

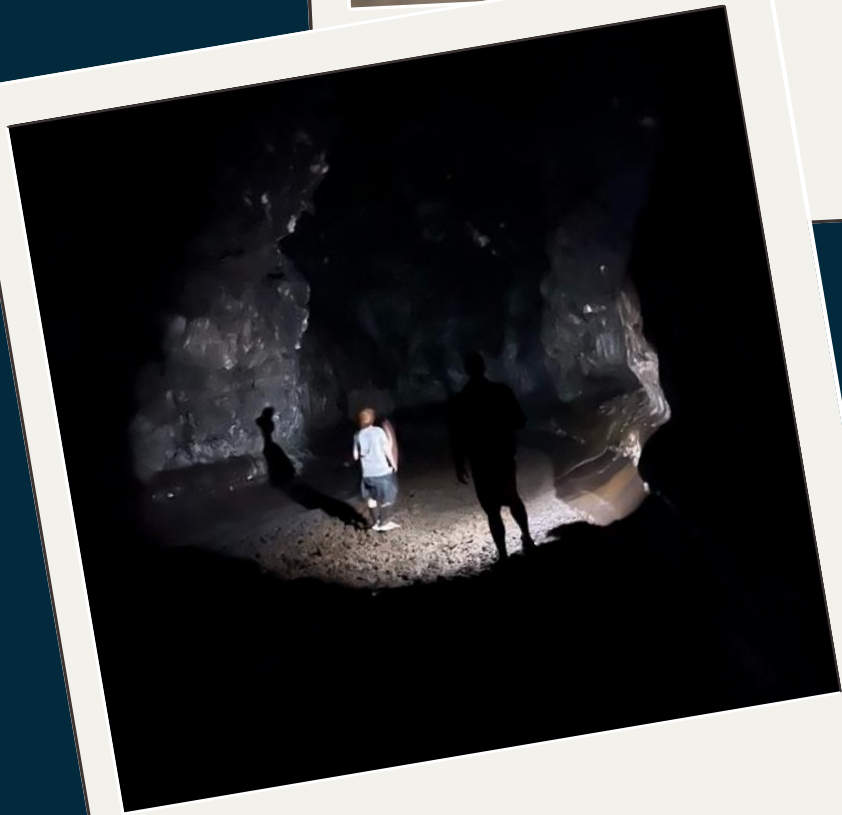


Global Strategies for Destination Stewardship: Lessons for Hawai'i's Regenerative Future

PRESENTED BY DAVE SANTUCCI

September 22, 2025





Colorado & Hawai'i

Visitor Spending

- CO \$28.5B
- HI \$21B

Visitors

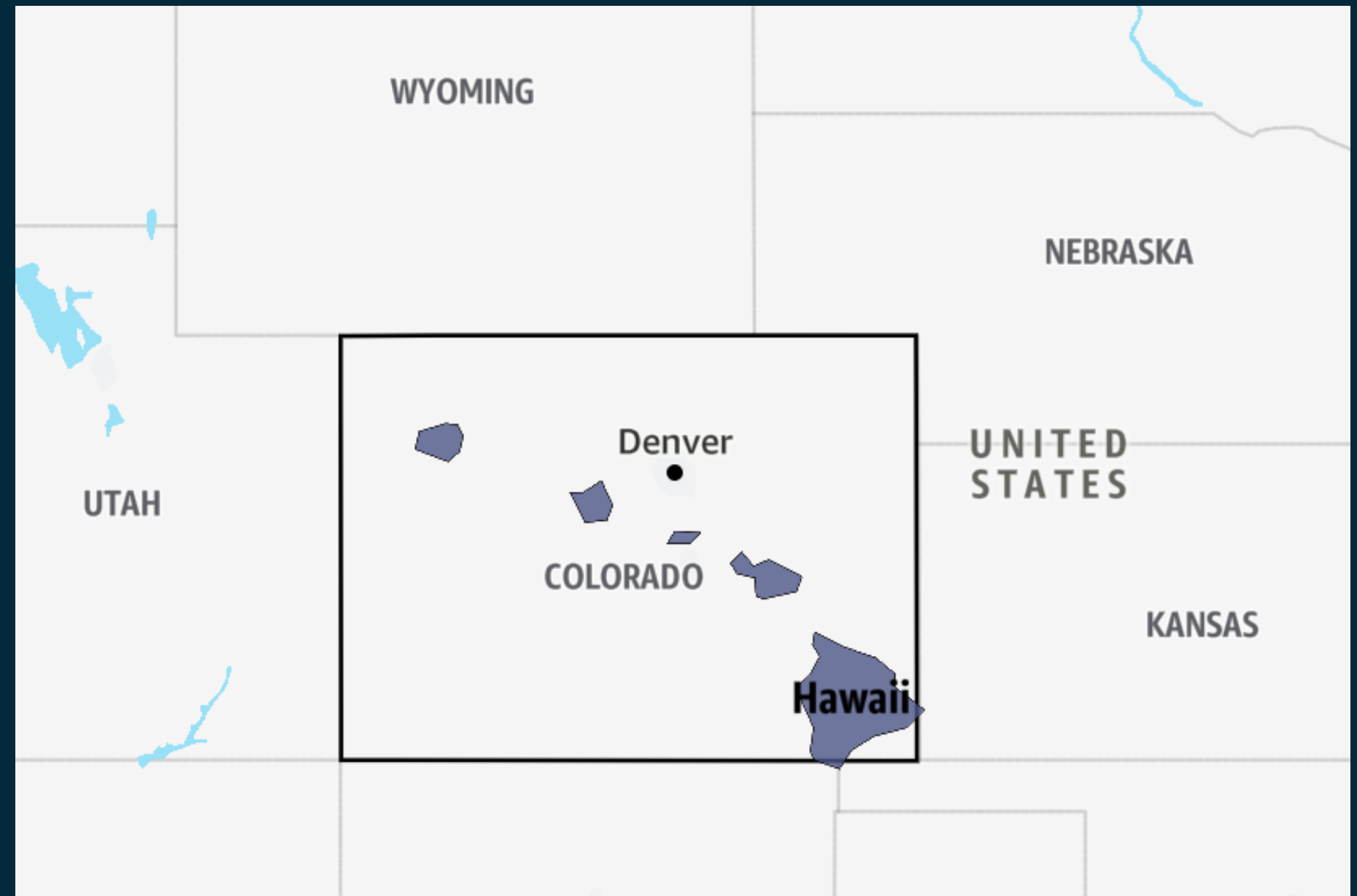
- CO 95M
- HI 9.7M

Population

- CO 6M
- HI 1.5M

100 Year Football Record

- CO 2
- HI 3





- Environmental Science degree – Emory University
- CNN Environmental Unit
- PR & Marketing – Georgia Aquarium
- Chief Marketing Officer – Visit Chattanooga
- Colorado Tourism Office Consultant 10+ Years
- Founder – Mission2Market (M2M)

Mission2Market



COLORADO-BASED AGENCY

Full-service Destination Consulting Agency based in Colorado since 2014 with 40+ clients nationwide

COLORADO TOURISM OFFICE PARTNER

Trusted partner of the Colorado Tourism Office (CTO) since 2014, we work to champion the value of tourism for dozens of CO destinations

A PARTNER IN DESTINATION SUCCESS

More than a marketing agency – we partner with communities by engaging residents and stakeholders to shape strategies that drive tourism growth and enhance quality of life



Colorado's Destination Stewardship Strategic Plan



Guiding Principles

- Protect the integrity of Colorado's natural and cultural resources
- Advance inclusiveness and pursue ways that Colorado can share a welcoming experience for all travelers
- Foster a regenerative and community-focused approach to tourism

Diversity
Equity
Inclusion
Accessibility

Woven into
the fabric of
our destination
stewardship
efforts

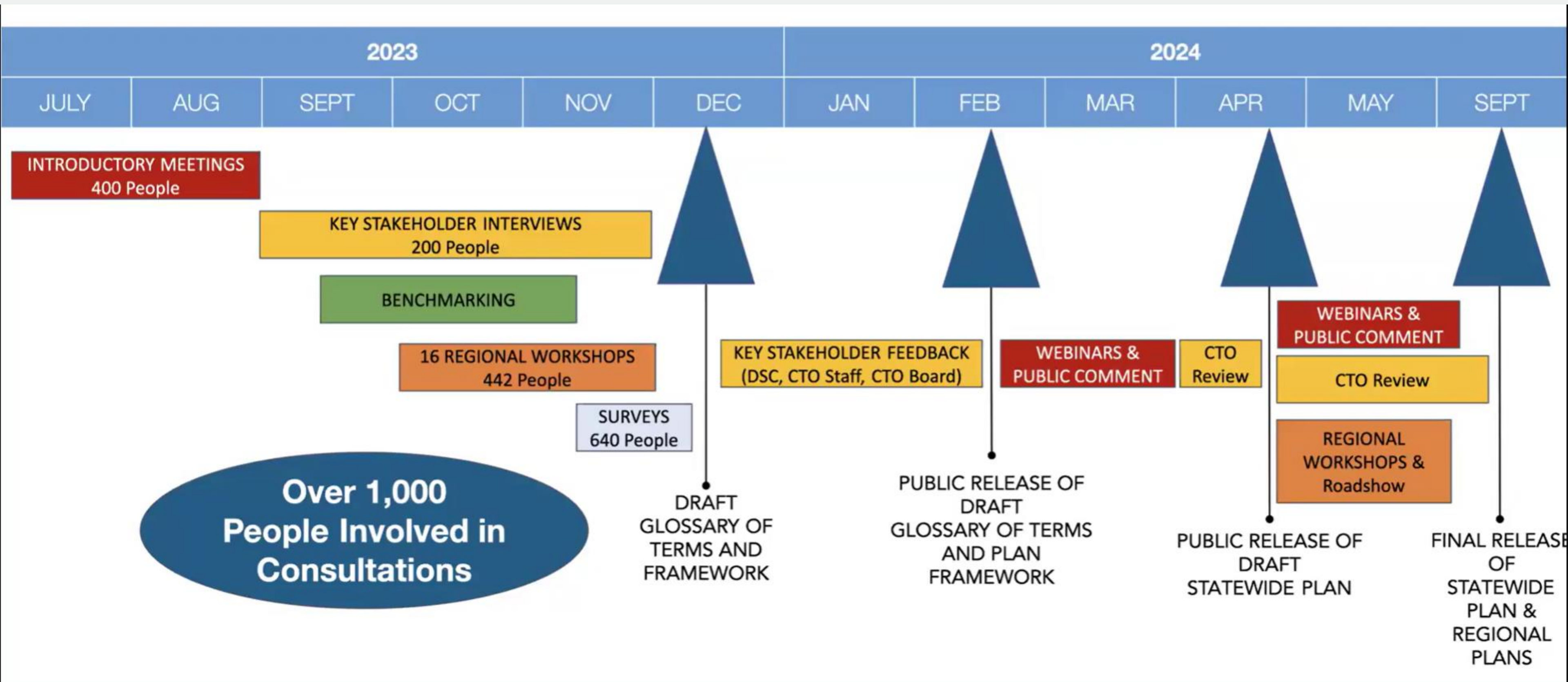


Planning Process

- 1,000+ stakeholders, 2,500+ insights
- Introductory meetings & 200 interviews
- Statewide workshops & surveys (1,000+ participants)
- Public webinars & feedback surveys at key milestones
- Regional presentations & draft plan reviews



Initiative Timeline



Destination Stewardship Initiative



Plan Outputs

- Coalition
- Understanding
- Alignment
- Practical Strategies
- Commitments
- Indicators

Success

- Preserve Colorado's natural, cultural, and social assets
- Maximize benefits and minimize impacts for Coloradans
- Deliver remarkable visitor experiences
- Long-term sustainability of the tourism industry

Lessons Learned & CO/HI Commonalities



5 Most Relevant Takeaways

1. Residents First
2. Music Matters
3. Sky's the Limit
4. Access & Accessibility
5. Educate



Each idea...

- listens to residents
- acts on their wants/needs
- regenerates a cultural or natural resource



Residents First



Case Study - Glenwood Springs

RESIDENTS FIRST

- Listen: Ongoing surveys, workshops, and focus groups to understand residents' perspectives on tourism.
- Rethink: Shape tourism development around resident needs, ensuring community benefits come first.
- Access: Protect and improve local access to attractions, amenities, and activities enjoyed by residents.
- Track: Create a Quality of Life dashboard to show how tourism supports residents and how challenges are being addressed.



Music Matters



Stronger Music Tourism Strategy

COLORADO MUSIC HALL OF FAME MUSIC TOURISM STRATEGY

- First statewide Music Tourism Strategy
- Result of statewide survey; residents said #1 way tourism can improve their quality of life is by building a better music scene

LESSON 1 - Music is the #1 most valued thing we can be doing to improve the quality of life for residents through tourism.



Stronger Music Tourism Strategy

PLANNING PROCESS

- Reviewed 15+ statewide & national studies; mapped 7 regional task forces
- 800+ survey responses from visitors, residents & stakeholders; 9 in-depth interviews
- 3 regional workshops + 1 statewide meeting with 120+ participants
- Identified top 3-year goals and lead partners for implementation
- Created Action Plan to promote Colorado musicians, enhance visitor experiences, improve resident quality of life



Stronger Music Tourism Strategy

VISIT FORT COLLINS MUSIC TOURISM STRATEGY

- Elevates Fort Collins as a music destination
- Drives economic growth through music tourism
- Strengthens cultural identity & community vibrancy



Access & Accessibility



Increased Accessibility

CTO ACCESSIBLE TRAVEL PROGRAM

- Pilot program with Wheel the World
- Three destinations selected
- On-site accessibility assessments
- Training for hospitality professionals
- Booking platform for verified accessible sites

The screenshot displays the 'wheel the world' website. The header includes the logo, a 'Become Accessibility Verified' link, and a 'Login' button. The main banner features a scenic view of Glenwood Springs at night with a 'Destination Verified' badge. Below the banner is a navigation menu with links: Hotels, About, Activities, Transportation, Restaurants, Travel tips, and Blog. The content area is divided into three sections: 'Hotels' with a photo of a hotel room and the text 'Find and book accessible hotels with peace of mind guaranteed' and an 'Explore all Hotels' button; 'Activities' with a photo of a person swimming and the text 'Plan your next adventure with accessible activities for every traveler' and an 'Explore all Activities' button; and 'Restaurants' with a photo of a couple dining and the text 'Share delicious meals at restaurants with verified accessibility' and an 'Explore all Restaurants' button.

wheel the world

Become Accessibility Verified Login

Visit Glenwood Springs: plan your trip with verified accessibility info!

Enjoy hotels and activities with photos and measurements for a worry-free stay.

GLENWOOD SPRINGS
COLORADO

Destination Verified
wheel the world

Hotels | About | Activities | Transportation | Restaurants | Travel tips | Blog

Hotels
Find and book accessible hotels with peace of mind guaranteed
Explore all Hotels

Activities
Plan your next adventure with accessible activities for every traveler
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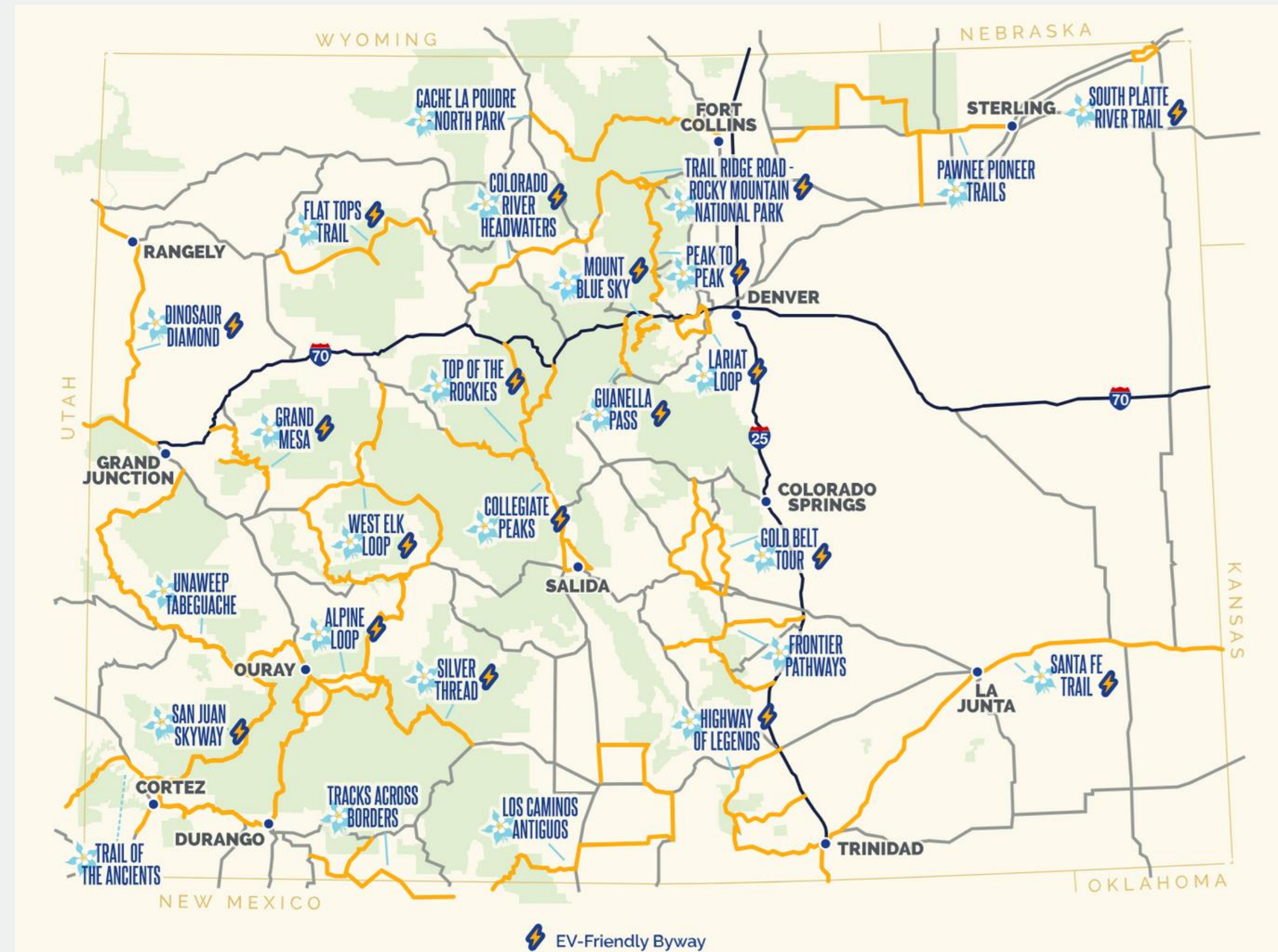
Restaurants
Share delicious meals at restaurants with verified accessibility
Explore all Restaurants

Alternative Transportation

- Brought back Ski Train service between Denver & Winter Park Ski Resort
 - Runs 5 days/week
 - \$19 fares
 - Ridership up 153%
- 80% Amtrak Zephyr trips between Denver-Glenwood Springs sold



Colorado EV Byways

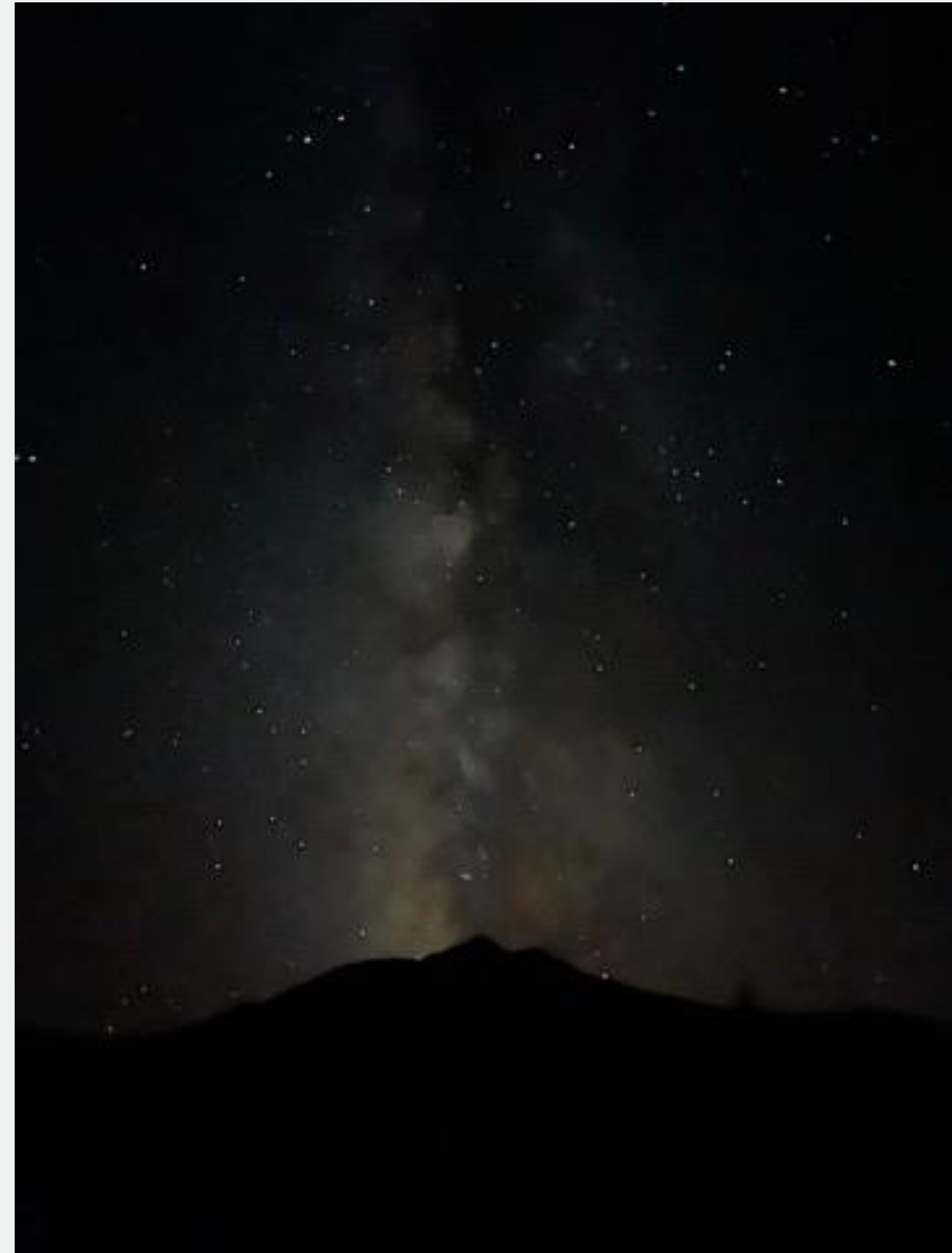


Sky's The Limit



Increased Dark Skies Participation

- Protects night skies from light pollution, safeguards wildlife habitats, enhances resident quality of life
- State-funded grant program
- More certified International Dark Sky Places than any other state
- 19 certified parks/communities in Colorado
- 35 working toward certification



Educate



Expanded Visitor Responsibility Messaging

DO COLORADO RIGHT

DO COLORADO RIGHT WITH THE CARE FOR COLORADO LEAVE NO TRACE PRINCIPLES



KNOW BEFORE YOU GO

Have a plan to minimize your impact.



BE CAREFUL WITH FIRE

You're Colorado's first defense against wildfires.



STICK TO TRAILS

Keep your boots on the path to keep flowers in bloom.



KEEP WILDLIFE WILD

Keep your distance, and keep food locked up.



TRASH THE TRASH

A little clean-up goes a long way.



SHARE OUR TRAILS & PARKS

Keep noises low and respect high.



LEAVE IT AS YOU FIND IT

Allow others the experience of untouched beauty.

————— To learn more visit docoloradoright.com. —————



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Do Colorado Right With Sustainable Travel



Pack the 10 Essentials for Exploring Colorado's Outdoors



What to Wear in Colorado: The Basics



Camp Smarter With Wildfire Prevention



4 Reasons to Eat Local in Colorado



Keep Wildlife Wild



Trash the Trash in Colorado



Guide Order





More Education for Tourism Workers

LEARNING LABS

- Free online platform offered by the Colorado Tourism Office
- Designed for students, DMMOs, hospitality staff, and tourism professionals
- Builds skills and deepens Colorado expertise at every level
- Ensures visitors feel welcomed, cared for, and inspired to return



Thank you

