

Utah Forever Framework



The Utah Forever Framework is a unified strategy designed to align all stakeholders around a shared commitment to elevate life in Utah through stewardship, with the key resources below—including page numbers and clickable links—to help you navigate these materials:

02

[Overview](#)

03

[Strategic Objectives](#)

04

[Core Messaging Pillars](#)

05

[Target Audiences](#)

08

[Attitudinal & Behavioral Objectives](#)

10

[Lexicon & Messaging Adaptation by Audience](#)

12

[Framework in Action](#)

14

[Implementation Guidelines](#)

15

[External Influences & Framework Success Metrics](#)

16

[Glossary of Terms](#)

Utah Forever

OVERVIEW



What Is This?

The Utah Stewardship Messaging Framework is a unified strategy designed to align all stakeholders – locals, travelers, and partners – around a shared commitment to elevate life in Utah through shared stewardship. It provides clear, adaptable messaging that promotes responsible visitation, public lands stewardship, preparedness, and community engagement. The following Utah Stewardship Messaging Framework was created by the Collective Impact Council and facilitated by the Utah Office of Tourism.

Introduction

Currently, stewardship messaging in Utah is multi-layered, complex, inconsistent, not easily adapted by partners, and sometimes confusing. This initiative has the goal of a refreshed, simplified, easily adapted, and consistent set of stewardship messages that is widely adopted by a multitude of target audiences and users. To the degree that these messages are more easily understood, more widely shared, and more readily adopted, they will contribute to visitation in Utah that has less impact on Utah's natural resources, fosters greater intercultural understanding, heightens personal safety, helps people have their best experiences, and provides an ongoing contribution to Utah's economy.

The Framework includes the following sections:

- Strategic Objectives
- Core Messaging Pillars
- Target Audiences
- Attitudinal and Behavioral Objectives
- Lexicon and Messaging Adaptation by Audience
- Framework in Action
- Implementation Guidelines
- Measurement & Success Indicators

Utah Forever

STRATEGIC OBJECTIVES



Mnemonic Version - Simplified Core Messaging Pillars

- **Unite for Utah** - The stewardship messaging will be more effective and more readily adopted if it feels like an invitation to be a part of a community of caring for Utah, providing participants a sense of shared ownership. Rather than viewing visitation as a threat, this initiative emphasizes that responsible visitation can be a powerful force for good – supporting Utah’s economy, strengthening communities, caring for the environment, and celebrating cultural heritage.
- **Treat the State Like it’s Yours** - Guiding individuals toward ways they can care for Utah’s environment will help preserve these treasures for future generations.
- **Always Adventure Safe** - Not everyone is familiar with Utah’s unpredictable weather, remote landscapes, or rugged terrain. By planning ahead and preparing thoughtfully, individuals can stay safe and ensure they have the best trip possible.
- **Honor Local Cultures** - Exploration, at its best, introduces cultures to one another and makes our world feel more interconnected and kinder. Effective messaging will help visitors engage with residents and the multifaceted cultural heritage of Utah respectfully, while also supporting communities in welcoming visitors.

Utah Forever

CORE MESSAGING PILLARS



Unite for Utah

Connect the pride residents feel in their communities to the visitor experience, helping both residents and travelers understand that visitation contributes to the multifaceted vitality of Utah communities.

Considerations:

- Messages should be an invitation to be part of a community of caring for Utah, drawing on community pride
- Consider how to reach school-age children with these messages, so they grow up with the idea that stewardship is everyone's responsibility and can act as ambassadors for their parents/families
- Educate audience(s) about economic, environmental, and social benefits of visitation, helping them understand how responsible travel contributes to thriving communities, preserved landscapes, and cultural vitality
- For visitors, this message can be framed in terms of "your visit matters; shop local"

Always Adventure Safe

Preparedness & Safety

Considerations:

- Engage individuals in participation rather than scolding them into compliance
- "Plan and Prepare" is a huge piece – when we asked stakeholders "if you could only communicate ONE message to the Utah visitor, what would that be," they voted "Plan and Prepare"
- Reinforcing preparedness as a way to enjoy the best experience can be leveraged to reinforce safe behaviors

Treat the State Like it's Yours

Public Lands Stewardship, Responsible Exploration

Considerations:

- Care should be taken to frame public lands stewardship in a way that can be heard and embraced across all types of travelers, avoid shame-based language
- A sentiment that may be central to messaging includes preserving Utah for future generations while ensuring that we are welcoming and accessible to all visitors

Honor Local Cultures

Respect others and the communities you are visiting

Considerations:

- Messages should help visitors understand Utah's local cultures as they exist today and also foster respect for historical sites and cultural artifacts
- Encourage locals to embrace visitors from different backgrounds and abilities

Utah Forever

TARGET AUDIENCES



Understanding our Audiences as Stewards

At the heart of this framework is the belief that everyone who experiences, promotes or takes care of Utah plays a role in its long-term well-being. Whether you're a traveler discovering a new trail, a local welcoming travelers to your community, or a partner delivering frontline hospitality or policy leadership – you are a Steward of Utah.

This framework uses the term "Stewards" as an umbrella identity that encompasses Travelers, Locals, and Partners. Each group brings a unique perspective and responsibility to sustaining Utah's environment, culture and communities, and therefore has distinctive key messaging needs and audience sub-groups to consider.

Primary audience segments that fall underneath stewards include:

- **Utah Travelers**
- **Utah Locals**
- **Tourism Industry Partners**
- **Elected Officials & Legislators**

Utah Travelers

When we consider how to communicate to Utah's travelers, we need to think of three primary intersectional identities: outdoor enthusiasts, families/roadtrippers, and travelers with accessibility considerations which impact how they receive the messages. There may be overlap among the travelers groups listed below, as certain individuals will fall into multiple categories.

Key messaging needs may include:

- Welcoming, engaging messaging that invites joining in stewardship
- Region-specific safety/preparedness messages
- Simplified and/or iconographic messaging for those who speak other languages or have limited reading comprehension
- Messaging assets for low-vision visitors
- Child-friendly message delivery (e.g. activity books)

Traveler Groups:

- Outdoor Enthusiasts
 - Guided travelers
 - Self-planners / spontaneous travelers
 - Backcountry vs. front-country recreation
- Families & Roadtrippers
 - Multigenerational families
 - Large group travelers (e.g., reunions, school or commercial tours)
 - Families with young children
- Travelers with specific communication needs
 - Low vision or blindness
 - Neurodiverse individuals
 - Language & comprehension barriers

Utah Forever

TARGET AUDIENCES



Utah Locals

A goal of this process is to develop messages that Utahns will take as their own – adopting the attitudes and behaviors we hope to influence, and sharing those attitudes and behaviors with others. When we communicate to adult Utahns, we can think of them both as ambassadors and as potential travelers themselves. Building stewardship understanding with Utah's children will pay multi-generational dividends, positioning them as the next generation of ambassadors for Utah's future. Both adults and children may need accommodations to ensure that messages are accessible.

Key messaging needs may include:

- Pride-inducing messaging that invites residents to own and spread stewardship concepts
- Region-specific safety/preparedness messages
- Simplified and/or iconographic messaging for residents who speak other languages or have limited reading comprehension
- Messaging assets for low-vision residents
- Child-friendly educational materials (e.g. activity books)
- Messaging that encourages residents to welcome travelers and celebrate Utah's diverse landscapes/communities
- Educational content that highlights the economic, environmental, and cultural benefits of responsible visitation
- Materials that help residents model and promote good stewardship behaviors, especially when they travel within Utah
- Content that frames travelers as contributors to local vitality, not just consumers of it

Traveler Groups:

- Outdoor Enthusiasts
 - Guided travelers
 - Self-planners / spontaneous travelers
 - Backcountry vs. front-country recreation
- Families & Roadtrippers
 - Multigenerational families
 - Large group travelers (e.g., reunions, school or commercial tours)
 - Families with young children
- Travelers with specific communication needs
 - Low vision or blindness
 - Neurodiverse individuals
 - Language & comprehension barriers

Utah Forever

TARGET AUDIENCES



Utah Tourism Industry Partners

Communicating our stewardship messages to partners requires buy-in from two groups: individuals who have regular contact with visitors and partner organizations (e.g. US Forest Service, UT Division of Wildlife Resources) whose cooperation is required to successfully deploy our stewardship messages. In all cases, these audiences are conduits to the final recipients of our message, which must be packaged in a way that facilitates their dispersal.

Key messaging needs may include:

- Stewardship messaging guidelines and recommendations for how partners can distribute and share messaging
- Framework-level messages without graphic treatments for use by partners
- Flexible prepared assets that allow for partner adoption and use within their own materials
- Prepared assets for use by visitor-facing businesses (e.g. window stickers, handouts, etc.)
- Holistic library of safety/preparedness messages that partners can choose from for local applicability

Partner Groups:

- Front-line workers (e.g. hospitality employees, visitor bureau & welcome visitor staff)
- Organizational partners (e.g. Utah Division of Forestry, Fire and State Lands, National Park Service, Local Destination Marketing Organizations)

Elected Officials & Legislators

Elected officials and legislators are vital stewards of Utah's future. Their decisions influence how tourism is funded, how public lands are managed, and how stewardship values are communicated and supported at the state and local levels. As policymakers and community leaders, they play a unique role in shaping and modeling the values of Utah Forever. Messaging should reinforce how responsible visitation strengthens Utah's economy, communities and cultural legacy – and why advocacy and public support for stewardship initiatives is essential.

Key messaging needs may include:

- Messaging that demonstrates the economic, environmental, and social return on investment
- Messaging that frames stewardship as a nonpartisan, future-focused value supporting quality of life, rural vitality, and intergenerational preservation

Elected Officials & Legislators Groups:

- State legislators
- Local elected leaders (mayors, city council members, county commissioners)
- Policy advisors and staff in tourism, economic development, or natural resources

Utah Forever

ATTITUDINAL & BEHAVIORAL OBJECTIVES



Attitudinal Objectives

Define what messaging should inspire visitors, residents, and partners to think, feel and believe as a result of Utah's stewardship messaging.

THINK

FEEL

BELIEVE

Utah Travelers

- I know how to take care of Utah
- I know how to engage respectfully with local culture(s) when I visit Utah
- I can prepare for my adventures so that I stay safe and have my best trip

- I'm welcome in Utah, and I'm invited to take care of this place
- I have opportunities to participate in stewardship while I visit Utah
- I want to give back to the community while in Utah

- Utah is a precious resource that I should leave better than I found it
- It's my responsibility to take care of Utah

Utah Locals

- I know how to take care of Utah
- I live in a community that respects different people and perspectives
- I can prepare for my adventures so that I stay safe

- I'm happy to welcome all kinds of visitors to my community and share our wonders with them
- I want to spread the word about how to take care of Utah

- Visitation is critically important to the health of our communities in Utah
- I have a responsibility to be a good steward, and to demonstrate stewardship to others

Utah Industry Partners

- I know how to share stewardship messages with others. I have the tools and knowledge I need to share these messages effectively

- I am a key part of a caring community that provides consistent messaging to reach all those who travel to and within Utah

- I have a responsibility to be a stewardship leader, to ensure the effective sharing of stewardship messages, and to demonstrate stewardship to my colleagues and visitors

Utah Forever

ATTITUDINAL & BEHAVIORAL OBJECTIVES



Behavioral Objectives

Define the desired actions and behaviors for visitors, residents, and partners.

DESIRED BEHAVIORS

Utah Travelers

- Enhance public lands through good stewardship while traveling to Utah
- Adequately prepare for adventures to have a safe and rewarding trip
- Engage respectfully with local communities when visiting Utah
- Embrace stewardship messaging and share with others

Utah Locals

- Act respectfully towards visitors and demonstrate a welcoming attitude
- Enhance public lands through good stewardship while exploring Utah
- Adequately prepare for adventures to have a safe and rewarding experience
- Engage respectfully with local communities
- Share and demonstrate stewardship actions with visitors and other residents
- Adopt stewardship messaging as a point of state pride

Utah Industry Partners

- Share key stewardship messages with travelers and audiences through multiple local channels
- Adopt stewardship messages and integrate them into local/organizational messaging
- Ensure the education of front-line staff members on how to demonstrate and share stewardship ideals
- Provide materials, signage, maps, or other assets to visitors that contain the stewardship messages
- Communicate the connection between visitation and quality of life in Utah on an ongoing basis

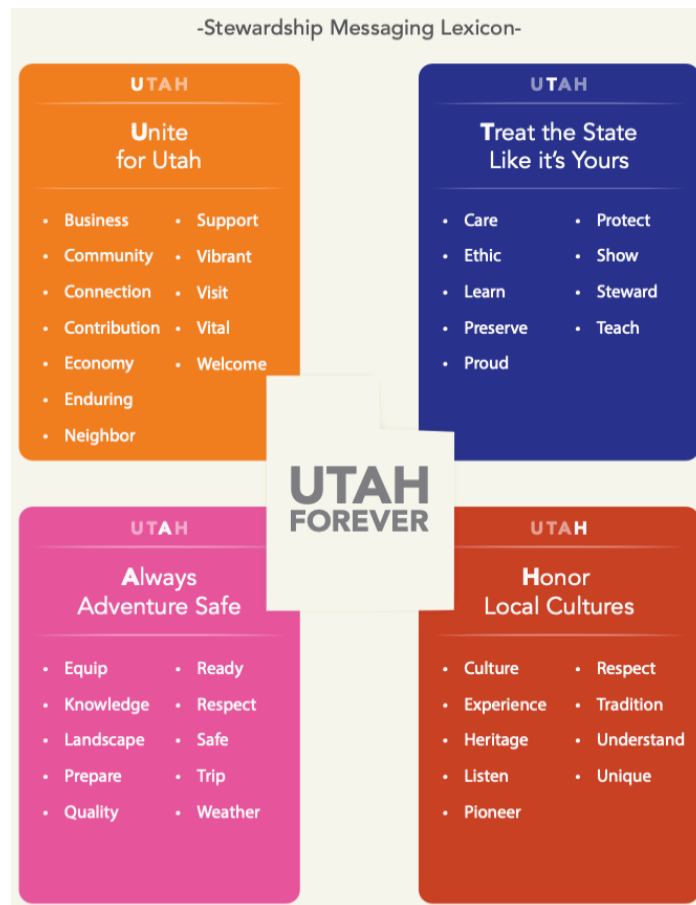
Utah Forever

LEXICON & MESSAGING ADAPTATION BY AUDIENCE



Introduction

The words below are suggested for use when communicating Utah’s stewardship messaging. This is not meant to be a prescriptive list, but rather to express a preference for using these selected words whenever possible. Each word is listed in its root word form, and may be used in all permutations of that word. For example, “visit” may become “visitation,” “visitor,” or “visits.” The Lexicon words are grouped within each of the four sections of the Stewardship Mnemonic.



Messaging Adaptation By Audience

The chart on the next page include examples of how messages to each audience may incorporate elements of the Lexicon and reflect the Core Messaging Pillars as well as the Attitudinal and Behavioral Objectives. This is meant to be inspirational, but not comprehensive—users of the Framework may create other messages using these elements. The Lexicon words within each of the the mnemonic sections are bolded in the example messages.

	Utah Travelers	Utah Locals	Tourism Industry Partners	Elected Officials & Legislators
Unite for Utah	<ul style="list-style-type: none"> ▶ Your Utah trip makes an enduring contribution to the communities you visit. ▶ Support local businesses in communities that rely on visitation for the vitality of their economies, environment, and culture. ▶ The contributions of your visit to Utah supports communities that are vibrant economically, culturally, and ecologically. 	<ul style="list-style-type: none"> ▶ Many of your neighbors rely on visitation for their livelihood. Welcome visitors and help support the economic vitality of your community. ▶ We welcome visitors because we know their contributions support our neighbors, local businesses, and add to the cultural and ecological vibrance of Utah's communities. 	<ul style="list-style-type: none"> ▶ By welcoming visitors, we support our neighbors, local businesses and the economic, cultural, and environmental vitality of our Utah communities. ▶ We connect visitation to enduring economic, cultural, and ecological vitality by maximizing the positive contributions of travel to and within Utah. ▶ We communicate the economic and cultural contributions of visitation to Utah residents and elected officials. 	<ul style="list-style-type: none"> ▶ When our tourism sector welcomes visitors, it supports our neighbors, grows local businesses, and contributes to the cultural and ecological vitality of Utah's communities.
Treat the state like it's yours	<ul style="list-style-type: none"> ▶ You came here to experience Utah's beauty. Learn how to care for it so all can experience Utah in the same way. ▶ Show your love of Utah by cares for this special place. ▶ Each small act helps preserve Utah's natural beauty. Take pride in cares for this special place by adopting a stewardship ethic. 	<ul style="list-style-type: none"> ▶ This is your home. Take pride in cares for it and teach others how to be stewards of our state. ▶ Care for all of Utah like it's your backyard. Whether you are traveling close to home or in distant corners of the state, preserve and protect Utah's natural resources. ▶ We do our part to care for what makes us proud to be Utahns, and we teach our children how to be good stewards. 	<ul style="list-style-type: none"> ▶ We educate visitors on how to care for Utah's natural beauty and we model our stewardship ethic. ▶ Each of us is responsible for cares for the Utah experience and teaching stewardship to future generations. ▶ We lead Utah forward by advocating care for our beautiful places, teaching stewardship principles, and taking pride in our collective care for Utah. 	<ul style="list-style-type: none"> ▶ Our tourism sector cares for Utah by teaching visitors how to care for our natural beauty and modeling a stewardship ethic. ▶ Tourism businesses in Utah are proud of the work they do to care for the Utah experience and teach stewardship to future generations. ▶ We lead Utah forward by advocating care for our beautiful places, teaching stewardship principles, and taking pride in the care of Utah.
Always adventure safe	<ul style="list-style-type: none"> ▶ Utah's unique weather, topography, and raw nature require respect. Be prepared for your Utah adventure, including the unexpected. ▶ Utah is unique. Equip yourself with knowledge and gear to experience it safely and respectfully. 	<ul style="list-style-type: none"> ▶ Utah's unique landscape can surprise even experienced Utah residents. Be prepared and set an example as a safe and knowledgeable Utah adventurer. ▶ As a Utahn, you know how wild and rugged Utah can be. Be prepared and plan for a safe trip in every weather condition or landscape you might encounter. 	<ul style="list-style-type: none"> ▶ Safety is our first priority. We know that not every visitor is familiar with Utah's weather, landscape, and wildlife. Sharing our knowledge equips them to have their best trip. ▶ Safe trips start with knowledge. We do our part to spread the preparedness message and alert our audience of changing weather conditions and timely safety information. 	<ul style="list-style-type: none"> ▶ Safety is the first priority of our tourism industry. We know that not every visitor has respect for the unpredictable nature of Utah's weather, landscape, and wildlife, so we share our knowledge and equip them to have their best trip. ▶ Safe trips start with knowledge. We do our part to spread the preparedness message and alert our visitors of changing weather conditions and timely
Honor local cultures	<ul style="list-style-type: none"> ▶ Utah has unique cultures, traditions, and ways of life dating back thousands of years. Be prepared to learn, listen to others, and respect each person's experience as you explore Utah. 	<ul style="list-style-type: none"> ▶ Many Utah residents have come before you and many will come after you. Respect all the cultures within Utah and all the unique ways to experience this beautiful place. ▶ Understand, listen and learn as you experience your home state. Travel is a chance to encounter and show respect for diverse cultures and traditions old and new, even close to home. 	<ul style="list-style-type: none"> ▶ From tribal cultures to unique regional traditions, Utah has a rich heritage that we urge our travelers to experience and respect. ▶ The service and welcome we offer to all visitors is how we demonstrate respect and share Utah's unique culture. ▶ We model respect for all of Utah's diverse cultural traditions. 	<ul style="list-style-type: none"> ▶ From Tribal cultures to unique regional traditions, Utah has a rich heritage that the travel industry welcomes our guests to experience and respect. ▶ The service and welcome we offer to all visitors is how we demonstrate respect and share Utah's unique culture.

Utah Forever

FRAMEWORK IN ACTION



Practical Applications

Listed below are several ideas for materials and communications opportunities that can be leveraged to bring this messaging framework to life across channels.

COMMUNICATIONS MATERIALS

Digital Content

- Online pledge for partners & integration with existing visitor programs (e.g. ranger programs)
- Email content and graphics

Social Media Content

- Social media graphics and posts
- Social media graphic overlay for regional destinations
- User-generated content initiatives
- Interactive social posts with visitor quizzes on responsible travel
- Social media influencers and ambassadors

Influencer Partnerships

- Stewardship-centered collaboration with Utah-based outdoor influencer(s)
- In real life “Stewardship Ambassadors” program featuring locals throughout the state advocating for responsible travel

Evergreen Print & Collateral Pieces

- Printable collateral piece(s)
- Printable poster(s)
- Map inserts
- Eco-friendly postcards with stewardship messages distributed at hotels and visitor centers

Note: Collateral pieces should be as evergreen as possible, reach multiple audiences, and drive audiences to online resources via simple links or QR codes whenever possible

VISITOR EDUCATION

(e.g. signage, guides, ranger programs)

Signage & Wayfinding

- Posters posted at trailheads
- Trailhead signs with QR codes linking to stewardship initiative

Ranger & Guide Programs

- Kids Activity Guide
- Interactive ranger-led sessions
- Junior Steward Program for kids, rewarding responsible behaviors with badges
- Virtual visitor orientation webinars with safety and preparedness tips

Educational Content in Partner Locations

- Pre-roll stewardship videos
- QR codes on ski lift passes linking to safety and preservation tips

Utah Forever

FRAMEWORK IN ACTION



Practical Applications

Listed below are several ideas for materials and communications opportunities that can be leveraged to bring this messaging framework to life across channels.

COMMUNITY ENGAGEMENT

(e.g., events, local business initiatives)

Events & Activations

- “Stewardship Day” clean-up events at national and state parks
- Community workshops on sustainable tourism for local businesses
- Guided trail hikes led by rangers, Indigenous leaders or local naturalists where participants learn firsthand about ecosystems, land use and respectful recreation
- “Voluntourism” Days where visitors sign up for hands-on stewardship volunteering

Local Business Engagement

- Virtual training or stewardship certification for businesses practicing sustainable tourism
- Discounts for visitors who participate in conservation activities - [CopenPay Example](#)

School & Youth Engagement

- School programs teaching kids about tourism’s role in conservation and the role they can play in keeping Utah beautiful
- Community art projects featuring stewardship murals created by students

Resident-Focused Initiatives

- Resident storytelling series featuring locals discussing responsible tourism
- “Ask a Local” program where visitors engage with the community about responsible travel

Alignment

To ensure the framework promotes a unified message across stakeholders and avoid convoluted messaging, several actions can be taken:

- **Toolkit for Consistent Messaging Across Platforms** – Use a messaging toolkit with clear, adaptable talking points to ensure uniformity across all marketing channels and partners
- **Visual Alignment** – Leverage key messaging, first and foremost, to deliver a unified message; if stakeholders choose to use visual or branded assets, ensure that they are aligned with the greater visual approach
- **Stakeholder Education & Adoption** – Provide training, workshops and downloadable resources to help tourism partners and businesses integrate stewardship messaging
- **Unified Language & Terminology** – Standardize key phrases (e.g., "Plan & Prepare," "Leave It Better") and ensure accurate translations for diverse audiences
- **Strategic Collaboration** – Encourage cross-promotion between state agencies, stakeholders, local businesses, and influencers to reinforce stewardship messaging
- **Centralized Resource Hub** – Create an online portal where stakeholders can access branding materials, messaging guidelines, and updated assets

Utah Forever

IMPLEMENTATION GUIDELINES



Implementation guidance will be shared with industry partners, local businesses, and front-line workers. These will not be consumer-facing instructions. While the final implementation guidelines will be developed based on the final messages and any assets that arise from this initiative, the goals for each audience will be as follows:

Industry Partners

- How to integrate stewardship messaging into their work
- How the stewardship messages connect to target audiences via their interface with visitors and/or residents
- How to integrate stewardship messaging within their own branded materials without creating brand confusion
- How to disseminate the stewardship messages within their sphere of influence, including tools or templates for communication (e.g., checklists, content guidelines)
- Where there might be collaboration opportunities (e.g., cross-promotional efforts)

Local Businesses

- The importance of the role of local businesses in promoting stewardship
- How to integrate stewardship messaging into their work
- How the stewardship messages connect to target audiences via their interface with visitors and/or residents

Front-Line Workers

- The importance of the role of front-line workers in promoting stewardship
- How to integrate stewardship messaging into their work
- Where they can go for additional resources

Utah Forever

EXTERNAL INFLUENCES & FRAMEWORK SUCCESS METRICS



It's important to offer examples of how the framework's success could be evaluated by UOT and partners. These suggested success indicators are intended to inspire consistent tracking of progress and impact, though the specific tools and measurements used may vary by organization. This is not a comprehensive or mandated list, and not all indicators will necessarily be tracked by UOT.

These indicators will be defined based upon the final shape the messages take, but examples of things we might measure are:

Success Metrics

- **Awareness:** Pre/post launch surveys, metrics regarding impressions and views
- **Engagement:** Metrics from social media, website analytics, and visitor centers
- **Recognition:** Visitor and resident surveys to gauge to what degree these messages have reached target audiences and shifted beliefs or behavior
- **Partner Participation:** Number of businesses and organizations adopting the framework

External Factors

- **Behavioral Change:** Park ranger reports, litter reduction, and compliance with guidelines

Utah Forever

GLOSSARY OF TERMS



- **Accessibility Needs:** Requirements related to physical, sensory, cognitive or language considerations that impact how someone accesses and understands messaging.
- **Amplify/Dispersal of Messages:** The process of helping partners and stakeholders share messaging more broadly; can be expressed in simpler terms such as “spread the message” or “share with travelers.”
- **Collateral:** Print or digital materials used in messaging campaigns – such as posters, flyers, handouts and map inserts – often shared with travelers to reinforce stewardship.
- **Community:** The collective of people who care for and are connected to Utah—residents, local businesses, visitors, and organizations alike. This inclusive term acknowledges that everyone who experiences Utah or contributes to its well-being is part of the community responsible for its stewardship.
- **DMO (Destination Marketing Organization):** A group responsible for promoting a specific destination, often managing visitor services, marketing efforts and community engagement.
- **Framework:** In this context, a shared messaging guide and strategy designed to align stakeholders, guide communications and promote consistent stewardship values.
- **Front-Line Worker:** Anyone who interacts directly with travelers in the course of their work, such as hospitality staff, guides, clerks and others, who help communicate stewardship values directly.
- **Intersectional Identities:** A term used to describe people with overlapping characteristics or needs (e.g., a multilingual traveler who also has limited mobility); used here to emphasize that traveler messaging should be inclusive of diverse experiences.
- **Leave It Better:** A stewardship call to action inviting travelers to go beyond “leave no trace” by actively improving the places they visit – through acts like picking up litter, educating others, or supporting local conservation.
- **Partner:** Any organization or individual who plays a role in reaching travelers with stewardship messaging, including public land agencies, Destination Marketing Organizations (DMOs), local businesses, nonprofits and front-line workers.
- **Plan & Prepare:** A core message encouraging travelers to research, pack appropriately and anticipate challenges before exploring Utah’s varied environments – empowering safer, more respectful travel.
- **Preparedness:** The practice of planning ahead for a safe and respectful visit, including understanding local conditions, carrying necessary supplies and minimizing risks and impacts.
- **Responsible Travel:** A mindset and practice encouraging travelers to minimize negative impacts, support local communities and care for the integrity of Utah’s places and people.
- **Stewardship:** The act of responsibly caring for Utah’s cultural, environmental and community assets to ensure they can be enjoyed by future generations.
- **Stewardship Messaging:** Any communication that promotes safety, environmental care, cultural respect and personal responsibility in ways that are welcoming, inclusive and adaptable.
- **Visitors:** Any individual engaging with Utah from out of country travelers to residents recreating in their local community.