

JACKSON HOLE TRAVEL AND TOURISM BOARD

SUSTAINABLE DESTINATION MANAGEMENT PLAN DEVELOPMENT PROCESS

COMMUNITY MEETINGS MAY 31 & JUNE 1, 2022

EXAMPLES OF GOOD PRACTICES

1. Visitor Management

Vail, Colorado - Town Managers

- The Town of Vail developed their Attraction Protection Plan to identify the top 10 visitor assets in the destination and provide comprehensive management details for each location. The plan doesn't direct any specific management actions; it is an inventory of key management information such as: managing agency, protection status, sensitive species on site, visitor capacity, impacts being monitored, and potential risks to the attraction. The plan is governed by a stewardship council and steering committee.

Transylvania County, North Carolina - County Managers

- The Transylvania County Tourism Development Authority established a community sub-committee to identify and fund shovel ready conservation projects that enhance visitor experience using revenues from their occupancy tax. The county has over 250 waterfalls and had had multiple fatalities through the years so the first project was a Waterfall Safety Campaign in partnership with USFS. They've also funded trail building projects and water recreation studies.

Juneau's Tourism Best Management Practices (TBMP) program - Business Managers

- This program is cooperative practice among residents, Juneau tour operators, cruise lines, transportation providers, tour brokers, hospitality businesses, merchants, and restaurants, the Tongass National Forest and the City and Borough of Juneau. The program establishes neighborhood-specific guidelines to address key community concerns in a constructive and proactive manner. The TBMP Guidelines encourage local tourism and hospitality businesses and their employees to conduct their operations in a responsible and neighborhood-sensitive manner.
- TBMP encourages the community to utilize the hotline to register comments. Being informed of residents' concerns allows them to modify the way in which they conduct their business to minimize impacts on the community.

Sedona, Arizona - Destination Marketing Organizations

- TACTIC B1.4 | Promote alternative visitor destinations, routes, and times to moderate areas of greatest congestion – monitor congestion and communicate both real-time conditions and alternative routes. Organizations Involved: Arizona Department of Transportation & Sedona Chamber of Commerce & Tourism Bureau (SCC&TB)
- TACTIC D2.1 | Build on the success of Sedona's Secret 7 to distribute visitor impacts and lessen environmental impacts on selected trails and areas. The SCC&TB launched Sedona's Secret 7 in 2017, bringing increased recognition of lesser-known experiences and helping disperse visitors from overused sites.

Muir Woods National Monument, California - Public Land Managers

- Uses an integrated approach of limited onsite parking, satellite parking and shuttle service, and reservation system for managing visitor levels, promoting trip planning, and reduce overcrowding

Maui, Hawaii - Public Land Managers

- Pilot a reservation system (e.g., East Maui Reservation and Itinerary System) to support a sustainable capacity of visitors and explore the feasibility of expanding capabilities to other hot spots on the island.

Zion National Park - Public Land Managers

- Placing a daily cap on the number of hikers to Angels Landing through a permit system that reducing stresses on park personnel while improving visitor experience

2. Visitor Education and Communications

Hawaii

- Promote use of the goHawaii app to encourage safe travels and communicate with visitors where to go and not go.
- Public service announcements on being a responsible visitor on incoming flights and at airports.

Colorado, Oregon, North Carolina

- Leave No Trace (LNT) is a nonprofit organization that has spent 25 years conducting on-the-ground research on how to affect visitor behavior on public lands. Recent partnerships with state tourism offices and destinations focus on the design of communication assets for DMOs to share with their visitors, primarily during pre-arrival. Programs offer opportunities for partner businesses to access communication assets to share with guests during booking and while in the destination. LNT is widely used by land managers, creating a full circle of touch points to encourage visitors to recreation responsibly.
- The Colorado Tourism Office and Leave No Trace partnership is educating visitors: Remember to know before you go, lead with kindness and care, respect the beautiful landscape and leave it as you found it. This partnership has been a model for programs across the US including Arizona Office of Tourism, North Carolina and Door County, Wisconsin.
- Some destinations have opted to create their own responsible visitation campaigns, they are built on a similar foundation as the LNT program. Examples include Take Care Out There (Travel Oregon) and Leave it Better (Transylvania County, NC).

3. Transportation and Traffic

Aspen, Colorado

- Start the process of turning Aspen into a walking and cycling city such as Seville, Paris, Barcelona, Copenhagen, et cetera.
- Promote safe driving and encourage both locals and visitors to drive slower.
- Add tolls to bridges (for example, Maroon Creek Bridge) to discourage too much traffic. The toll could be free for residents.
- Consider advocating for a direct shuttle between the airport and downtown.

Maui, Hawai'i

- Work with hotels and other employers to stagger shift times to mitigate traffic congestion.
- Together with HDOT-Airports explore options to reduce the number of flights arriving near the same time to reduce the related impact of high traffic volume between the airport and resort areas.

4. Workforce Shortage and Lack of Affordable and Attainable Housing for Tourism Workforce

Breckenridge, Colorado

- The Town offers subsidized child care programs in four non-profit partner facilities providing Early Education. More than 250 children of local working families are currently enrolled in childcare programs at various partner schools in Breckenridge.

Sedona, Arizona

- Launch and promote training programs for the needs of employees and employers. Develops training resources including classes, supplemental materials, online forums, or mentoring programs to enhance employee professional skills.

Winter Park, Colorado

- The Town of Winter Park offered incentives to property owners who convert their short-term rental property into long-term workforce housing. Winter Park business owners were the party entering into a six- or 12-month lease with the property owner. The business owner then subleased the property to their employees.

Kaua'i, Hawai'i

- Stringent shut down of illegal transient vacation rentals (TVRs), such as the partnership with Airbnb and Expedia.

Lisbon, Portugal

- Lisbon's Safe Rent program incentivizes short-term rental apartments to become affordable housing for residents. Owners of Airbnb flats rent their property as affordable accommodation to the city authorities in exchange for a guaranteed income. The homes are then rented by the city authorities to people who would otherwise be unable to live in the city center.

PROPOSED SOLUTIONS THAT RESPONDS TO PRIORITY ISSUES

PRIORITY ISSUE: _____

| | |
|---|--|
| SOLUTION: | |
| What are the main objectives of this proposed solution? | |
| What are the main actions? | |
| What are the desired outcomes ? | |
| Which organizations/groups need to be involved for successful implementation? | |
| Timeframe? | |
| What resources (human and financial) are needed for implementation? | |
| How will you measure success? | |

Notes: _____

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| I want to receive updates; please add me to the mailing list | Name: | Email Address: |
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