

# Responsible Recreation Messaging Framework and Inventory

The following suggested messages and resources are based on the results of the Lake County Visitor Impacts Focus Group and Visitor Impacts Online Survey. Survey and focus group responses are based on summer observations.

## Responsible Recreation Messaging Framework

Below are potential communication platforms that tourism stakeholders can use to distribute responsible recreation messaging across the visitor lifecycle. The visitor lifecycle acknowledges the different times when visitors make travel decisions and includes the following stages: inspire, plan, book, trip and reflect.

### Inspire & Plan:

- Paid advertising
- Earned media
- Social media
- Visitor brochures and guides
- Websites
- Emails and newsletters
- User-generated content (e.g., Hiking Project)

### Book:

- Registration confirmation email, pre-arrival email
- Booking platforms
- Private businesses with advanced point of sale (transportation, lodging, tour operators, attractions)

### Trip:

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- Visitor centers
- Front line staff at tourism-related businesses
- Radio
- Highway digital signs
- Interactions with local workforce
- Interactions with land managers
- Trailhead kiosks
- Trail ambassador program (Colorado Fourteeners Initiative)
- Brochures or signs at local businesses and attractions

### Reflect:

- Post-trip communications
- Social media

## Responsible Recreation Messaging Inventory

Impact	Messaging	Message Timing
Increase summer or winter SAR calls	<ul style="list-style-type: none"> <li>- <a href="#">10 Essentials</a></li> <li>- <a href="#">Plan Ahead and Prepare</a></li> <li>- <a href="#">Colorado Fourteeners Initiative Mountain Safety Video Series</a></li> <li>- <a href="#">CTO Winter Backcountry Safety</a></li> </ul>	Inspire, Plan, Book, Trip
Trailhead overuse and congestion at trailhead parking areas	Plan Ahead and Prepare: <ul style="list-style-type: none"> <li>- Do your research</li> <li>- Visit during less busy times: visit on the weekdays during the busy season and consider shoulder season travel.</li> <li>- Have a "plan b" if you show up to the trailhead and the parking lot is full</li> </ul>	Inspire, Plan, Book
Increase in new outdoor recreationists with no background in best practices	<a href="#">Care for Colorado principles</a>	All Stages
Increase in the number and size of dispersed camping sites	<a href="#">Leave No Trace - Camp on Durable Surfaces</a>	Plan, Book, Trip
Increase in human waste, trash and dog poop	<ul style="list-style-type: none"> <li>- <a href="#">Care for Colorado - Trash the trash</a></li> <li>- <a href="#">Care for Colorado - The Etiquette of Poop</a></li> <li>- <a href="#">Colorado Fourteeners Initiative - Human Waste Pack-out Ethic</a></li> </ul>	Plan, Book, Trip
New unauthorized trails, trail damage from OHV user group and user conflict	- <a href="#">Stay the Trail - Trail Tips and Etiquette</a>	Trip
Trail widening and increase social trails from hikers	- <a href="#">Leave Not Trace - Travel on Durable Surfaces</a>	Trip
Non-compliance with county and state campfire regulations and fire bans	<a href="#">Care for Colorado - Be careful with fire</a>	Trip
Decrease in user experience and increase in user conflict	<a href="#">Leave No Trace - Be Considerate of Other Visitors</a>	Trip