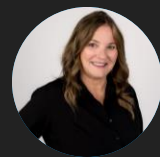




Global Strategies for Destination Stewardship: Lessons for Hawai'i's Regenerative Future

Hawai'i Tourism Conference

September 22, 2025

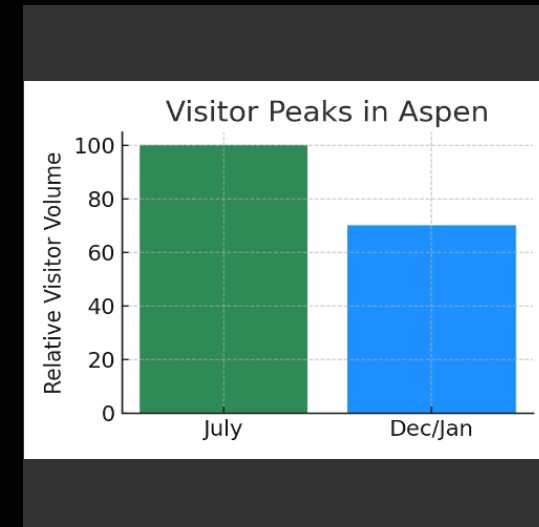


Debbie Braun - President & CEO
Aspen Chamber Resort Association



Aspen at a Glance

- **Elevation:** 7,908 ft (2,410 m)
- **Population:** ~7,000 residents (city) / ~17,000 (Pitkin County)
- **Visitors:** ~1.5M annually
- **Economy:** Tourism-driven, skiing + arts & culture
- **July is now busier than Dec/Jan (summer > winter)**
- **Ski town & cultural superstar** (Ideas Fest, Food & Wine, arts)





Lessons from Aspen for Hawai'i's Regenerative Future



Shared Challenge: Balance

Navigating the balance between community, culture, environment, and tourism to ensure sustainable development.



Which outcome is hardest to improve?

- Resident Sentiment
- Resource Protection
- Visitor Behavior
- Workforce & Housing
- Infrastructure

Poll #1



Stewardship Isn't New

- Always part of Aspen's DNA
- Industry trend caught up with our practice
- Change can feel scary at first

Aspen's Priorities & Action

- Address visitor pressure
- Improve the Aspen Experience
Residents + visitors
- Preserve small-town character



Community & Resident Lens

- Resident sentiment as decision gate
- STR tax -> housing & environment
- Housing & transportation challenges
- Residents' perceptions vs. reality



THE ASPEN PLEDGE

WHETHER ASPEN IS MY HOME SWEET HOME, OR MY HOME AWAY FROM HOME:

I WILL EXPLORE RESPONSIBLY. I WILL PREPARE FOR ANY EXPERIENCE. I WILL FIND ADVENTURE, BUT NOT VENTURE OFF THE MARKED TRAILS. I WILL CARVE THE SNOW AND NOT THE TREES. I WILL GET LOST IN MY THOUGHTS, BUT NOT IN THE WOODS. I WILL REMAIN IN ONE PIECE BY LEAVING THE WILDLIFE IN PEACE. I WILL GO SIGHTSEEING WHILE LEAVING THE SITES WORTH SEEING. I WILL TRAVEL BY FOOT, BIKE, OR BUS WHEN I CAN, AND DRIVE CAREFULLY WHEN I CANNOT. I WILL HONOR THE HISTORY AND HERITAGE OF THOSE WHO WERE HERE BEFORE ME AND PRESERVE THE LAND FOR THOSE WHO COME AFTER ME. I WILL ACCEPT OUR DIFFERENCES AND CELEBRATE OUR DIVERSITY. I WILL BE KIND TO COMMUNITY MEMBERS OF EVERY KIND. I PLEDGE TO TAKE CARE OF THIS LITTLE PLACE CALLED ASPEN.

JOIN OUR MISSION.
SIGN THE PLEDGE.



Visitor Education & Partnerships

- Aspen Pledge: pre-arrival visitor education
- Visitor Services = Educators
- Work with Land Managers for alignment
- Friends and Family need education too

Which tool do you most want to strengthen?

Poll #2

- Community Engagement
- Visitor Education
- Access Management
- Data & Sentiment Measurement
- Cross-Agency Coordination

Lessons & Tools

- Start messaging earlier; co-create with community
- Define success upfront; budget for staff and programming
- Always explain WHY





Key Performance Indicators

- Resident sentiment
- Cultural respect indicators
- Resource condition
- Visitor compliance & experience
- Workforce stability & housing

Ola ka 'Āina, Ola ke Kānaka

Healthy Land, Healthy People

