



Preserving the Idaho experience –
now and in the future.



Empowering Travelers to Make a Difference

Purpose: promote the respectful use and care of the great Idaho outdoors while being kind to others and ourselves

What: ongoing campaign provides guidelines for ways residents and travelers can preserve the beauty and kindness of Idaho

Who: travelers to Idaho & local communities



Goals

- To inform and empower residents and visitors to Travel With Care while recreating in Idaho.
- To encourage awareness, consideration and usage of the three Travel With Care pillars: Care for Others, Care for Yourself and Care for Idaho.
- To support the preservation and respect of our outdoor recreation spaces.
- To provide simple and helpful guidelines for residents and visitors to use when recreating, whether they are visiting local businesses, enjoying the outdoors or encountering wildlife.
- To equip partners with Travel With Care messaging, brand assets and concepts to support responsible recreation in their respective regions.
- To encourage partners across the state to spread the message through their own Travel With Care initiatives to keep the program active year-round.



THE CONCEPT



The Universal and Unique Issue of Responsible Tourism

- A pain point for nearly every destination, big or small
- Contextual to the geography, wildlife and culture of a destination
- One size does NOT fit all



What About That Other Responsible Tourism Campaign?



VS



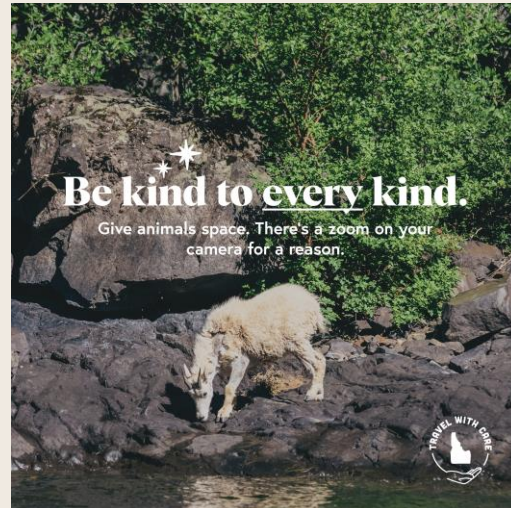
Core Pillars

Travel With Care is based on three core pillars that provide key guidelines for residents and visitors to consider when traveling and recreating throughout the state.



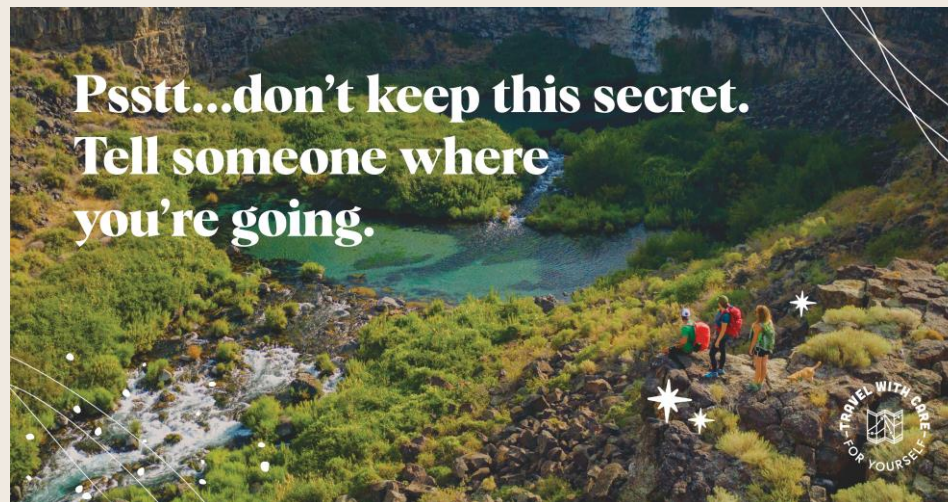
Care for Idaho

- Leave the land better than you found it.
- Practice fire safety. Make sure your fire is completely extinguished before leaving.
- Learn about the wildlife living in the area(s) you plan to visit and how to interact safely and responsibly.
- If you pack it in, pack it out. Leave room in your vehicle to haul your trash.



Care for Yourself

- Stay hydrated by packing a reusable water bottle.
- Be sure to let someone know where you will be adventuring.
- Have a Plan B ready in case your original itinerary doesn't work out.
- Know your limits. Research the area you will be adventuring to understand the terrain and risks.



Care for Others

- Support local businesses whenever possible by buying food, gear, gas, etc. in the communities you visit.
- Be courteous to others—whether it's with other travelers or with the wildlife living in the area(s) you visit.
- Be welcoming and respectful to those with whom you may be sharing recreational spaces.
- Be patient with service industry personnel when visiting local businesses.



THE TOOLKIT



Revamping v2.0

Outreach to travel and tourism partners

=

1. “Care for Idaho”
2. More flexible messaging



What You Can Do

- Continue to educate audiences
- Make it your own
- Encourage partners to participate
- Share the toolkit
- Create your own content
[#visitidaho](#) [#travelwithcareidaho](#)



Event Ideas & Inspiration

Want to plan an event in your community?

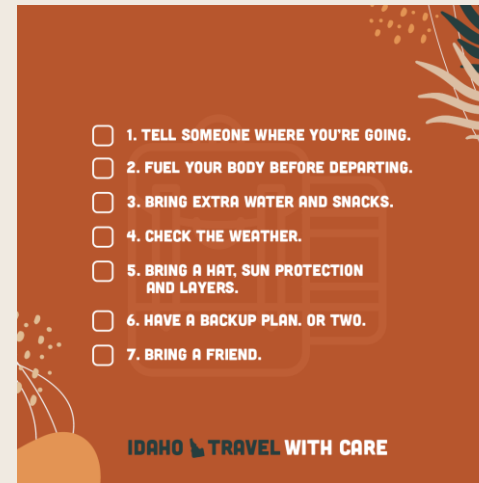
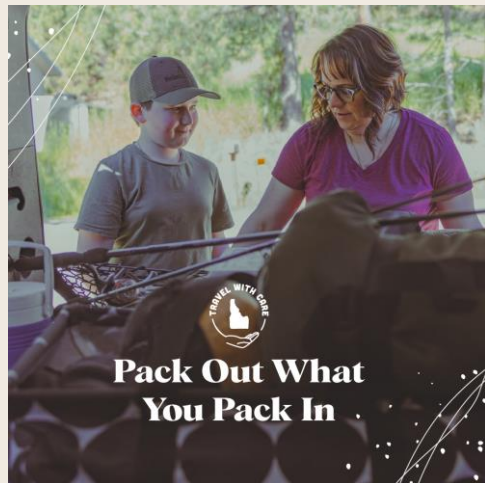
Partner with the organizations responsible for maintaining the public spaces in your area to discover maintenance or cleanup initiatives/opportunities. Here are some activity ideas to kickstart your conversations:

- Trail maintenance
- Noxious weed removal
- Plant seeds/seedlings
- Campground maintenance
- Fire pit maintenance
- River cleanup
- Trash removal



Brand Assets

- Social media graphics and borders
- Sample social media post copy, general and event-focused



Brand Assets

- Sample event messaging
- Sample event news release
- Brand assets, Travel With Care logos, and badges



Brand Assets

Print-ready posters and postcards



Brand Use Guidelines

- **Be Positive.** This initiative is not a finger-wag but rather a voice of support for travelers already following recommended Travel With Care best practices.
- **Keep it Consistent.** While you're encouraged to adapt these elements to your own brand voice, please ensure they still align with the goals and objectives of the program.
- **Show Rather than Tell.** Highlight how your organization is supporting Travel With Care by sharing photos and videos of people making good choices.
- **Drive Your Audience to Action.** Encourage your followers to learn more about Travel With Care.



CAMPAIGN IN ACTION



May 2022 Launch Event

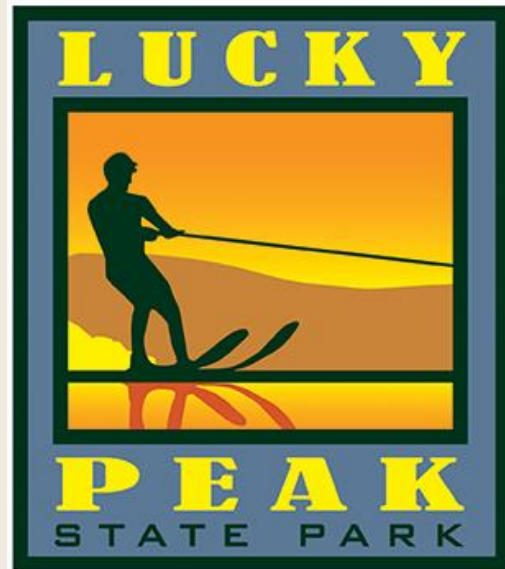
Visit Idaho and Red Sky partnered to kick off Travel With Care with an event at Camel's Back Park in Boise on May 4, 2022.

- Event coincided with National Travel and Tourism Week
- 20 attendees from outdoor and tourism-focused organizations
- Removal of markings on sandstone wall, noxious weeds along trails and repair of fencing along trails



May 2023 Event

- National Travel & Tourism Week Activation: May 17
- Care for Idaho focus
- Re-vegetation at Lucky Peak State Park





Travel With Care Toolkit v 2.0
coming early March.

Questions?

