

GROWING SMART

Tourism Promotion on High Knob

Poorly-planned promotion of outdoor assets can do as much harm as good when it comes to natural resource concerns. Here are some ways to keep tourism promotion-related issues at bay.



Tip 1: Involve Resource Professionals

Responsible marketing isn't just a job for tourism officials. Involve land managers and natural resource experts in your marketing plans. They can tip you off to special considerations for users and steer you away from problematic assets that aren't quite "ready for primetime."

Tip 2: Don't Fall for the Hype

Can you really see Ohio from that mountaintop vista? Is that river really the most biodiverse on Earth? Value accuracy and honesty, and don't oversell what is already a unique place with gimmicks and tall tales. Hype can lead to overuse issues and excess maintenance costs.

Tip 3: Film Responsibly

Does your beautiful promo photo or video feature posted private property or a damaging recreation practice? Was that drone imagery captured from public lands where drones are banned? Consider ethics alongside beauty when capturing promotional footage.

Tip 4: Set a Good Example

Promote responsible outdoor use on tourism-themed social media channels, and engage with users by encouraging smart practices AND discouraging those that harm natural resources or disrespect other user groups.

Learn more about sustainable tourism promotion and access planning resources in Chapter 8 of the free *Growing Smart on High Knob* planning blueprint. Available at <http://bit.ly/highknobblueprint>

