



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: B Like Breckenridge - Embrace the Spirit

Destination Name: *Breckenridge, Colorado*

Country: USA

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Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org





DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice?

In 2019, Breckenridge leadership ratified the Breckenridge Destination Management Plan, a 10 year roadmap designed to guide tourism as a catalyst for providing opportunities to the people of Breckenridge and to protect the authentic character of the town. By 2021, the world had changed dramatically and so had travel patterns. While global travel was largely restricted during that time, domestic visitors rediscovered the outdoors, putting increased pressure on nature based experiences and destinations that provided open space, natural landscapes, and a way to safely distance from the crowds.

According to the World Travel and Tourism Council's November 2021 Trending in Travel Report, the pandemic helped drive consumers to pay closer attention to their human impact on the environment and to seek more sustainable options in how they travel. But while intentions are strong, behavior has not always aligned with these values and the message isn't reaching everyone. The WTTC suggests that the trend toward sustainable travel will continue, but destinations must **support the visitor with clear information about sustainable options in order drive consumers to take more responsibility.**

Methods, steps and tools applied

How was the good practice implemented?

The Breckenridge Tourism Office stepped up to the challenge by creating a visitor and guest services **information and marketing campaign** that focuses on preserving and protecting the spirit of our special mountain town and the natural wilderness beloved by the community and visitors. By inviting the visitor to „embrace the spirit,“ the B Like Breckenridge campaign „reminds us to act with intention. To be thoughtful in how we interact with nature, wildlife and one another. And to do our part daily, however big or small, to preserve and protect our communities, our natural environment, and our world.“

[The campaign runs from April through December and covers radio, newspaper and connected TV.](#) It geo-targets Summit County (where Breckenridge is located) and surrounding areas. It is designed to reach visitors once they're in Breckenridge, not drive visitors to Breckenridge. Fifty-six different visitor tips are highlighted throughout the campaign to address visitor behavior. For example, a radio spot states, „This is Sarah from Breckenridge Ski Resort with your B Like Breckenridge Tip of the Week. We all love the outdoors, so help us protect our natural environment for generations to come by following Leave No Trace principles while out exploring. For more tips, visit B Like Breckenridge dot com.“ Over 117 ads will run in print media, 2,526 total radio spots, and :15 and :30 second commercials across 44 TV networks for a total of 1,254,873 estimated impressions.





It addresses the three pillars of sustainability by providing visitor tips related to a wide range of behaviors. Examples include:

- Environmental – Tips including using refillable water bottles and reusable shopping bags to reduce single use plastic usage in addition to how to behave around wildlife and Leave No Trace.
- Social – Tips reminding guests and locals alike to be patient and kind (Kindness can move Mountains).
- Economic – Tips include protecting our cultural and heritage, reasons why people visit Breckenridge.

B Like Breckenridge supports [Care for Colorado](#), [Leave no Trace](#), [SustainableBreck](#), and [Mountain IDEAL](#) as well as the BYOB movement to reuse water bottles and shopping bags to reduce single use plastics. Additionally, the [Tree-Hugger Challenge](#) is a fun, interactive way that visitors can engage by testing their knowledge of living with wildlife, sticking to the trails, going carless while in town, know before you go, and leave no trace.

B Like Breckenridge is part of our beliefs and is incorporated throughout the Breckenridge Tourism Office website and lives in the destination's brand. Lodging partners have access to a tool kit allowing them to message pre-arrival guests with what they can expect when visiting Breckenridge. There is also a robust local marketing campaign covering TV, Print and Radio with over 70 tips of how to B Like Breckenridge all done by local community members. On site in town activation is currently under way with a three tier activation approach: 1. Awareness and Education 2. Engagement and action and 3. Tactics that encourage talk ability or word of mouth to encourage organic discussions.

Key success factors

What helped you tackle the issues?

The success of this campaign stems from the interagency support by the Town leadership, Tourism Office, SustainableBreck program, Open Space and Trails program, Colorado Tourism Office and the community at large. Breckenridge has a tremendous amount of support for all things related to responsible stewardship which is engrained in our ethos as a community.

Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

Fortunately, because of the entire community's support for responsible stewardship, and the fact that these beliefs have been part of our ethos and brand, there were few local challenges to overcome. In fact, support for these types of programs have been welcome and appreciated as it further reinforces the quality of life for residents. Educating guests that maybe do not have the same





ethos around responsible stewardship is our biggest challenge we will face moving forward. We will continue to monitor our reach and engagement through our visitor intercept survey research and participation in the Treehugger Challenge.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice?

B Like Breckenridge helped drive Breckenridge's recognition as a Mountain IDEAL destination in 2021 and was the first initiative derived from the 2019 Destination Management Plan.

The measure used to track success has been through intercept survey results. Specifically, researchers ask about awareness of B Like Breckenridge and awareness of overall responsible stewardship. The summer 2021 research study saw a response rate of about 40% awareness of responsible stewardship - up from single digits before B Like Breckenridge was launched. The campaign is still running, but we will continue to track awareness of the campaign as well as sustainability metrics through the SustainableBreck program and Mountain IDEAL certification.

By asking everyone to B Like Breckenridge wherever they may travel, the destination can export our values to help drive sustainable tourism practices globally to leverage greater action. B Like Breckenridge is something to live and travel by.

Additional references

Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

[BLB Media.mp4](#)

[B Like Breckenridge Collateral](#)

[Embrace The Spirit | GoBreck](#)

[B Like Breckenridge - Breckenridge, Colorado \(gobreck.com\)](#)

B Like Breck :30 [Frame.io](#)

[B Like Breckenridge Video 1:53](#)

No Car, No Problem <https://youtu.be/A4L4XkuS2CY>

[How Breckenridge, Colorado, Is Becoming a Top Sustainable Travel Destination](#)

[\(matadornetwork.com\)](#)

[Mountain towns reconsider pros and cons of robust tourism | Amiee White Beazley | NewsBreak Original](#)

