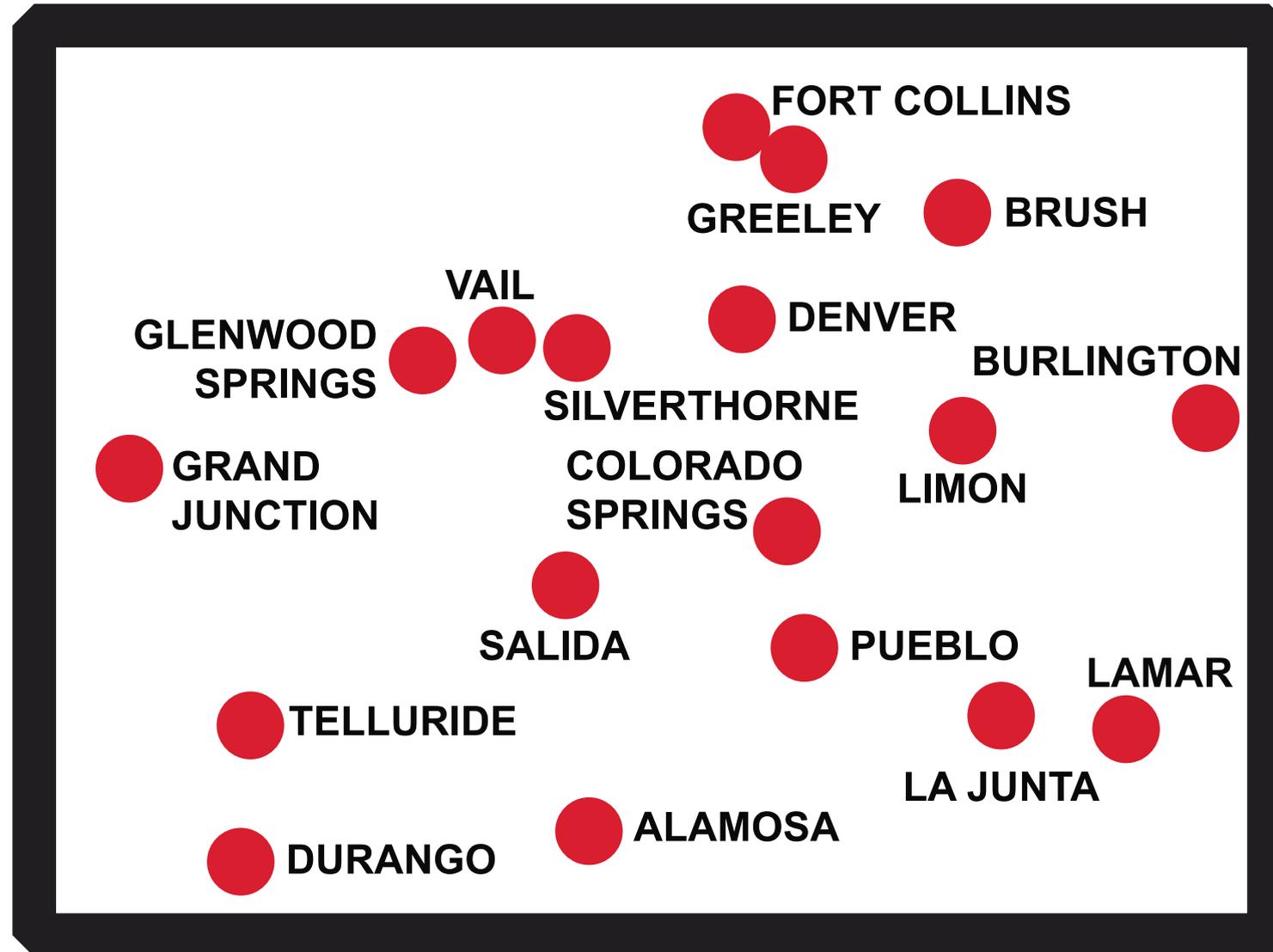




# **BOTTOM UP BRANDING: CHANGING THE CONVERSATION AROUND TRAVELERS**

# LISTENING SESSION LOCATIONS





# 03 STEWARD

Protect the integrity of Colorado resources through sustainable tourism.

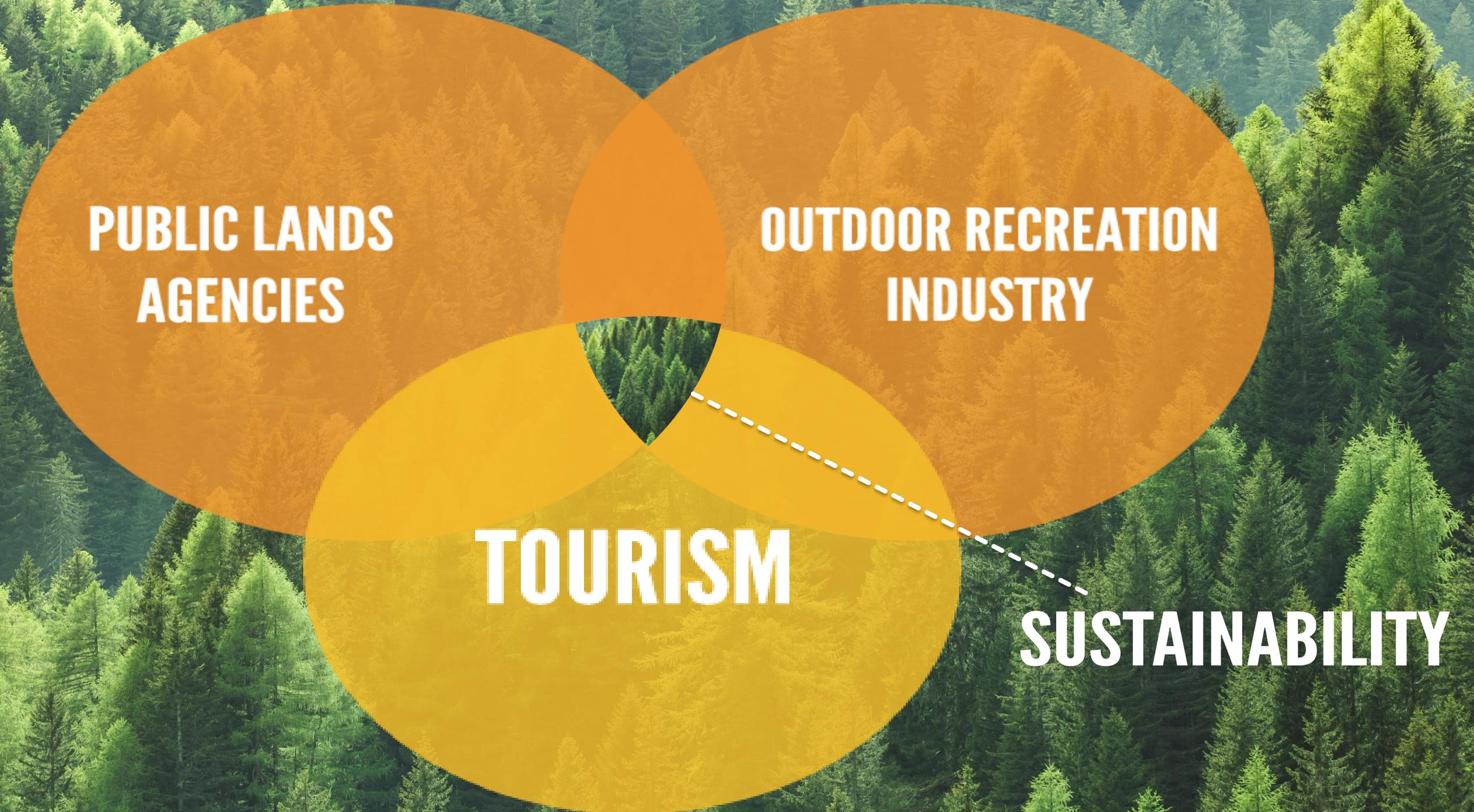


## OBJECTIVES:

- ▶ Embrace thinking that disperses visitors in productive ways.
- ▶ Invite travelers to embrace Coloradans' sustainability ethic while here.
- ▶ Create alliances with other stakeholders to magnify the impact of sustainable tourism initiatives.



# INTERSECTION OF INTERESTS



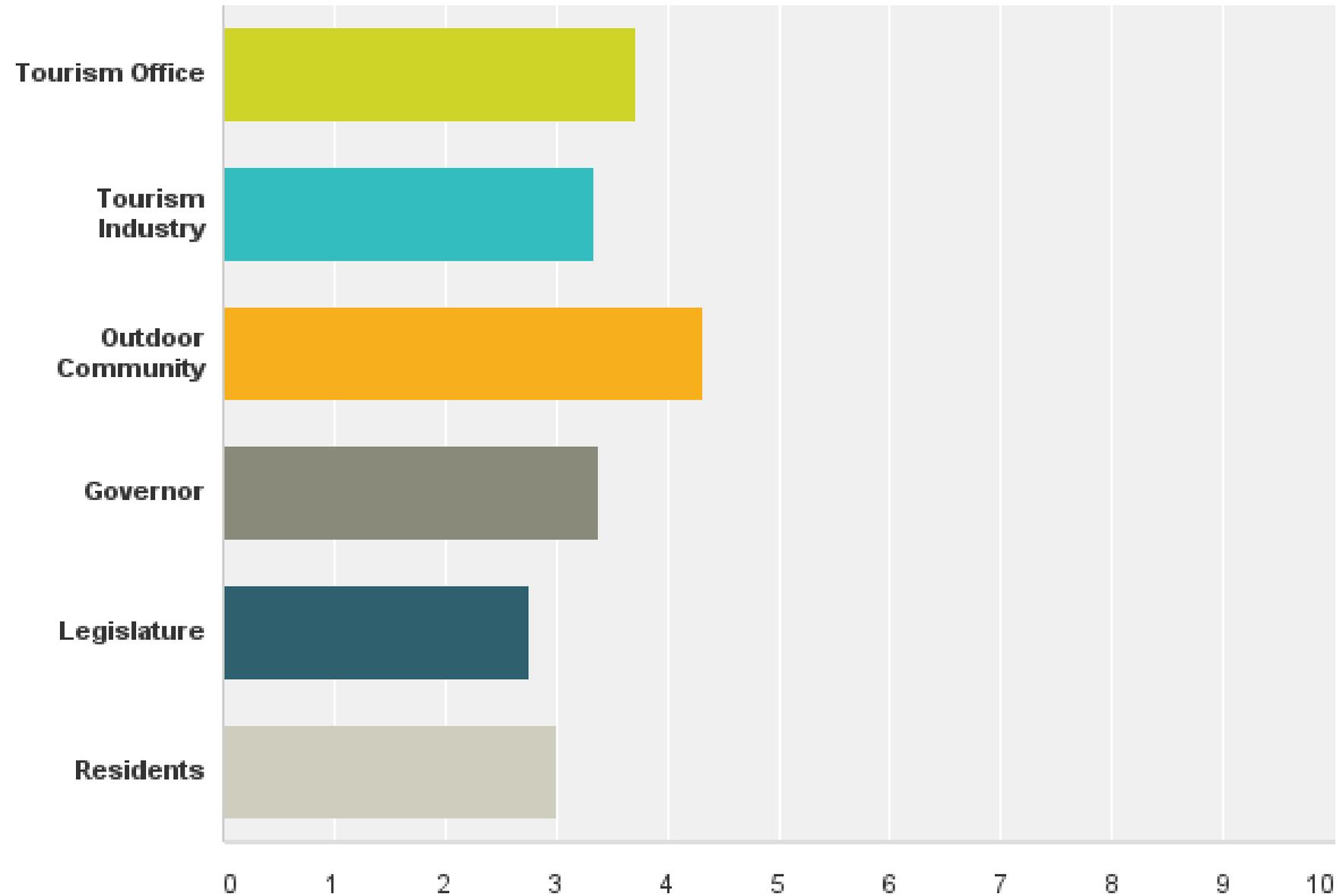
**PUBLIC LANDS  
AGENCIES**

**OUTDOOR RECREATION  
INDUSTRY**

**TOURISM**

**SUSTAINABILITY**

# Q1: How much of a priority is sustainable/responsible tourism for your state?



A scenic landscape at sunset. The sky is filled with large, colorful clouds in shades of orange, yellow, and blue. In the foreground, a calm lake reflects the sky's colors. A person is sitting in a red canoe on the water. The background features a large, rocky mountain range with patches of green forest. The overall mood is peaceful and serene.

**THANK YOU**