

[View in browser](#)

Care for Colorado

Monthly news and resources for leaders in destination stewardship.



March 2021 Responsible Recreation with Pets

With the first day of spring right around the corner and warmer days on the horizon, so many are feeling the urge to get outside with special buddies for longer walks and hikes.

That's why this month, we hope you'll join us in encouraging residents and visitors alike to practice responsible recreation with their pets. As we know, few things irritate outdoor stewards more than seeing wildlife disrupted by unleashed dogs or finding a poop bag on a favorite trail.

Feel free to share the CTO's hilarious "Etiquette of Poop" video, which tackles this topic head on with, yes, step-by-step instructions. And throughout this month, you can draw upon a collection of blogs contributed by your fellow Care for Colorado Coalition partners and members, shared below.

We hope you'll join us in making sure that even more outdoor enthusiasts are good to go this spring on hikes with furry friends, while keeping wildlife safe and our outdoors pristine.

Cathy Ritter
Director
Colorado Tourism Office

Dana Watts
Executive Director
Leave No Trace Center for Outdoor Ethics

Help Us Share

Below is a collection of resources about responsible recreation with pets from our coalition partners. Please feel free to share these assets on your own channels — just be sure to credit the partner organization and link back to their site.

Blogs & Articles

- [How To Be A Responsible Pet Owner](#)
- [Leave No Trace Why We Should All Pack Out Our Dogs Poo](#)
- [Leave No Trace Research: Visitor Behaviors and Perceptions of Proper Disposal of Pet Waste on City of Boulder Open Space and Mountain Parks lands](#)
- [CTO: Winter Vacation With Your Dog](#)
- [Blog from Colorado Cross Country Ski Association](#)
- [CPW Bring the Dog Along](#)
- [CPW Dog Etiquette](#)

#CareforColorado Social Posts

Use one of these ready-made social posts or share these captions with your own photos or videos. Be sure to tag @leavenotracecenter and @visitcolorado in your posts.

Remember there is no such thing as the poop fairy! #CareforColorado and pick up dog waste and pack it out to a trash can.

Enjoying the outdoors with furry friends is a great way to get you and your pet some exercise! Winter can be a sensitive time for wildlife. A leash can help your dog stay a safe distance from wildlife and other visitors. #CareforColorado #LeaveNoTrace

And share [this post](#) from Leave No Trace's Instagram.

Etiquette of Poop Video

[Link to share](#)



How To Share

Need ideas for where to share a Care for Colorado resource? Check out the list below for places you can use the collateral from the [Care for Colorado asset folder](#) to reach your visitors with this important message. Remember the more places visitors see these message, the more likely they are to put these practices into action.

- On social channels
- On websites
- In E-blasts
- In a signature box
- On closed-circuit television
- In a reservation confirmation
- In blogs
- In visitor centers
- In-room
- At a campground or RV site
- At your front desk

Coalition Update

With your help the [Care for Colorado Coalition](#) continues to grow. We are now nearly 50 in total, with new Stewardship Partners including the Rocky Mountain Ranger Association, Colorado Land Trust, and new Stewardship Members including Colorado Brewers Guild, Colorado Cross Country Ski Association, Colorado Open Space Alliance, Keeping Colorado Beautiful, Boulder Convention &

Visitors Bureau, Breckenridge Tourism Office, Lake City, Spanish Peaks Country and Visit Pagosa Springs.

Thank you for taking a leadership role in Colorado stewardship. If you know of any organizations that you would like to recommend becoming part of the Coalition, please let [Barb](#) know.

Upcoming

Next Month's Messaging

Thank you for your commitment to Colorado stewardship. Next up, in April, the theme for messaging will be to highlight these Care for Colorado Principles: **Keep Wildlife Wild and Leave It As You Find It.**

Join Us! CTO's New Low-Impact Travel Initiative Webinar Wednesday, March 24, Noon–1pm

With interest in responsible travel surging, the CTO is taking steps to position our state as the destination of choice for people who care about reducing their impacts as they travel and taking vacations that they can feel good about. And taking vacations that they can feel good about. New SMARI brand health survey, commissioned by the CTO, shows a sharp increase of interest in traveling sustainably in summer 2021, especially those interested in visiting Colorado. You will also receive updates for how you can help us build an inventory of low-impact travel experiences for promotion through public relations and marketing.

Register for the Webinar

And speaking of low impact travel, we hope you saw this wonderful article in the *New York Times* featuring how Colorado is electrifying its byways. Feel free to share this. [Click here](#) to read the article.

New Dates: 2021 Colorado Governor's Tourism Conference

We want to thank the many Coalition Partners and Members who attend the Colorado Governor's Tourism Conference on an annual basis, so we wanted to make sure that you know it has moved!

The conference will now be held at the Pueblo Convention Center Nov. 4–5, 2021. To accommodate the needs of the industry during this time, Gov Con 2021 will be offered in a two-day format at a reduced rate. We cannot wait to finally see you again and convene together for a fun-filled, information-packed conference.

The CTO has postponed its plans for Gov Con in Snowmass as The Westin undergoes renovations, but save the date as Gov Con will be in Snowmass Sept. 20–23, 2022, in a beautifully updated space. Please take a moment to [complete this brief survey](#) to aid our planning efforts for 2021 GovCon.

CTO UK Promotion in April to Include Care for Colorado Principles

The CTO International program is participating in an opportunity with *National Geographic* in the UK focusing on a plan now, travel later message. Advertorial will feature Colorado as a premier destination for nature experiences to include a callout box containing all seven Care for Colorado Principles. The San Juan Skyway, West Elk Loop and the Cache La Poudre byways will also be highlighted.

Care for Colorado Resources

Please use the following CTO Toolkits as your main resource for accessing stewardship and responsible-travel content to include the Care for Colorado Principles, videos, brochures, downloadable posters and more.

[Care for Colorado Principles Toolkit](#)

[Do Colorado Right Toolkit](#)

[Care for Coloradans Toolkit](#)

[Backcountry Winter Safety Campaign](#)

Colorado Tourism Office

Colorado Office of Economic Development and International Trade, 1600
Broadway, Suite 2500, Denver, Colorado 80202, (303) 892-3840

[Manage preferences](#)

You received this email because you are subscribed to Colorado Tourism Office Program Updates.

