

## **Steamboat Springs Chamber Seeks Resident & Stakeholder Input on Tourism**

**Steamboat Springs, Colorado – May 8, 2025** – The Steamboat Springs Chamber’s Destination Development department is seeking input through two separate surveys to gain a deeper understanding of sentiment, opinions and ideas related to tourism in the Yampa Valley.

Both surveys will assist the Chamber in evolving strategies that give voice to residents while supporting local businesses that rely on visitation. The Chamber first released a Sentiment Survey in 2023 and set a baseline for future surveys. Now two years into our Destination Stewardship work, this information will help us refine our programming and measure the success of our efforts. Responses are anonymous and will help the Chamber best manage our destination efforts in the area.

“Through this program, we want to hear from a broad spectrum of the community. We want to learn directly from residents what they value, their perspective on tourism, and how we can improve. The continued goal is to have tourism benefits outweigh negative impacts,” says Laura Soard, Senior Director of Destination Development at the Chamber. “Local voices are critical to the process.”

The resident survey is for all residents of Steamboat Springs and surrounding communities and the stakeholder survey is for all businesses and organizations impacted by the Yampa Valley’s tourism industry. Respondents should complete the survey that best describes their role locally.

Each survey should take 10-15 minutes to complete. To access the survey, go to [steamboatchamber.com/tourism-survey](https://steamboatchamber.com/tourism-survey) or click [here](#).

For more information, please contact Laura Soard at [laura@steamboatchamber.com](mailto:laura@steamboatchamber.com).

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*Celebrating over 100 years of service in Steamboat Springs, Colorado, the Steamboat Springs Chamber works to support a vibrant, healthy economy in Steamboat Springs and surrounding areas. The Chamber also serves as the Destination Organization for Steamboat Springs, elevating visitor experiences and promoting Destination Stewardship of the area. To learn more please visit [steamboatchamber.com](https://steamboatchamber.com) or call (970) 879-0880.*