



Sustainable Tourism and Stewardship in Utah

The Utah Office of Tourism and Park City Chamber and Visitors Bureau



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Agenda

Utah Office of Tourism
Overview

Park City Chamber &
Visitors Bureau Sustainable
Tourism Plan Overview

Park City Chamber &
Visitors Bureau Sustainable
Tourism Plan Initiatives

Questions & Answers

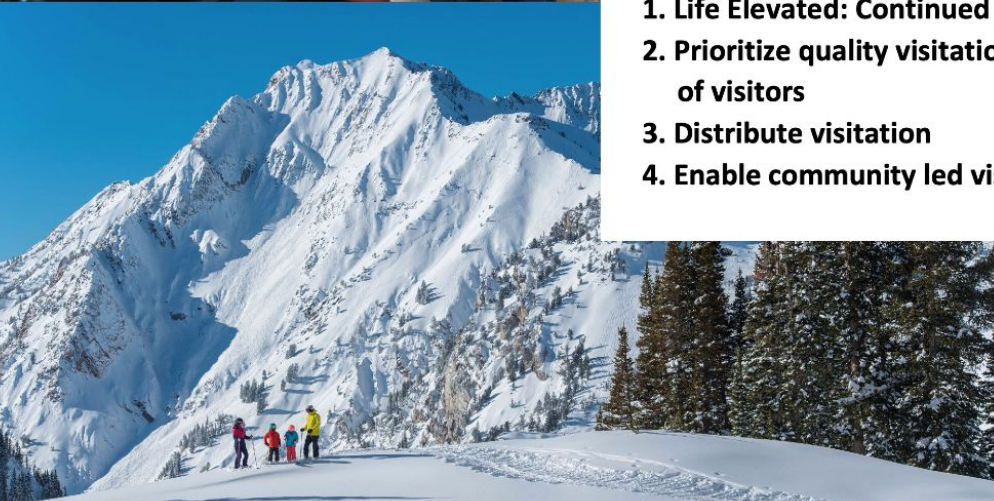
The background of the entire image is a deep blue night sky filled with numerous small, bright stars. In the foreground, three distinct rock formations are silhouetted against the sky. These formations are illuminated from below, casting a warm, golden-orange glow that highlights their rugged, textured surfaces. The rock formations vary in shape, with some appearing as tall, narrow spires and others as more complex, layered structures.

OUR VISION

A state united in welcoming
the world to experience
soul-awakening adventure.

OUR MISSION

Elevate life in Utah through
responsible tourism stewardship.



RED EMERALD STRATEGY

1. Life Elevated: Continued powerful branding
2. Prioritize quality visitation, not just quantity of visitors
3. Distribute visitation
4. Enable community led visitor readiness



DESTINATION DEVELOPMENT

- *Destination Development* - Activities, investments, and decisions that increase and promote the quality of a destination
- *Destination Management* - The policies, practices, and professional proficiencies related to the administration of a destination and its resources
- Together, this is often called *Destination Stewardship*





RESIDENT SENTIMENT SURVEY

- 75% of Utah residents feel positively about the effect of tourism on Utah's overall reputation
- 71% of Utah residents strongly agree that UOT should educate visitors on things like how to minimize their impacts on the natural environment, and how to travel responsibly
- 66% of residents statewide feel positively about the effect of tourism on job opportunities
- 59% of residents state tourism's positive effects outweigh the negative

FOREVER MIGHTY ETHICS



[VISITUTAH.COM/FOREVER](https://visitutah.com/forever)

- Practice responsible and prepared travel through the principles of Tread Lightly! and Leave No Trace.
- Foster pride in place among locals and visitors alike.
- Support the local economy and locally-owned businesses.
- Celebrate and respect the diversity of our visitors and our communities.
- Encourage visitation to lesser-visited destinations, guided experiences, and off-season travel.



LEAVE
NO TRACE



Leave No Trace Utah 7 Principles

- Know Before You Go
- Stick to Trails and “Overnight Right”
- Trash Your Trash
- Protect Indigenous Cultural Heritage
- Minimize Campfire Impacts
- Keep Wildlife Wild
- Share Our Parks, Trails and Roads



Forever Mighty + LNT Toolkit

- 7 Principles Poster
- Forever Mighty LNT brochure
- Website Content - visitutah.com/Lnt
- Social media language
- Forever Mighty video content
- Image library
- 3 online courses
- Press release

Resources and public announcement May 23-27,
available on travel.utah.gov



Utah's Leave No Trace Seven Principles



- 1. Know Before You Go**
A little extra planning can expand your knowledge, reduce your impact and improve your adventure. Prepare to travel in Utah by researching your destinations, packing for a range of conditions and making backup plans just in case.
- 2. Stick to Trails and Overnight Right**
From solitary hikes to group rides, there are trails for every traveler. Following signage, sticking to the path and using a little know-how will keep Utah's trails and campsites safe and open.
- 3. Trash Your Trash**
One person's trash can greatly impact a natural treasure. No matter where you go, have a garbage and bathroom plan ready (for you and your group) and know how to correctly dispose of all waste, which may mean packing everything out.
- 4. Protect Indigenous Cultural Heritage**
Indigenous and other historical and cultural sites are everywhere in Utah and they are important to modern descendant communities and researchers. Protect these sites by observing and admiring structures, objects, rock imagery and historical inscriptions at a respectful distance.
- 5. Minimize Campfire Impacts**
There's nothing quite like cozying up to a campfire, but not all places and conditions are safe to have one. In areas where fires can be built, keep them small and in existing fire rings and be prepared to extinguish them completely.
- 6. Keep Wildlife Wild**
Being in Utah's outdoors means sharing them with wildlife, which may include bears. Respect their home by only observing from a distance. Save human food for humans, ensure pets are within your control and know local fishing, hunting and boating guidelines.
- 7. Share Our Parks, Trails and Roads**
When traveling in Utah, you may find yourself part of a crowd. While there are many ways to enjoy the outdoors, we can help each other out by being patient, minimizing noise and reducing speed, whether in town or on the trail.



visitutah.com/LNT



DARK SKIES

AGRITOURISM





“With tourism success comes great civic responsibility. That’s why the Park City Chamber & Visitors Bureau, along with the City and the County, are developing a Sustainable Tourism Plan.”

– Jennifer Wesselhoff, President/CEO,
Park City Chamber & Visitors Bureau.



Destination Management & Marketing



What is Sustainable Tourism?

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of locals, the industry, the environment and visitors.

The Global Sustainable Tourism Council assessment of Summit County tells us the best ways we can take care of our **HOME**.



~~Problems~~

Solutions





Welcome to the Global Sustainable Tourism Council

- | | | | |
|--------------------------------------|---------------------------------|---------------------------------|--------------------|
| 1. Jackson Hole, Wyoming, USA | 11. St. Croix, USVI | 22. Hwaseong Fortress, Korea | 32. Corfu |
| 2. Mt. Huangshan, China | 12. Sierra Gorda, Mexico | 23. CocoCay, Bahamas | 33. Heraldon |
| 3. St. Kitts & Nevis, West Indies | 13. Samoa, South Pacific | 24. Chelenko, Chile | 34. Athens |
| 4. Fjords Norway | 14. Riviera Maya, Mexico | 25. Labadee, Haiti | 35. Summit County! |
| 5. Lanzarote, Spain | 15. Lombok, Indonesia | 26. Cozumel, México | |
| 6. Okavango Delta, Botswana | 16. Sieman, Indonesia | 27. San Pedro de Atacama, Chile | |
| 7. Cuzco & Sacred Valley, Peru | 17. Pangandaran, Indonesia | 28. Roatán, Honduras | |
| 8. Lago Llanquihue, Chile | 18. Wakatobi, Indonesia | 29. Belize City, Belize | |
| 9. Southern Sardinia, Italy | 19. Cayman Islands, West Indies | 30. Ras Al Khaimah, UAE | |
| 10. Mara Naboisho Conservancy, Kenya | 20. Sinaloa Sur, Mexico | 31. Dubrovnik, Croatia | |
| | 21. Sedona, Arizona, USA | | |

To satisfy the definition of sustainable tourism, destinations must take a **holistic and integrative approach** which includes four main objectives:

Destination Management



- Strategy
- Effective DMMO
- Organization
- Monitoring
- Planning
- Visitor Satisfaction
- Safety & Security
- Crisis Planning
- Promotion

Social & Economic



- Economic Monitoring
- Career Opportunities
- Community Opinion
- Support of Community
- Education

Community & Culture



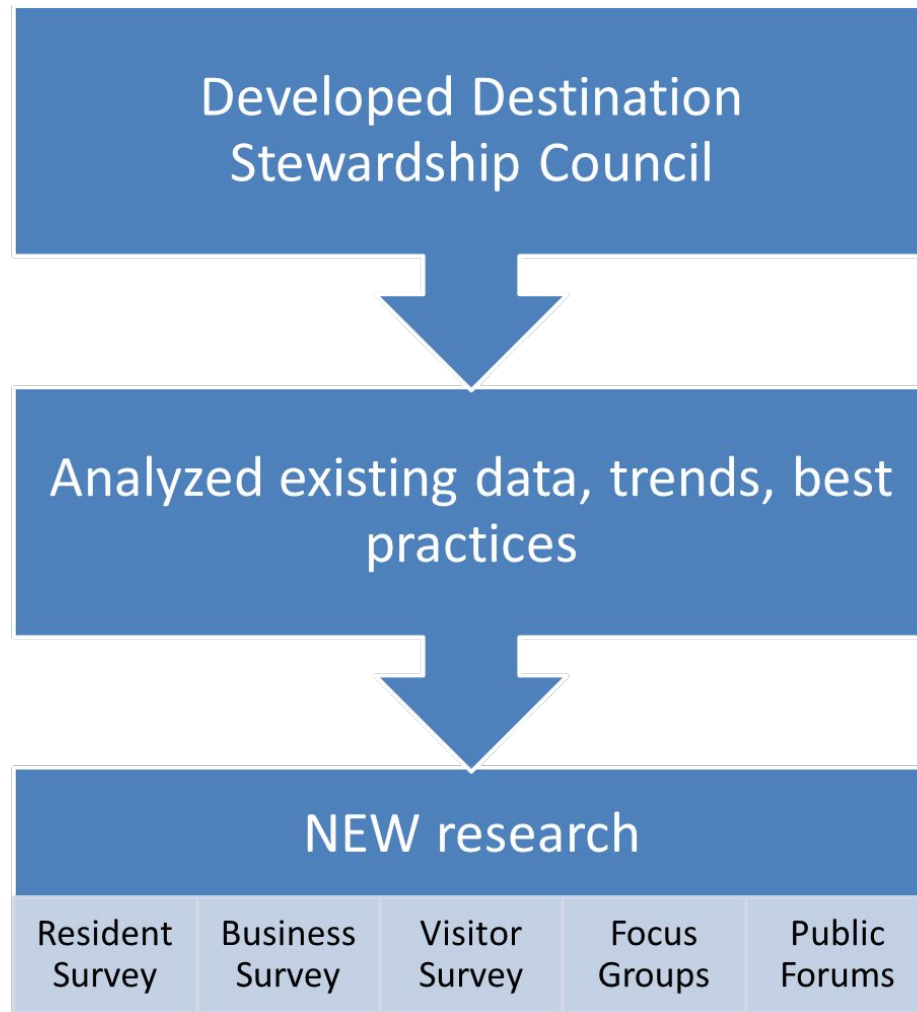
- Attraction Protection
- Visitor Management
- Visitor Behavior
- Site Interpretation

Environment



- Environmental Risks
- Wildfire Protection
- Energy
- Water Management
- Water Quality
- Light & Noise Pollution
- Public Transportation

PROCESS



Shared Vision



Vision Statement

Stewardship mindset

Environmental health

Sense of community

Mindset of restorative visitation

Balanced visitation

Visitors as part of a solution

Summit County's brand

Shared impacts and benefits

Celebration of history/culture

Human connections

Visitor Economy

Visitor education programs

Economic diversification

Collaboration



Stewardship Principles

1. Value and respect the health of our local environment and natural resources
2. Foster our local spirit, our values, our sense of place, and the wellbeing of our community—residents, employers, employees, and visitors alike
3. Ensure that benefits of the visitor economy are shared equitably by people of all races, ages, gender identities, sexual orientations, abilities, income levels, and by Summit County's communities
4. Enable Summit County's tourism industry to lead by example, championing tourism's benefits, mitigating its impacts, and harnessing its regenerative power for the community and the environment
5. Be bold, creative, and action-focused, supporting transparency and measurable outcomes



Park City's Sustainable Tourism Plan Objectives

Cultivate local pride for the Park City | Summit County experience

Implement sustainable infrastructure management policies and initiatives

Protect and manage our natural environment for sustainable outdoor recreation

Support the long-term resilience of the Park City | Summit County economy

Equalize the economic benefits of the visitor economy

Leverage messaging and programming to shape responsible visitor behavior

Foster the development of Park City | Summit County's art and culture assets

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Cultivate local pride and respect for the Park City | Summit County experience

- Develop values-led community programs to inspire community pride and deliberately shape community character
- Create tourism volunteer programs for residents to engage with the visitor economy
- Identify and amplify 'locals only' opportunities that provide resident-specific benefits



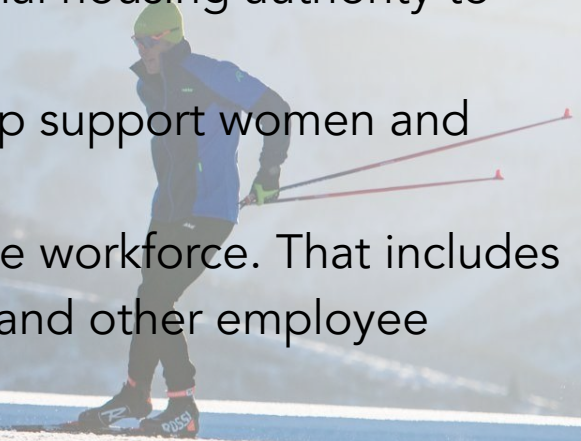


Protect and manage our natural environment to enable sustainable outdoor recreation

- Develop a comprehensive visitor trail etiquette education program
- Develop a voluntourism program to encourage regenerative tourism
- Create a centralized trail information website
- Deepen connections with land management organizations and communities in Wasatch Back

Equalize the economic benefits of the visitor economy

- Expand and optimize transit to all areas of the County to meet workforce needs
- Encourage the formation and funding of a regional housing authority to support affordable housing
- Update tourism grant rules and guidelines to help support women and minority owned businesses
- Create programs to support for a year-round base workforce. That includes year-round employment, health care, child care, and other employee resources and benefits



Leverage messaging and programming to shape responsible visitor behavior

- Aggressively utilize sustainability-focused messaging and marketing for visitors to encourage responsible use of Summit County's assets
- Evolve all paid, earned, and owned media to focus on sustainable visitation and responsible travelers
- Develop industry-leading products and programs for visitors, businesses, and residents that support our sustainable tourism goals
- Rebrand Visit Park City to reflect our values through all touchpoints and attract like-minded visitors



What's Next for Park City?

Park City Chamber | Visitors Bureau's Long-Range Strategic
Plan Development

Board, City & County Councils approval

Budgeting sustainability initiatives for FY2023

What else from UOT?

Destination Development Co-op Programs

EDA Programs

Co-operative Marketing Program



THANK YOU!

LIFE
UTAH
ELEVATED

park  city

CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU