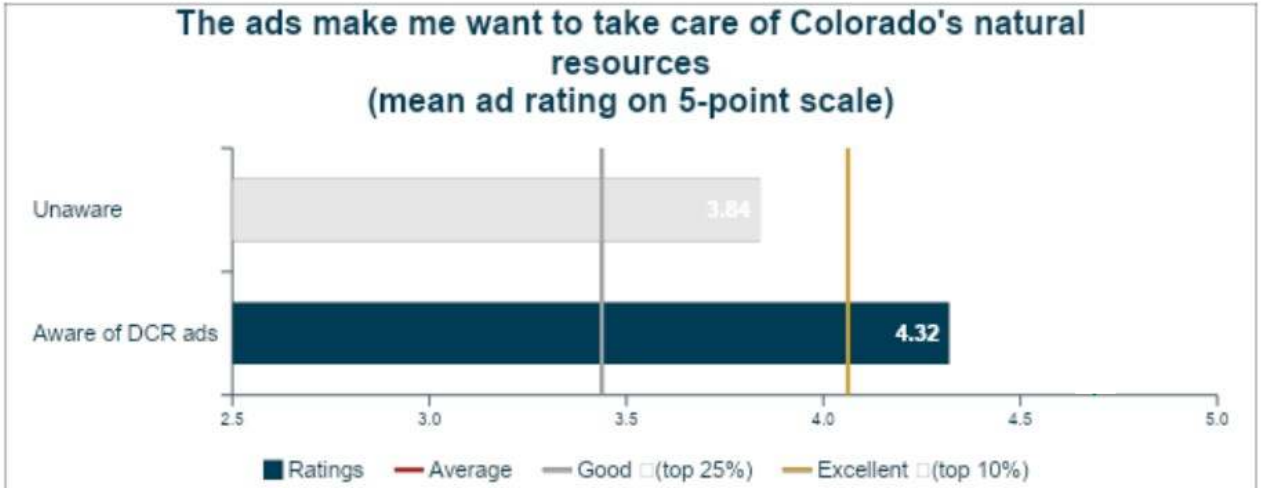




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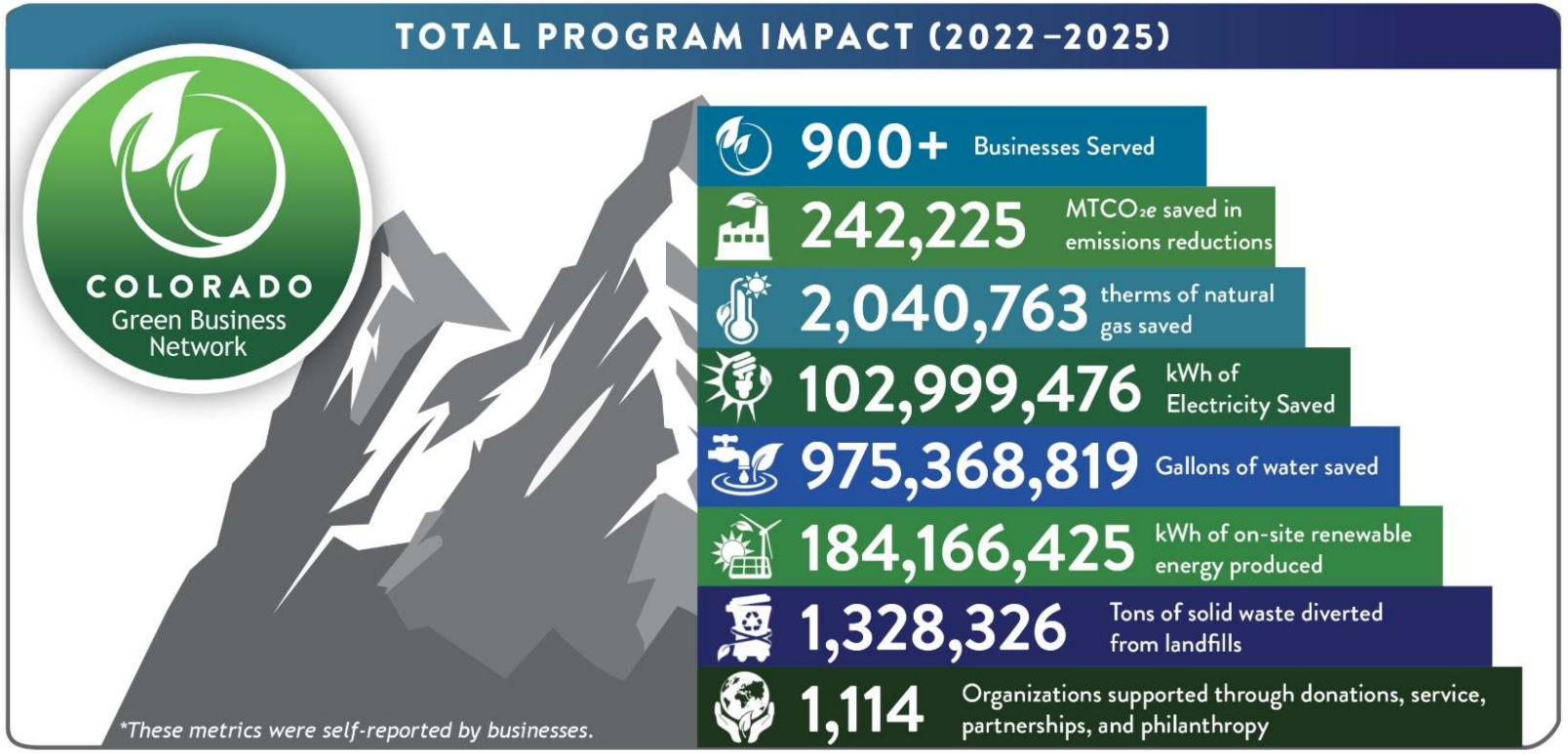
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Colorado Destination Stewardship Index

Modeled on UN Sustainable Development Goals:

- Economic Benefits & Employment
- Visitor Experience & Community
- Environment & Sustainability
- Destination Stewardship Leadership





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