



CASE STUDIES

OUTDOOR RECREATION: TOURISM MESSAGING

STRATEGIES AND SOLUTIONS FOR A MORE RESILIENT, CARING, INCLUSIVE ECONOMY THAT CAN WITHSTAND, ADAPT, INNOVATE, AND TRANSFORM IN THE FACE OF NATURAL AND HUMAN DISASTERS.

WHAT TO EXPECT FROM THESE CASE STUDIES

This is a collection of case studies for outdoor recreation and tourism messaging that foster respect for the community, landowners and the environment. During focus group conversations with the outdoor recreation industry in the North Country, participants identified common messaging that supports the enjoyment of the outdoors while protecting the environment and the local community as something that is currently lacking in the region. This case study will share examples of messaging used to re-discover natural landscapes and recreation destinations, respect for the land and community, pledges of environmental ethos, and recreating kindly.

Examples Of



Respect for Land & Community

Case studies in messaging for land etiquette and community/local respect.

A Pledge of Ethos

Case studies in messaging for guiding beliefs or ideals that characterize a community.

Recreate Kind

Case studies in messaging for how to act when recreating and why.



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MORE...



SCAN ME

UTAH OFFICE OF TOURISM CAMPAIGN

Forever Mighty Ethos

Wherever you travel in the world, you can find communities and individuals who are the local stewards of their place. For many, Utah is both their home and their passion.

As you plan your travels, have you considered ways you can visit more thoughtfully? Traveling responsibly means planning ahead. Reading ahead. Slowing down and stopping to fully appreciate all that is around you. For some, it can mean giving back or supporting local. Becoming ambassadors of place. Coming back year after year or ensuring that others can.

This is a shared travel ethos we call Forever Mighty.

ABOUT THE PROGRAM:

With this messaging campaign, Utah used its landscape and history as a backdrop in explaining the importance of the land visitors seek to explore. An ethos is defined as a characteristic spirit of a culture, era, or community as manifested in its beliefs and aspirations. Utah's office of tourism used that as a brand to make sure that individuals coming to visit understood the spirit of the land and the community members that made it home. It is more of an idealism and lifestyle category of messaging that fits in a commitment to understanding why the land in which you can recreate on is not only vital to the survival of the community but the landscape's continued thriving beauty.

"I CAN TREAD THOUGHTFULLY
AND LIGHTLY ON THE LANDS
WHERE PEOPLE HAVE FOUND
THEMSELVES. UTAH IS NOT A
PLACE TO BE CONQUERED, TO BE
SCRAMBLED ACROSS FOR A
PHOTO OP, TO BE RUSHED."

- Ashley Mae Hoiland, Local and Writer



<https://www.visitutah.com/plan-your-trip/forever>



Look Out for Me



"For the land. For yourself. And for everyone that experiences Maine's abundant natural resources before or after you. And if you enjoy the outdoors, from hiking and camping to cycling and canoeing, you probably think our mountains, waters and forests are just as worthy of respect as we do. Whether you're venturing out into Maine's abundant public or private lands, a state park or Acadia National Park, here's how we can all do our part to conserve the state's natural resources, season after season, and for generations to come."

ABOUT THE PROGRAM:

It is all about respect when it comes to the language that Maine uses when addressing what they expect from their visitors traveling to their state's wild lands. This messaging stands out as the first thing you see when you go to Visit Maine's webpage. As you read the explanation to the left, you can see the language that they used to create the "why" behind the respect that they are seeking and the importance of understanding these natural lands. Ultimately helping to preserve them perpetually.

Initiatives & Terms



No litter bugs allowed



Stick to established trails & roads



Don't damage trees



Avoid spreading invasive species



If you need to go, don't be like a bear



Where ya headed?



Avoid peak hours



| NSAA SUMMER & WINTER MESSAGING

ABOUT THE PROGRAM:

NSAA has been putting out this messaging for ski areas, in order to stay consistent and united during the winter and summer operations during COVID-19 guidelines/protocols. Important to note the uniqueness of how NSAA shared its messaging and use of resources readily available on their website. A member would have access to things such as poster ideas, messaging for health and wellness, and catchphrases that you can adopt for your own business. The website is very user-friendly as well as helpful to gain access to resources and current messaging that all ski areas within the industry are using.



INITIATIVES & TERMS

Know Before You Go:

Do your research so you know what to expect when you arrive. Ski areas will keep their websites and other communication channels updated with info about parking, reservations, available amenities, and mask requirements.

Stay Home If You Are or Could Be Sick:

Assess your health before you go to the mountain so you don't expose others, even if you are vaccinated.

Recreate Mid-Week and Non-Holidays:

Going to the mountains during non-peak times can help you stay distanced from others.

Be Flexible:

Local and state public health regulations can change rapidly, and ski areas will comply with those regulations

Adhere to All Federal, State, and Local Regulations:

We all have a responsibility to protect each other this summer, and businesses have to follow rules to stay open.



| BIKE THE BORDERLANDS

ABOUT THE PROGRAM:

Bike the Borderlands is a coordinated effort from The Northern Forest Center, that connects Québec, Maine, New Hampshire, and Vermont's most exciting and diverse mountain biking trail systems. Not only is this non-profit here to bring awareness to its users and its vast mountain biking access, but to also help visitors discover the small villages, craft breweries, local farm stands, and the down-to-earth friendly scene in the rural towns that surround it. Their messaging focuses on a pledge/promise that they ask their users to abide by and pass along or share with other riders they may meet. This promise consists of four aspects respect this gift, protect nature, be the example, and care for others. Creating a simple concept on how to use the trails and showing individuals the importance of how we treat landowners, trail managers, town residents, and the land itself.



It's a Simple Concept

Being able to use trails is an incredible privilege, and everyone benefits when we trail users recognize it as a privilege. It makes us care about how we treat landowners, trail managers, town residents, and the land itself.

The Bike Borderlands initiative has created a campaign to instill a strong code of ethics within the mountain biking community. It calls on riders to respect the gift of mountain biking, care for others, protect nature, and hold each other accountable.





Kids grow better *outside.*

TO LEARN
MORE..



SCAN ME



| GREAT OUTDOOR COLORADO'S INITIATIVE

ABOUT THE PROGRAM:

Generation Wild is a program built from Great Outdoors Colorado, which does strategic land conservation and resource protection work. GOCO invests a portion of Colorado lottery proceeds to help preserve and enhance the state parks, trails, wildlife, rivers, and open spaces. Generation Wild was created as an incitive to continue building and connecting the younger generation with the educational piece as well as the exploration of wild places. Using LNT and other best practices to re-introduce the importance of being outside. The messaging, education, and event pop-ups in the state allow access through education as well as the messaging and understanding which could be applied to new users/visitors exploring the states recreational opportunities.

Wild is curious. Wild is innovative. Wild is resilient.

Wild can happen in your own backyard or on your front porch, across towns and cities, plains and mountains. It doesn't matter where you're from or what neighborhood you live in. Kids grow better outside, and there's always a way to be wild.

