

## Examples of destination management, sustainability, and economic recovery

(collected and shared by Timothy O'Donoghue, Riverwind Foundation, Riverwind@wyoming.com):

1. Sustainability in Economic Recovery Planning: Integrating economic recovery and environmental and social sustainability strategies into one economic recovery plan that balances destination marketing and management (Sedona, Arizona's [Destination Recovery Plan](#) and Dolomites, Italy's [Future Lab Initiative](#))
2. [7 Affirmations for 7 Generations Pledge](#), the [Yellowstone Pledge](#), and [Pledge for the Wild](#): Promoting environmental and social responsibility and resiliency to visitors, residents, businesses, and organizations (British Columbia's Thompson-Okanagan Tourism Association, the Yellowstone Association, and western U.S. destinations)
3. Immersive Virtual Experiences: Promoting no/low carbon visitation with a sense of humor by providing [remote, real-time tours](#) with tour guides (Faroe Islands)
4. Restaurants Going Mobile: repurposing restaurant kitchens to reach out to and support the local community ([various locations worldwide](#))
5. Coronavirus Surcharge: Businesses assessing a fee to offset public health and destination management extra costs ([various locations worldwide](#))
6. Travel Vouchers: Encouraging citizens to experience local tourism businesses by providing [tourist vouchers](#) valued at 200 Euros redeemable at domestic / local accommodations (Slovenia)
7. Destination Management Financing: Creating a collaborative business district with voluntary contributions by businesses to support the sustainability of natural, cultural, and historical attractions and sites of the community (Saalfelden Leogang, Austria)
8. Visitor Gifting: Visitors donating 1 British Pound through accommodations and other businesses to mitigate visitor impacts and support local sustainability, conservation, and historic preservation projects (Arran Islands, Scotland's [Arran Trust](#))
9. Social Distancing Supports Sustainability: Implementing a [Destination Stewardship Plan](#) and [Tool Kit](#) to disperse visitors to less visited places via suggested travel itineraries, share sustainability ethics and low environmental impact experiences to visitors, and create alliances that magnify the impact of sustainability initiatives ([Colorado Tourism Office](#))
10. Visitor Caps and Guides: Managing the number of visitors, group size, and visitation time and location using ticketing systems ([Machu Picchu, Peru](#); [Dubrovnik, Croatia](#), and many others)
11. [Destination Leadership Programme](#): Mentoring and facilitating small groups of furloughed staff to develop policy, programmatic, and technology solutions for economic recovery and destination management (Edinburgh, Scotland)
12. [Students as Change Agents](#): Tourism industry partnering with universities to coach and facilitate small groups of students to re-imagine festivals and other events that successfully address real-world issues including the COVID-19 pandemic and climate change (Edinburgh, Scotland)
13. Student & Community Investment Program: Ensuring young talent returns to the community through a trust supported by the tourism industry that provides monthly stipends to students at the university and for the two years after they return to the community (Losinj Islands, Croatia)

14. Sustainability Certification: Training, assessing, and certifying businesses on environmental, social, and economic sustainability policies and practices (Vail's [Actively Green Program](#) and Jackson Hole's [BEST Program](#))
15. Eco-Challenges: Incentivizing universities with competition prize money to develop solutions to community and destination sustainability challenges ([Clean Snowmobile Challenge, Jackson Hole](#))
16. Climate Action: Establishing local goals and implementing strategies for reducing greenhouse gas emissions while creating more sustainable and resilient economic development (Climate Action Collaborative/Collectives in [Eagle County, Colorado](#) and [Jackson Hole, Wyoming](#))
17. Nature as Health: Designing and signing paths with interpretive information about posture and breathing techniques for realizing health benefits of exercise in nature ([Losinj Islands, Croatia](#))
18. Nature as Medicine: Developing the evidence base, business case, and narrative for the health benefits of outdoor recreation ([SHIFT](#) in Jackson Hole)
19. Redefining visitor art experience – Decentralizing art exhibits and disbursing visitors to individual businesses that display art (Belfast, Northern Ireland)
20. [Response Fund](#): Creating and leveraging \$3.5+ million to help local families with their basic needs, including food, health, and safe shelter (the Community Foundation of Jackson Hole with its many partners)
21. Local E-Commerce: Facilitating and promoting the creation and sale of products and services from local businesses and organizations through an e-commerce platform (many communities and destinations)
22. Public Health and Safety Awareness Campaigns: Creating and coordinating community/destination-wide communications initiative, for promoting public health and safety among businesses, residents and visitors (Jackson Hole Travel & Tourism Board's [Clean, Careful, Connected](#) campaign and Sedona Chamber of Commerce and Tourism Bureau's [Safe, Clean, Ready](#) campaign)
23. [Teton County Roadmap to Recovery](#): Organizing community members to create and implement a recovery plan, including public health metrics, as a promising first step in developing a more comprehensive set of social, environmental, and economic sustainability performance measures for managing our community as a tourism destination (Jackson Hole Chamber of Commerce and Teton County Public Health)
24. Tourism Helpers: Locals with high-visibility jackets serve as ambassadors to foster good relationships with visitors, educate them on appropriate and safe behaviors, and guide them where they should go and shouldn't go (Anglesey, Wales and London, England)
25. De-marketing: Visitors are actively discouraged through social media from overcrowded or sensitive areas or activities that have negative impacts, and encouraged to go to locals' "favorite" less crowded places in order to disperse visitors (Helsinki, Finland)
26. Satellite Parking: Combining the creating of pedestrian and restaurant outside areas from parking spaces and relocation of parking lots further from crowded and/or sensitive areas with park and ride shuttles (Beaumaris, Wales)