

Colorado state agencies promote backcountry safety

The Colorado Tourism Office is partnering with other state agencies to promote backcountry safety advice for residents and visitors.

According to a blog on the website of the Colorado Office of Economic Development and International Trade:

“As we anticipate another year of increased recreation in Colorado’s backcountry, we ask for your continued help to educate visitors and residents on how they can prepare for an amazing, yet safe adventure this winter. By sharing the assets and content below, we are encouraging everyone from backcountry beginners to experienced outdoor enthusiasts to practice the Care for Colorado Leave No Trace Principles.”

Besides suggested social media posts, resources include articles on such topics as Get Out in Front of Backcountry Danger; Take a Winter Backcountry Class; How to Recognize the Risks in Colorado’s Backcountry this Winter; Colorado Tourism Office: Resources by Sport; Leave No Trace for Backcountry Snowsports; Leave No Trace: How to Plan a Backcountry Trip; and Colorado Outdoor Recreation Industry Office: Winter Outdoor Recreation Directory.

– oedit.colorado.gov



Photo: OpenFortune

Bradenton hopes fortune smiles on effort

The Bradenton Area Convention & Visitors Bureau, which promotes tourism to the Bradenton, Florida community, recently announced its partnership with OpenFortune, the media company that creates and distributes more than 1 billion branded fortune cookies to more than 21,000 restaurants nationwide.

Bradenton Area-branded fortune cookies will be distributed to restaurants and inside food delivery bags across the Greater New York City area. The cookies will inspire customers to escape their cold climates to “get warm” in the Bradenton Area.

Vacation-inspired fortunes on the front slip, along with a bright-colored Bradenton Area design and QR code on the back slip, adds a playful element to the age-old treat. For example, one fortune reads, “Warm weather is closer than you think,” while another says, “Soon the only ice you will find will be in your drink.”

“With tourism back on the rise, these fortune cookies come at a

time when many people are finally making travel plans again. We are thrilled to partner with OpenFortune on this unique initiative and look forward to helping people discover the Bradenton Area as the perfect destination for their long-awaited next vacation,” said Kelly Clark, Chief Marketing Officer of the Bradenton Area Convention & Visitors Bureau.

Dinner table discussions often include talk of future plans, like travel.

The Bradenton Area hopes to join that conversation at the table and encourage people to consider their location when vacation planning is already top-of-mind.

“Traditionally, fortune cookie messages focus on the future, many including travel and warmth,” said Matt Williams, Co-Founder and Chief Cookie Officer of OpenFortune. “In this partnership, we are informing people who may not know of Bradenton to consider this beautiful destination in their upcoming travel plans.”

– PRNewswire via wfmz.com

Long Island Tourism looking to lure Arizonans

A Long Island tourism promoter has courted visitors from the Phoenix, Arizona, area by asking them to discover why they should visit the region, officials said.

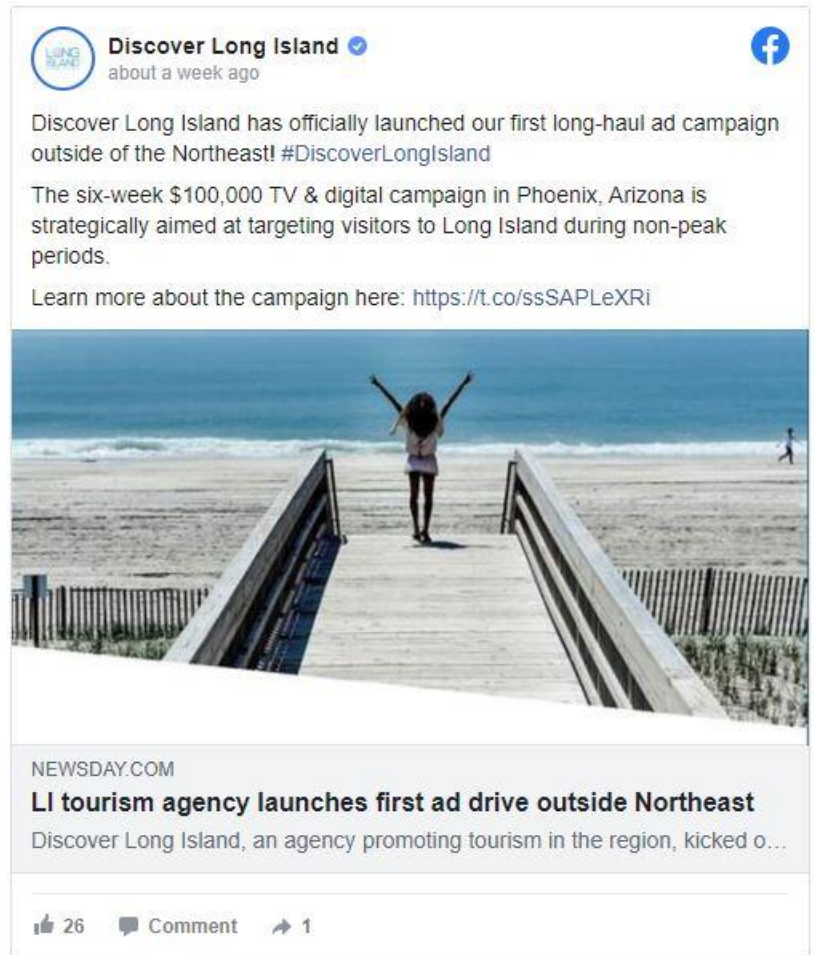
The invitations were in the form of targeted social media, and TV and digital ads — all part of Discover Long Island's first-ever West Coast marketing campaign that launched for National Plan for Vacation Day on Jan. 25.

The tagline asked residents why they “BeLong” on Long Island.

The organization used “a data-driven approach” to enter the greater Phoenix market with a six-week campaign designed “to saturate the desert destination with stunning imagery” of the region’s iconic beaches, areas like Fire Island, and major events like the Belmont Stakes in Elmont, officials said in a news release.

The campaign is an effort to further Long Island’s \$6.3 billion visitor economy, which draws more than 10 million visitors from around the world annually.

— *news.yahoo.com*




Discover Long Island about a week ago

Discover Long Island has officially launched our first long-haul ad campaign outside of the Northeast! #DiscoverLongIsland

The six-week \$100,000 TV & digital campaign in Phoenix, Arizona is strategically aimed at targeting visitors to Long Island during non-peak periods.

Learn more about the campaign here: <https://t.co/ssSAPLeXRI>



NEWSDAY.COM

LI tourism agency launches first ad drive outside Northeast

Discover Long Island, an agency promoting tourism in the region, kicked o...

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Forest conservation group offers development grants to help tourism

Shared goals between DMOs and non-tourism-based organizations are becoming common. Case in point:

The Appalachian Forest National Heritage Area is offering development grants for projects that enhance place-based tourism opportunities in the 18 AFNHA counties. Purpose of the grant is to provide new or improved experiences for visitors, increase diversity of audience, or address COVID-19 pandemic challenges, according to the website afnha.org.

The organization works with partners in 16 West Virginia counties and two counties in western Maryland to



explore and enhance the relationship between the forested mountains and the people who live there. With the overall theme of forest heritage, they focus on conservation, forestry, cultural heritage, asset-based tourism and community development.

Grant applicants should be governmental or non-profit organizations. For-profit businesses are not eligible to receive grants but may partner with a non-profit. If a project involves a regularly

scheduled or continued event or experience, the grant project should add something new or improve the experience, not just continue operating funds. This grant is not generally for promotion. If a promotional product also includes interpretation about the story the site tells, or if the promotion is an integral part of a larger project, it may be allowable.

Grant requests can be from \$1,000 to \$5,000. Recipients are expected to provide a local match (cash or in-kind) equal to 50% of the amount received. Applications were due by March 1, 2022.