

# 'ARE YOU COLO-READY?' DESTINATION STEWARDSHIP PLAN



Since March 15, 2017, the Colorado Tourism Office (CTO) has been guided by the Colorado Tourism Roadmap, which spells out a strategic plan for the state's tourism industry. The Roadmap's **STEWARDSHIP** Pillar aims to **Protect the integrity of Colorado resources through sustainable tourism** via the following objectives:

## 'COLO-ROAD TRIPS'

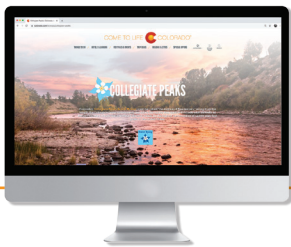
Since May 2017, the CTO and industry partners have created more than 200 multi-day itineraries to inspire visits to less-traveled seasons and places.

[Colorado.com/Colo-Road-Trips](https://colorado.com/colo-road-trips)

COLO-ROAD  
**TRIPS**  
ESTABLISHED IN 2017

## COLORADO SCENIC & HISTORIC BYWAYS

In spring 2020, CTO is launching a new microsite with detailed maps, itineraries, videos and trip tips for exploring the 26 scenic byways.



## COTREX

The CTO promotes COTREX, an app developed in 2018 by the Colorado Department of Natural Resources, creating guidance to 38,000 miles of Colorado trails.



## CARE FOR COLORADO PRINCIPLES

Since working with Leave No Trace to create the Care for Colorado Principles in spring 2018, the CTO has shared them with millions in videos, posters, PR and social.



## OBJECTIVE 1: DISPERSE VISITORS

Embrace thinking that disperses visitors in productive ways.

## OBJECTIVE 2: SHARE COLORADO ETHICS

Invite travelers to embrace Coloradans' sustainability ethic while here.

## OBJECTIVE 3: CREATE ALLIANCES

Create alliances with other stakeholders to magnify the impact of sustainable tourism initiatives.

## SUSTAINABILITY TOOLKITS & WORKSHOPS

Since 2018, the CTO has created and shared resources for Colorado tourism-industry partners to steward their destinations and take part in statewide initiatives.



## LEAVE NO TRACE

In October 2017, the CTO became the first state tourism agency to join forces with the Leave No Trace Center for Outdoor Ethics.



Center for Outdoor Ethics | LNT.org

## CARE FOR COLORADO COALITION

Building on its alliance with Leave No Trace, the CTO since 2019 has led creation of a statewide coalition to drive destination stewardship and share the Care for Colorado Principles.



## ELECTRIC BYWAYS

The CTO is collaborating with the Colorado Energy Office, CDOT and others to install fast-charging stations by 2021 along all 26 Colorado byways to push low-impact travel.

