



# Annual Tourism Report

2022



CARBONDALE  
COLORADO

# Letter from the TCC Chairman

## **We entered 2022 with trepidation and cautious optimism.**

It was a year to reimagine how we approach tourism within our rural community, and our volunteer tourism council embarked on an ambitious journey to steer Carbondale Tourism away from pure marketing and towards destination stewardship, in alignment with state and national industry trends. This work provided opportunities for engagement and brainstorming as we dived into our community's core values to shape a new look and message for our visitors.

We also directed our contractor team to develop a new website for Carbondale Tourism that provides a more responsive platform with a focus on up-to-date information for trip planning. Front and center of our new site is the responsible visitation messaging, asking visitors and locals to **Take it Easy** on our town, our community members, and our beautiful natural assets. The newly designed website also showcases our unique and diverse small businesses that make Carbondale pulse.

For the first time, Carbondale Tourism coordinated and launched its own event, **Farm Fest**, which showcased our agritourism and local food heritage. This gave thanks to and showcased our local food champions, and provided an opportunity to develop fundraising for future scholarship opportunities.

**Troy Hawk,**

*Board Chairman, Carbondale Tourism*



# Carbondale Tourism Structure

## **TCC Volunteer Board, 2022**

Chair: Troy Hawk, Sunlight Mountain Resort

Past Chair: Michelle Marlow, Ascent Events

Erkko Alm, Alpine Bank

Sue Gray, Carbondale Historical Society

Mark Hardin, Field to Fork Kitchen

Emily Ravn, Carbondale Comfort Inn & Suites

Jamie Wall, Town of Carbondale Recreation

Kellyn Wardell/Michael Stout, Carbondale Arts

Julie Warren, River Valley Ranch Golf &  
Homestead Bar & Grill

## **Carbondale Chamber Board Liaisons**

Carbondale Chamber Board President:

Steve Skadron, Colorado Mountain College

Carbondale Chamber Board Treasurer:

Brendan Matthias, FirstBank

## **Town of Carbondale Liaisons**

Christy Chicoine, Town of Carbondale

Finance Director

Erica Sparhawk, Town of Carbondale Trustee

Marty Silverstein, Town of Carbondale Trustee

# Carbondale Tourism Structure

## **Carbondale Chamber + Tourism Staff**

Andrea Stewart, President & CEO

Katie Montie, Director of Operations

Heather Beach, Bookkeeper

## **TCC Contractors**


### **Roadmap Consulting**

Sarah-Jane Johnson, Derek Schimmel, Olivia Ward

Ryan Abramson (Terrain 360)

Craig Wheelless (Rainy Day Designs)





# Carbondale Tourism Vision & Mission

## **Mission**

The Tourism Council of Carbondale's mission is to create a strong tourism economy by promoting the Town.

## **Vision**

Carbondale Tourism will focus on the core values of sustainable tourism: promote smart growth and support local businesses; take pride in the unparalleled outdoor recreation and natural assets; celebrate and preserve our small town character and culture. The organization will continue to uphold the Spirit of Sopris to residents and visitors in our community.

# Tourism at Work in Carbondale

**332,762**

Total Visitor Trips in 2022 to  
Carbondale

**\$199,697**

2022 Carbondale Lodging Tax

**\$960**

Total savings per Colorado  
household thanks to tourist  
spending

**150**

Tourism businesses in  
Carbondale

**\$7.473 M**

Carbondale Sales Tax, 2022  
(up 14.2% YOY)

# Tourism at Work in Colorado

Tourism is one of the largest industries in the State of Colorado and is the backbone of Carbondale's local economy providing jobs and supporting the many small businesses in our community. Visitors stimulate the local economy and benefit hotels and lodges, meeting and event facilities, attractions, restaurants, arts organizations, cultural events, outdoor recreation industry businesses, transportation providers, local farmers and countless other businesses. Tourism also offers many benefits for Carbondale residents and improves quality of life for the community.

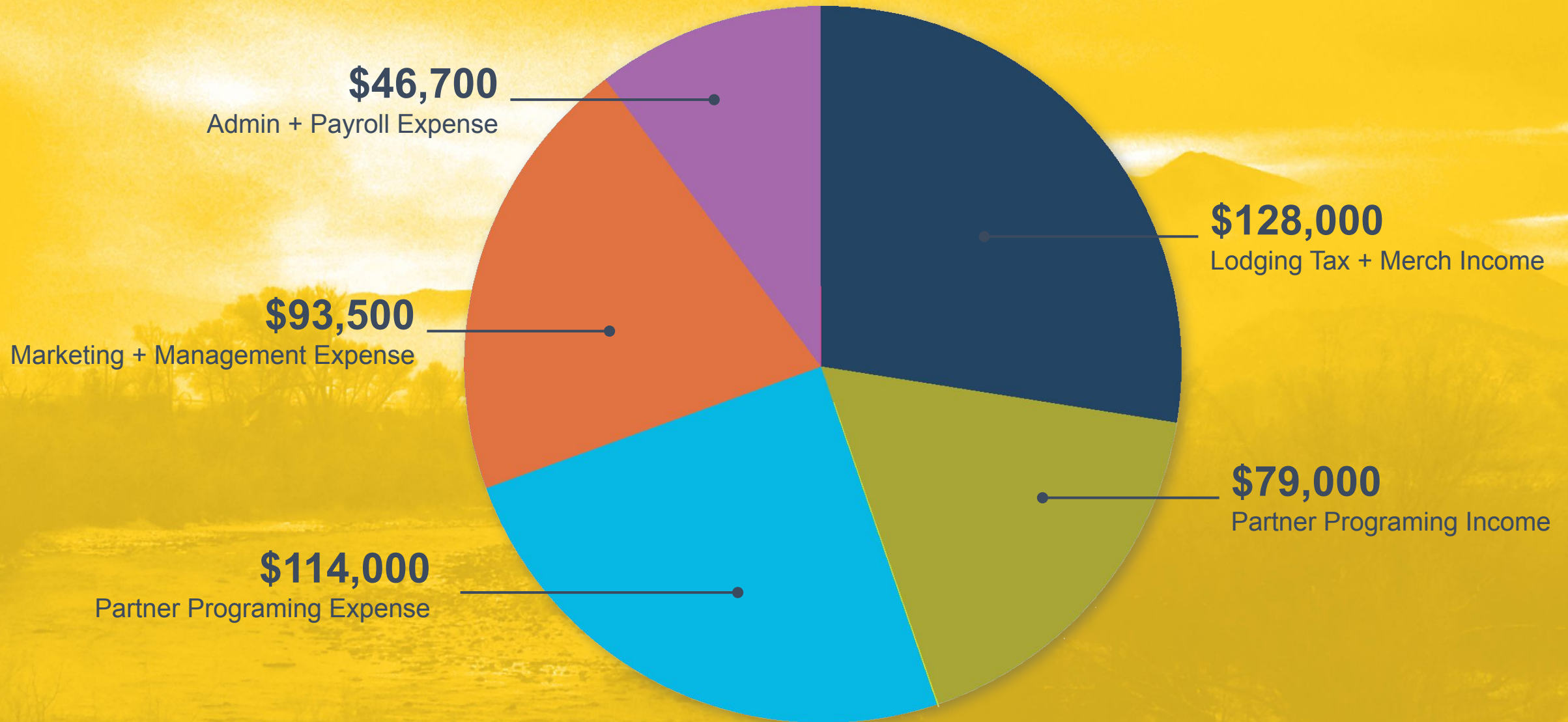
- Visitors to Colorado spent \$24.2 billion in 2019.
- The state welcomed 86.9 million visitors (39.0 million overnight) in 2019.
- The tourism industry supports more than 180,000 jobs in Colorado (2019).
- Tourism saves every Colorado household \$707 annually in taxes (this is the amount of tax dollars residents would have to pay if not for the nearly \$1.5 billion in state and local taxes paid annually by visitors).



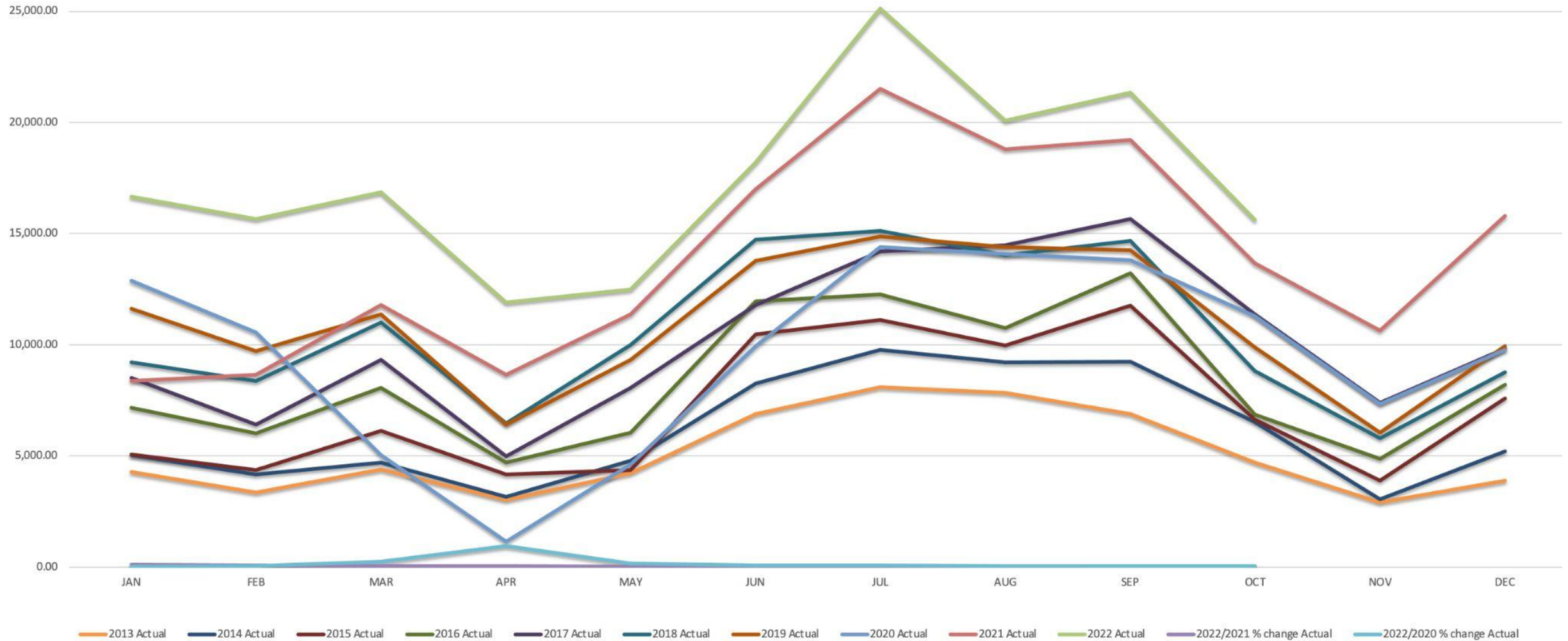
Source: Dean Runyan Associates, Colorado Travel Impacts 2000-2019;  
Longwoods International, Travel Year 2019



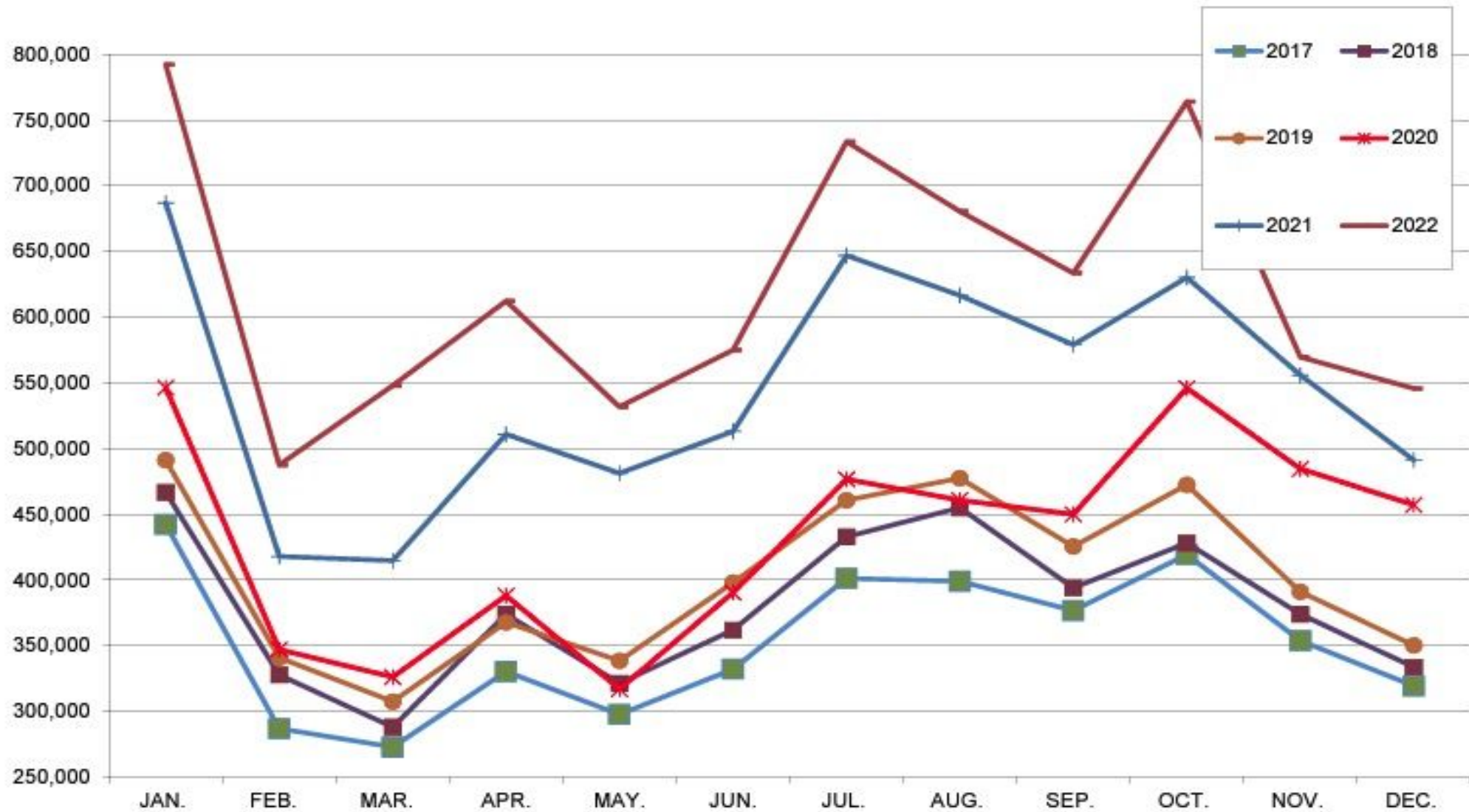
# Carbondale Tourism 2022 Budget



# 2022 Lodging Tax Income



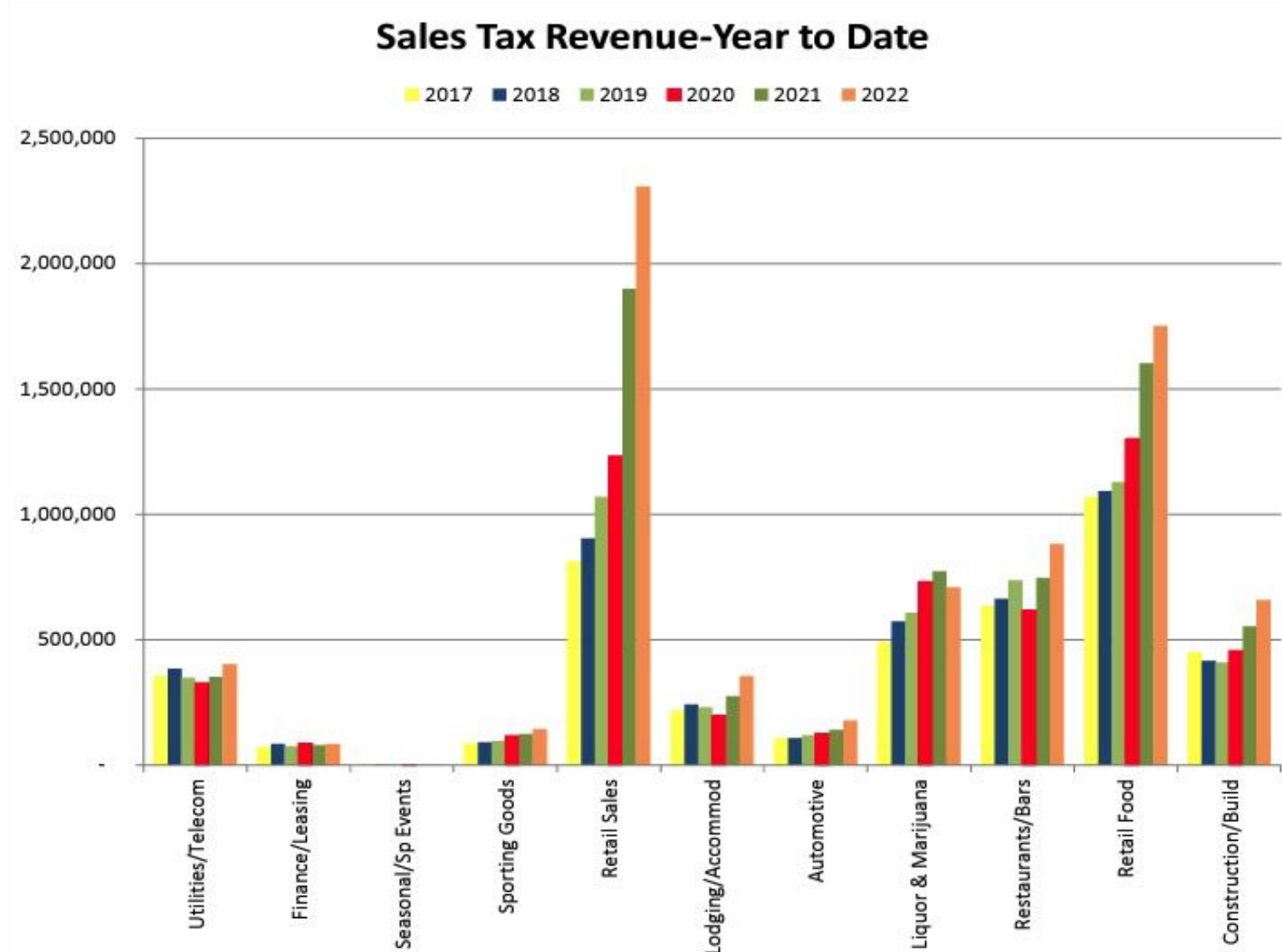
# 2022 Sales Tax



*Data per Town of Carbondale*



# 2022 Sales Tax by Revenue Sector



*Data per Town of Carbondale*



# Carbondale Tourism Brand Pillars

Through a brand development session with the Tourism Board and select community members, we established the need to update Carbondale's brand pillars based on the change felt from visitors during Covid.

The consensus from the group was a desire to save the community and highlight the respect and friendly community that makes our town worth visiting.



# 2022 Activity & Initiatives

## Tourism Marketing

- PR and media outreach
- Digital/ web presence
- Social media
- Email marketing
- Advertising
- Print, digital, social media, environmental
- Visitor information fulfillment (farmer's market, community events including Dandelion Day, Potato Day)
- Events: Farm Fest

## Tourism Management + Destination Stewardship

- Industry and partner coalitions: Rockies Playground, West Elk Loop Scenic Byway, Penny Hot Springs Steering Committee, Colorado Historic Hot Springs Loop
- Responsible visitation: Take it Easy Carbondale, Care for Colorado
- TCC-led partner programming: Colorado Creative Corridor, Roaring Fork + Farm agritourism development, Roaring Fork Valley Destination Alliance (RFVDA)



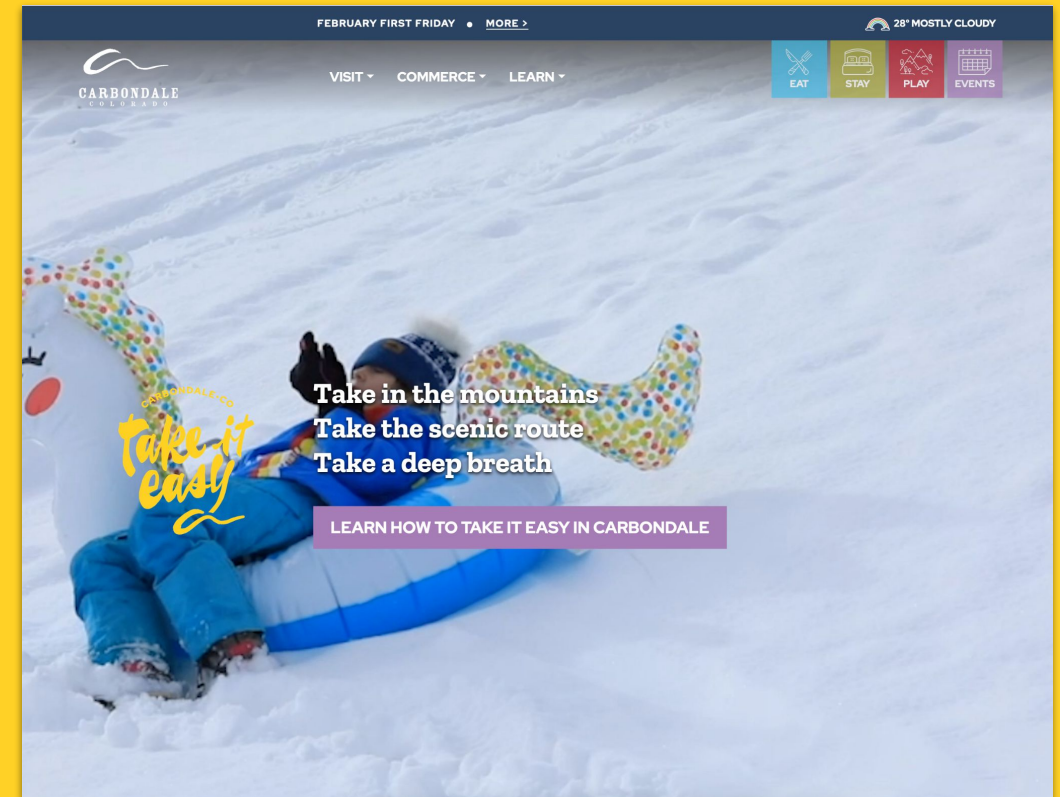
# Tourism Marketing

The background image is a photograph of a hot spring resort in a mountainous area. The scene is captured in a monochromatic yellow-green color. In the foreground, there is a stone-paved path leading to a hot spring pool. Steam is rising from the water, and the surrounding landscape is covered in snow. In the background, there are steep, snow-covered mountains and a cloudy sky. The text "Tourism Marketing" is overlaid in the center of the image in a white, serif font.

# Carbondale.com

## Redesigned website was launched in September 2022

- Fully revamped home page featuring seasonal destination B-Roll and layout of subpages
- Interactive map incorporated onto home page
- Individual business pages built in conjunction with Chamber pages
- Take it Easy featured prominently to coincide with campaign launch
- Small business profile campaign launched alongside website redesign
- Lodging booking call to action
- Increased visitor information resource pages
- Winter recreation page designed (to be follow up with spring, summer and fall in 2023)





# Website Analytics

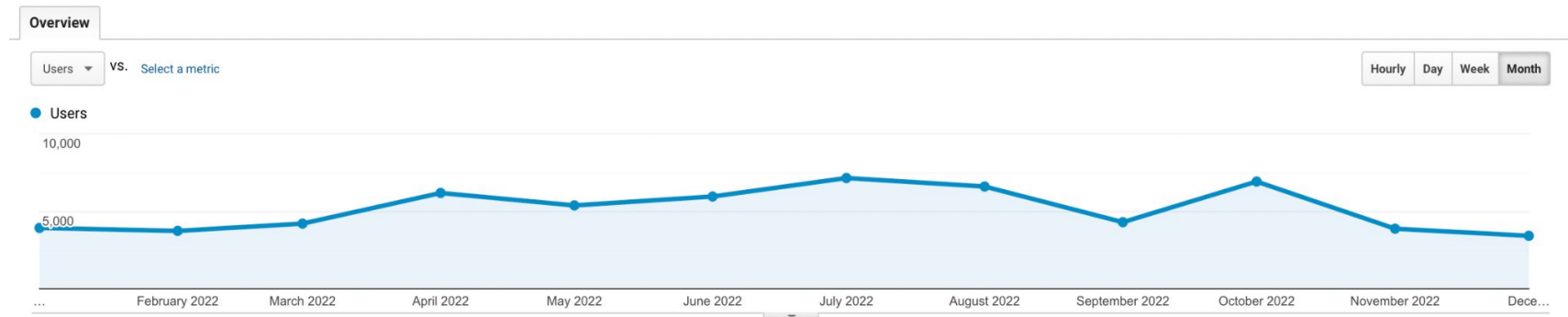
## Top search terms

Top queries	Clicks	Impressions
carbondale co	900	19697
carbondale colorado	557	10228
penny hot springs	198	6251
carbondale	194	33606
carbondale first friday	181	224
first friday carbondale	175	263
carbondale chamber of commerce	141	625
carbondale, co	105	2249
carbondale farm fest	102	123
carbondale events	63	551
carbondale hot springs	63	489
farm fest carbondale	56	71

## Most visited pages

Top pages	Clicks	Impressions
<a href="https://www.carbondale.com/">https://www.carbondale.com/</a>	2095	86462
<a href="https://www.carbondale.com/first-friday/">https://www.carbondale.com/first-friday/</a>	734	15103
<a href="https://www.carbondale.com/destination/penny-hot-springs/">https://www.carbondale.com/destination/penny-hot-springs/</a>	602	22457
<a href="https://www.carbondale.com/events/">https://www.carbondale.com/events/</a>	499	51111
<a href="https://www.carbondale.com/farm-fest/">https://www.carbondale.com/farm-fest/</a>	394	3570
<a href="https://www.carbondale.com/visit/things-to-do/">https://www.carbondale.com/visit/things-to-do/</a>	265	28495
<a href="https://www.carbondale.com/events/first-friday-dia-de-los-muertos/">https://www.carbondale.com/events/first-friday-dia-de-los-muertos/</a>	168	515
<a href="https://www.carbondale.com/visit/lodging/">https://www.carbondale.com/visit/lodging/</a>	129	37578
<a href="https://www.carbondale.com/activity/hunting/">https://www.carbondale.com/activity/hunting/</a>	118	7663
<a href="https://www.carbondale.com/events/carbondale-turkey-trot/">https://www.carbondale.com/events/carbondale-turkey-trot/</a>	108	680
<a href="https://www.carbondale.com/activity/shopping/">https://www.carbondale.com/activity/shopping/</a>	95	2564
<a href="https://www.carbondale.com/activity/fishing/">https://www.carbondale.com/activity/fishing/</a>	88	9390
<a href="https://www.carbondale.com/destination/historic-redstone-castle-coke-ovens/">https://www.carbondale.com/destination/historic-redstone-castle-coke-ovens/</a>	88	6974
<a href="https://www.carbondale.com/about/">https://www.carbondale.com/about/</a>	73	40770
<a href="https://www.carbondale.com/about/history/">https://www.carbondale.com/about/history/</a>	72	1237
<a href="https://www.carbondale.com/activity/first-friday/">https://www.carbondale.com/activity/first-friday/</a>	65	788
<a href="https://www.carbondale.com/activity/skiing-snowboarding/">https://www.carbondale.com/activity/skiing-snowboarding/</a>	59	2494
<a href="https://www.carbondale.com/activity/scenic-drives/">https://www.carbondale.com/activity/scenic-drives/</a>	55	4878
<a href="https://www.carbondale.com/activity/hot-springs/">https://www.carbondale.com/activity/hot-springs/</a>	53	3005

Analytics was not tracking prior to November 2021. We now have a baseline for upcoming years





# Social Media

## f Post with most impressions



SAVE THE DATE: a new event, Farm Fest, is coming to Carbondale this fall, October 14-16, 2022! Farm Fest is a celebration of the changing of the seasons, helping spotlight Carbondale's agricultural

**8936** impressions

## f Post with highest reach



SAVE THE DATE: a new event, Farm Fest, is coming to Carbondale this fall, October 14-16, 2022! Farm Fest is a celebration of the changing of the seasons, helping spotlight Carbondale's agricultural

**3216** users

## f Post with highest engagement



📢 FARM FEST NEWSFLASH 📢 The rumors are true-- Roaring Fork Valley culinary legend Andreas Fischbacher will be joining Chef Mark Hardin Field 2 Early Mittenbach cook at Farm Fest August Lunch 2

**15.12%** engagement rate

**5,000**

Facebook  
Audience

**61**

Total Facebook  
Posts

**43,000**

Total  
Impressions

**37,000**

Reach

**3.28%**

Engagement  
Rate

# Social Media

## Post with most impressions



SAVE THE DATE: a new event, Farm Fest, is coming to Carbondale this fall, October 14-16, 2022! Farm Fest is a celebration of the changing of the seasons, bringing a spotlight to Carbondale's agricultural

**4356** impressions

## Post with highest reach



SAVE THE DATE: a new event, Farm Fest, is coming to Carbondale this fall, October 14-16, 2022! Farm Fest is a celebration of the changing of the seasons, bringing a spotlight to Carbondale's agricultural

**4235** users

## Post with highest engagement



The five communities of Aspen, Basalt, Carbondale, Glenwood Springs, and Snowmass have come together as the Roaring Fork Valley Destination Alliance (RFV/DA) to encourage EVERYONE who

**11.84%** engagement rate

**7,214**

Total Instagram  
followers

**105,000**

Total Impressions

**94,000**

Reach

**5.31%**

Engagement Rate

# Email Marketing

## Redesigned website and email marketing was launched in September 2022

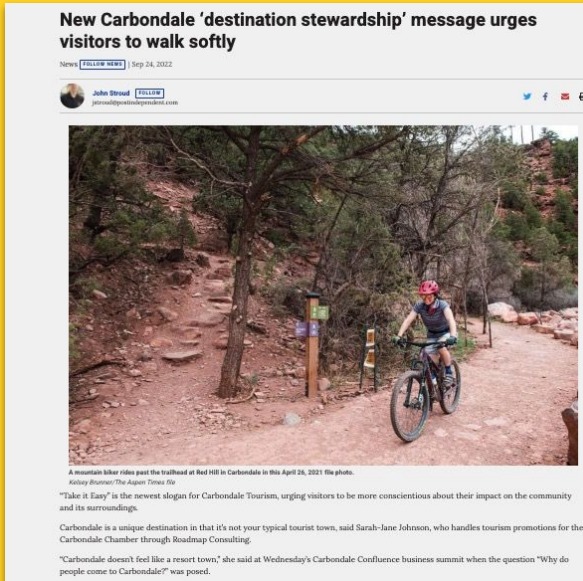
- First newsletter in over 6 years was sent out to the database of ~16,000
- Due to the lapse in email newsletters, we asked all recipients to confirm their listing on the mailing list in order to receive future correspondences
- As a result, the list was reduced to 500, thus providing a solid foundation to rebuild the mailing list





# PR and Media Outreach

- Four press releases sent to more than 300 local and regional media contacts
- Two press hosted for familiarization (fam) visits
- Four press hosted for Farm Fest
- 2 million approx press impressions
- Top national stories included Phoenix Magazine, 5280, and The Travel
- Ongoing local coverage in Aspen Public Radio, Aspen Times, Sopris Sun, Post Independent
- Colorado Welcome Center manager's fam tour of the Roaring Fork Valley



# Print Advertising

MEDIA:

Aspen Times:  
Summer of Aspen

COST:

\$1,356

DISTRIBUTION:

25,000 copies

CAMPAIGN:

Leave No Trace

MEDIA:

Carbondale  
Magazine:

COST:

\$0 (Membership Trade)

DISTRIBUTION:

10,000 copies

CAMPAIGN:

Welcome to Carbondale  
& Leave No Trace

MEDIA:

Post  
Independent

COST:

\$1,250

DISTRIBUTION:

20,000 copies

CAMPAIGN:

Welcome to  
Carbondale

MEDIA:

Sopris Sun:  
Mtn Fair Program

COST:

\$1,600

DISTRIBUTION:

6,000 copies

CAMPAIGN:

Leave No Trace

# Digital Advertising

## MEDIA:

Colorado Tourism Office  
Fruita Welcome Center — 30 second  
Video Board

## COST:

\$1,356

## DISTRIBUTION:

124,981 annual visitors — 1 of 6 in rotation

## CAMPAIGN:

Welcome to Carbondale

## MEDIA:

Paid social performance, coop partnership  
with the Colorado Tourism Office

## COST:

\$3500

## TOTAL REACH:

252,705

## CLICKS TO SITE:

2,937

## CTR/ TOTAL REACH:

1.16%

## REACTIONS:

863

## COMMENTS/ SHARES:

147



# Ad Campaign Examples

## LEAVE NO TRACE – CARE FOR COLORADO PRINCIPLES

- KNOW BEFORE YOU GO**
  - Our towns and federal agencies manage 42 percent of Colorado's spectacular landscape and our cities and counties maintain over 100,000 miles of roads. Learn about and respect the special places of the state.
  - Stay back from the park. Find your way to beautiful and off-park destinations to conserve these areas and maintain your connection with special places.
  - Bring along reusable water bottles or hot drink kettles to limit waste and stay hydrated in our dry climate.
- STICK TO TRAILS**
  - With 30,000 marked trails and 13,000 designated campsites, there's no need to venture beyond. By sticking to these areas and staying at least 200 feet from lakes, rivers and streams, you're helping natural areas they depend on.
  - Even though shortcuts can be tempting, please don't take them. A few extra miles on the path will protect plants and the homes of the true locals.
- LEAVE IT AS YOU FIND IT**
  - Leave plants, rocks and historical items as you find them so others can experience the joy of discovery.
  - Any of our 100 different species of wildflowers will be forever in a photo. Stop, snap, but only with a camera.
  - Colorado is beautiful all on its own. Building guesthouses or campfires on public land isn't cool. Keep it simple for everyone to enjoy.
  - Colorado is beautiful all on its own. Building guesthouses or campfires on public land isn't cool. Keep it simple for everyone to enjoy.
  - Trail of King things with respect. Carry or pack things and leave them as you find them.
- TRASH THE TRASH**
  - Pack it in, pack it out. Or pack it up to leave a place better than you found it. But first, make sure you're not leaving any trash behind. A hidden trash can be a real eyesore.
  - Think ahead: your dog or whatever else needs clearing at least 200 feet from waterways, and use biodegradable soap. A hidden trash can be a real eyesore.
  - If you have to go, walk at least 70 steps from trails, water and people. Signs can help to better show, do your thing in the back, cover it and pack out your TP. Or use a toilet bag in a designated bag found in most outdoor stores so you can pack out your waste.
- BE CAREFUL WITH FIRE**
  - Colorado's low humidity has perks, but can create dry, dangerous conditions. Keep campfires small and manageable to avoid sparking wildfires.
  - When putting out a fire, water it until you can handle the embers. There are no burn-until-dry rules.
  - Use saw when working in Colorado's dry climate. Always put cigarettes out completely, and don't leave your butts behind.
  - Always check for local fire restrictions.
- KEEP WILDLIFE WILD**
  - Colorado is home to some of the most beautiful, rare and beautiful creatures. To keep them – and your safety – don't approach them.
  - It is not advisable to feed wild animals. You could alter natural behaviors, exposing them to predators or even starvation.
  - Keep your furry buddies leashed when enjoying the outdoors. They can be a distraction and get in the way of your safety.
- SHARE OUR TRAILS & PARKS**
  - Chances are you're not out to nature to people-watch, so try to use the backcountry paths and trails.
  - Share your cell phone before leaving the trail, and speak softly without using the speaker function.
  - The wilderness area is a special place. The trails and roads to the top of the hill and blue – they need the wilderness.
  - Listen to nature. Keep your voice and music soft so all can enjoy the peace of Colorado.

Carbondale Tourism is a Stewardship Member of Care for Colorado. For more information, visit [www.visitcolorado.com](http://www.visitcolorado.com) or call 1-800-441-4622.

## Carbondale CO Take it easy

**This is glorious Carbondale, Colorado, and we want you to take it all in.**

Take in the grandeur of Mount Sopris, just like the Ute Indians have done for generations. Take in the arts and culture of our Creative District, courtesy of our flourishing artistic community. Take in our incredible local food and drink, born from our history as the breadbasket of Colorado's gold and silver boom. **Take it all in... and take it easy.**

For more information on visiting Carbondale, including where to stay and play, where to eat, and our vibrant events, visit [www.carbondale.com](http://www.carbondale.com)

Stop by the Carbondale Chamber • Tourism office in the Third Street Center to pick up a FREE Take It Easy Sticker!

Carbondale is a Stewardship member of the Care for Colorado Coalition.

CARBONDALE COLORADO

#carbondale @CarbondaleCO

visitcolorado

Sat 4/16/2022 5:49 pm PDT

Carbondale has some unique places to rest your head: stay at the hot springs, sleep in a shepherd's...

Total Engagements	3,961
Likes	3,564
Comments	30
Saves	367

visitcolorado

Thu 4/14/2022 11:46 am PDT

A 12,953 ft monolith, Mt. Sopris dominates the @carbondale skyline. Tag someone you'd like to hike Mt. Sopris...

Total Engagements	2,070
Likes	2,017
Comments	17
Saves	36

visitcolorado

Sat 4/16/2022 8:09 am PDT

Saturday mornings in Carbondale start with a hike up Mushroom Rock for the best view of the valley. Who...

Total Engagements	1,504
Likes	1,477
Comments	6
Saves	21

# Visitor Information

Carbondale Tourism staff provide visitor information services through the following portals:

- **Scenic Overlook** information boards, leased from CDOT, CO HWY 82
- **Third Street Center** tourism and chamber office and visitor information center
- **iPad Kiosks** located at The Launchpad, The Village Smithy, and the Third Street Center
- Summer season weekly farmer's market tourist information booth
- **Community Events** (Dandelion Day, Potato Day)

In 2022, the Carbondale Chamber + Tourism processed more than **300** visitor inquiries via phone calls, email, and in-person inquiries.





# Farm Fest 2022



Carbondale Tourism hosted the inaugural Farm Fest October 14-16, 2022. The event was a celebratory nod to harvest season, ranching culture, and local food and included a celebration of local flavors throughout Carbondale's vibrant restaurant community, farm activities and ranch tours, a night farmers market, plus a community harvest luncheon at Spring Creeks Ranch featuring a line-up of local culinary legends who created a feast from produce sourced throughout the Roaring Fork Valley.

Funds raised from event ticket sales and sponsorships helped to launch a new tourism grant program for local agricultural and food businesses as well as a scholastic scholarship awarded to Colorado Mountain College's Sustainability Studies Program.



- 7 corporate sponsors
- 7 media partners
- 15 in-kind partners
- 12 ranch/chef partnerships
- 150 guests at the Farm-to-Table luncheon
- 300+ attendees at the night Farmer's Market





# **Tourism Management + Destination Stewardship**

# Industry Networks

Carbondale Tourism participates in several regional tourism collaborations to help steer tourism and economic development opportunities. These include:

- **Rockies Playground:** led by the Colorado Tourism Office, DMO partners meet quarterly to share updates and forge regional collaboration. In Summer 2022, the Rockies Playground conducted a region-wide photo shoot, including dining and outdoor experiences in Carbondale and Basalt
- **West Elk Loop Scenic Byway:** Carbondale Tourism participates in quarterly meetings and provides financial underwriting for byway brochures, and distributed at the Chamber office and Carbondale Chamber + Tourism booth at Farmers Market
- **Penny Hot Springs Steering Committee:** Pitkin County has been leading a three-year process to develop a management plan for this overlooked natural resource. Carbondale Tourism has participated in planning and visioning workshops, and attended the last meeting in September 2022





# Colorado Historic Hot Springs Loop

The Colorado Historic Hot Springs Loop (CHHSL) is a marketing partnership showcasing eight premier Colorado geothermal destinations—Steamboat Springs, Glenwood Springs, Carbondale, Ouray, Durango, Pagosa Springs, Saguache County and Chaffee County—for a total of 23 unique hot springs soaking experiences.

As a partner in the CHHSL, broader visitor amenities and attractions including dining and lodging within Carbondale are promoted in marketing collateral including a print and digital brochure, social media, and media outreach.

The CHHSP had 1,083 new Page Likes on Facebook in 2022, and 1,833 new Followers on Instagram (354.8% more growth than this time last year on Instagram).





# Colorado Creative Corridor

The Colorado Creative Corridor is a marketing partnership administered by Carbondale Tourism and funded by partner contributions, to promote rural creative districts to Colorado visitors. In 2023 two additional creative districts, Gunnison and Telluride, will join the collaboration.

## 2022 Marketing & Paid Opportunity Summary

**coloradocreativecorridor.com website:** 7,659 sessions; Top pages: homepage, locations/carbondale; itinerary; total pageviews: 11,391; average pages per session: 1.49

**Facebook:** 1.89k total page likes; 1.3k new Facebook likes in 2022 (5.1k% increase in 2022 compared to 2021), and 55.3k reach (4.3k% increase in 2022 compared to 2021). Top cities: Carbondale, Paonia, Glenwood Springs.

**Instagram:** 1.29k total followers; 107 new Instagram followers in 2022; and 2.7k reach (8.9% increase in 2022 compared to 2021). Top cities: Colorado Springs, Carbondale, Denver.

**Colorado Tourism Office paid opportunity: In-state emails,**

- February custom: Sends: 21,284, Open: 11,762, Clicks: 512
- April eNewsletter: Sends: 21,359, Opens: 15,336, Clicks: 105
- September eNewsletter: Sends: 22,806, Opens: 15,788, Clicks: 317
- November eNewsletter: Sends: 22,731, Opens: 10,979, Clicks 68

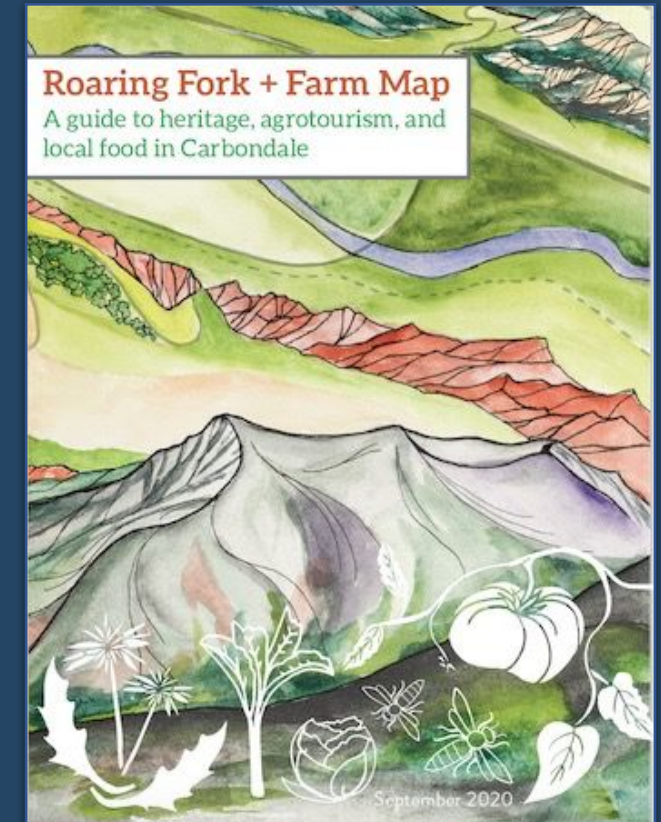
**Colorado.com Display Banner ads,** Feb-July, 2022: 100k impressions, 145 clicks  
**Colorado.com Native Banner ads,** Feb-July 2022: 100k impressions, 234 clicks



# Roaring Fork + Farm Map

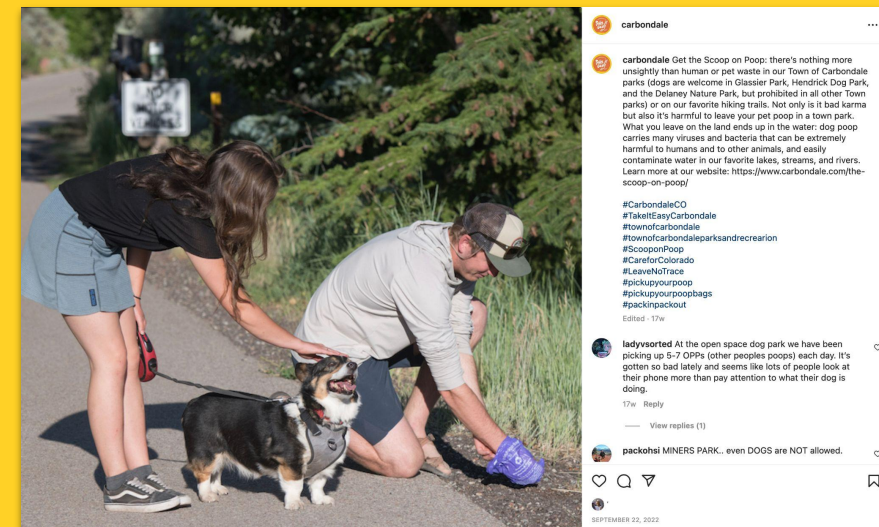
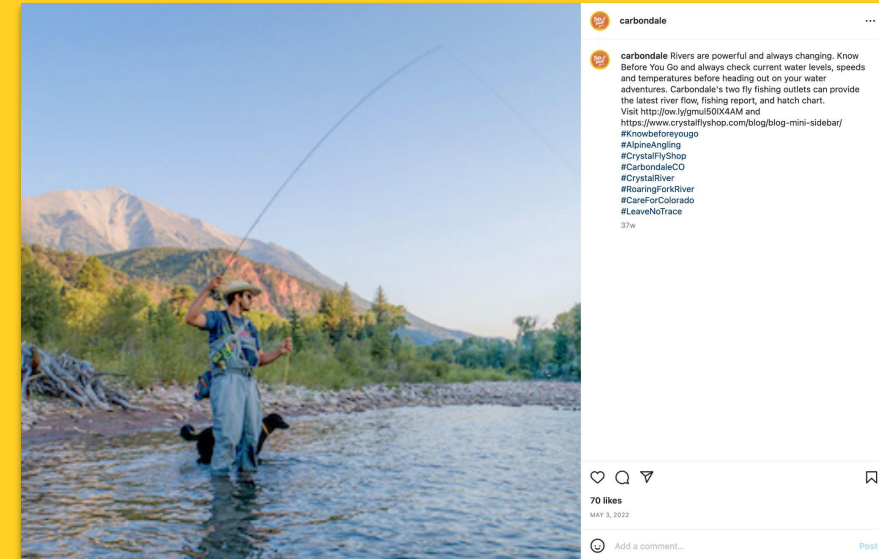
Building on the success of the Roaring Fork + Farm visitor guide, published in 2020 and designed to provide visitor information about Carbondale's thriving local food scene and farm heritage, in 2022 the TCC invited Roaring Fork Valley tourism partners to develop a regional farm and food visitor guide, which forms one aspect of a broader local food and agritourism development plan. This initiative is supported by a Colorado Tourism Office tourism management grant, and \$29,000 has been secured to carry out the following deliverables by April 2023:

- Tourism stakeholder engagement survey
- Stakeholder mapping
- Agritourism training workshop
- Local food and farm visitor guide or trail map, to be distributed via Roaring Fork Valley visitor centers, and through the ten Colorado Welcome Centers (12,000 guides to be printed)



# Roaring Fork Valley Destination Alliance

Carbondale Tourism applied to participate in the **Colorado Tourism Office Restart Destinations** program in 2021, with the goal of developing a local tourism industry network that could collaborate and advocate on industry-related challenges unique to the Roaring Fork Valley. Alongside Aspen Chamber Resort Association, the Town of Snowmass, Basalt Chamber of Commerce, and Visit Glenwood Springs, the group convened on strategic planning to identify priority issues around tourism within the community. These included crisis communications, championing the value of tourism among residents, and responsible visitation messaging. This work has continued into a second year with formal recognition of a local destination stewardship council, the **Roaring Fork Valley Destination Alliance (RVFDA)**, within the Reimagine Destinations program. Carbondale Tourism provides administration for all bi-monthly tourism partner meetings and acts as the local champion tourism liaison.





# Destination Stewardship

A night photograph of a city street, likely in a historic district, decorated with warm white string lights. The lights are draped over the bare branches of trees on both sides of the street, creating a festive atmosphere. On the right, a brick building with large windows is visible, some of which are lit up. A black car is parked on the street near the building. Several people are walking along the sidewalk, and a street lamp is visible. The overall scene is illuminated by the warm glow of the lights against the dark night sky.



# Take it Easy Campaign

The Take it Easy campaign was launched alongside the recently redesigned website and was designed to promote responsible and respectful use in and around Carbondale. This includes responsible visitation on public lands, as well as in town while patronizing local businesses.

A business toolkit for frontline tourism businesses is available, and outreach within the tourism businesses will continue in early 2023. The campaign was also featured in local press coverage.



## Take it easy on our wild places

Our natural hot springs are no longer a secret, and our scenic vistas have been well and truly 'grammed. All of us, visitors and locals alike, make a promise to care for these wild places so they can be enjoyed for eons to come.



## Take it easy on our town

Stick to the speed limits, forget you have a horn, and sit back and enjoy the view if you're stuck at a stoplight or a cattle drive. With the right attitude, every route is the scenic route.

## Take it easy on each other

Our locals are as treasured as our famous mountain view, and the community is proud of its western hospitality and laid-back vibe. The people pouring your coffee or checking you into your cabin encourage you to embrace that spirit of courtesy and kindness and share it with others while you're here and long after you leave us.



# Care for Colorado Coalition

Care for Colorado is made up of a coalition of partners across the state that share important messaging about preserving and protecting our state's natural resources. There are over 100 partners statewide, including Carbondale Tourism. Partners meet quarterly.

The coalition promotes the Leave No Trace Seven Principles for sustainability through campaign messaging tool kits.

Carbondale Tourism joined the coalition in 2022 and incorporates messaging within social media posts, as well as print advertising placements in local media outlets during summer 2022.



Carbondale Tourism is a Stewardship Member of Care for Colorado.  
For more information, visit [www.carbondale.com](http://www.carbondale.com)

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# Thank You



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