

Steamboat Springs Chamber Supports CTO's 'Care for Coloradans' Initiative

Working together to encourage travelers to protect destinations and people

The Colorado Tourism Office (CTO) released a new animated video as part of a comprehensive initiative promoting the state's new take on responsible travel, encouraging visitors to show care not only for destinations but for the people who call them home.

The one-minute "Care for Coloradans" video features a host of animated Colorado creatures sharing five steps to keeping everyone safe, with lines like "How about a ski between you and me?" Regarding masks, it advises, "Keep one in your pocket in case you need to rock it."

The Chamber is an official Leave No Trace Sustainability Partner and has previously supported the Care for Colorado CTO initiative.

"We are proud to partner with the CTO and Leave No Trace on the new 'Care for Coloradans' initiative to help encourage responsible travel to our home state and to our county," said Chamber CEO Kara Stoller. "While we take measured steps to reopen Steamboat Springs, we want to make sure we are protecting our natural resources, locals and visitors."

The Care for Coloradans initiative also includes a new Responsible Travel edition of the "Are You Colo-Ready?" brochure, as well as a poster that will hang in all Colorado Welcome Centers. Prepared with input from the Colorado Department of Public Health and Environment, the materials outline five critical components of safe travel, including physical distancing, facial coverings, cleanliness, staying home when sick and being aware of local guidance. All materials are being shared in a toolkit for use by anyone or any organization in Colorado.

"As Colorado continues to take steady and thoughtful steps to reopening, the health and safety of visitors and residents remains our highest priority," said CTO Director Cathy Ritter. "After the great sacrifices that have been made to protect our state, it's vitally important to set clear expectations so we can maintain all the gains that have been made and stay on course to reopen Colorado's tourism economy."

As part of this initiative, the CTO also released a series of "etiquette" videos. The four one-minute videos take aim at educating visitors on everything from "The Etiquette of Poop," to the proper ways of staying on trails, managing wildlife encounters, and keeping campfires safe. Each video lifts up one of the seven Leave No Trace Care for Colorado Principles, which the CTO developed in 2018 in collaboration with the Leave No Trace Center for Outdoor Ethics.

All of the videos as well as the [“Are You Colo-Ready?” quiz](#) and other content can be viewed on a new Care for Colorado content hub on Colorado.com at Colorado.com/CareforColorado.

The CTO and Leave No Trace Center for Outdoor Ethics broadened its partnership earlier this year by forming the [Care for Colorado Coalition](#), now encompassing seven other statewide organizations committed to spreading awareness of destination stewardship. Coalition members include the Colorado Hotel and Lodging Association, Colorado River Outfitters Association, Colorado Dude & Guest Ranch Association, Colorado Association of Ski Towns, Colorado Association of Destination Marketing Organizations, the Colorado Mountain Club, Bicycle Colorado and Colorado Parks and Wildlife.

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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 as well as marketing Steamboat Springs as a year-round destination. To learn more please visit steamboachamber.com or call (970) 879-0880

