

Turning Strategy into Actions

Aspen Destination Management Plan Actions

The Aspen Destination Management Plan (ADMP) is more than a vision – it's a roadmap guiding our efforts to harmonize the needs of residents, visitors, and the environment.

This page details the concrete actions we're implementing to achieve the ADMP's strategic objectives. From engaging the community in meaningful dialogue to promoting responsible tourism and preserving our cherished small-town character, discover how the Aspen Chamber Resort Association is leading initiatives that ensure Aspen remains a vibrant and sustainable destination for generations to come.

Updated May 8, 2026

Engage in 360-degree feedback with residents and industry

Phase I - Lead

Plan Recommended Action

Utilize a platform for community engagement.

- An example of a platform that has been used successfully for civic engagement and community decision making is CitizenLab. It is a community engagement platform, allowing governments to engage residents, manage input, and make decisions.
- An engagement platform can be a mechanism for residents to regularly share their concerns and crowdsource solutions.
- It can also serve as a community education dashboard to keep residents informed on ACRA's current and future actions.

Progress:

ACRA implemented a weekly ACRA Community Dashboard in the Aspen Daily News in 2024. The Dashboard covered everything including occupancy for the week, transportation updates, local's tips, and events happening in Aspen that week. We paid a weekly advertising price to publish this dashboard, and the impact was minimal. We have discontinued the implementation of this tool.

Plan Recommended Action

Whether through an engagement platform or other communication strategies, there is a need to improve resident awareness of ACRA's role/successes and the value of tourism to Aspen.

Progress:

ACRA has been out in the Field presenting to and getting feedback from different segments of the community including Aspen Mastermind, ACRA board of directors, and arts & culture organizations.

Plan Recommended Action

Potential focus areas for engagement include strategizing with residents regarding visitor pressure, crowdsourcing solutions to preserve the small-town character, and understanding priorities for sustainability initiatives.

Plan Recommended Action

Utilize existing communications with member businesses to communicate locally what ACRA is already doing.

Progress:

ACRA is constantly communicating what we are doing. We connect with our board at monthly meetings and communicate with our membership through monthly newsletters and during quarterly events and our annual report. We have made a concerted effort to engage with local media so they are also aware of our programming and initiatives.

2025 Resident Sentiment study found high awareness of ACRA initiatives & the ADMP: "Awareness of ACRA's Aspen Pledge and How To Aspen is high, at nearly eight in ten (78.8%) respondents, up +13.8 points compared to the previous study. The majority of respondents (95.3%) are aware of at least one of the ACRA tourism initiatives. Over two-thirds (68.5%) said they are aware of the Aspen Destination Management Plan (ADMP), an increase of +11.6 points compared to the previous study. Of those aware of the ADMP, six in ten (61.0%) said that they feel their attitude towards tourism has improved, up +14.5 points compared to the previous study."

Plan Recommended Action

It will be important to engage different subsegments of residents, including permanent residents and temporary residents or second-home property owners.

Progress:

[Resident Sentiment Study 2022-2023](#)

[Resident Sentiment Study 2025](#)

Enhance visitor education

Phase I - Lead

Plan Recommended Action

It is important for visitors and second-home property owners to be aware of the sensitivities of the community. Teach them to admire the way you respect each other and nature. Promote “The Aspen Way”, “Mountain Ethos”, and the “mind, body, spirit” mentality of experiencing Aspen to potential visitors in a campaign that reveals the DNA of Aspen. This will set clear expectations of visitor behavior.

Progress:

[How To: Aspen](#)

[Tag Responsibly](#)

[Aspen Pledge](#)

- Aspen Pledge posters on We-Cycle stations in Aspen, summer 2022 & 2023 & 2024

[Good Neighbor Guide](#)

[New Resident Packet](#)

[Petal it Forward Campaign](#)

Promoting kindness in a digital campaign for Winter 2024 leading back to this blog: <https://aspenchamber.org/blog/winter-kindness-aspen-small-acts-make-big-difference>

The outdoor report with Aspen Public Radio encourages responsible visitation and etiquette tips. This campaign ran in the summers of 2024 & 2025 and will again in 2026.

[Mind, Body & Spirit](#)

New in summer 2026, the 4x9 Rack Card with high level welcome information to be given to residents hosting friends & family.

Plan Recommended Action

Revisit and expand on the Aspen visitor pledge. Make the pledge more visible and accessible.

Progress:

The new [Aspen Pledge](#), relaunched in 2022, added lines to address kindness, alternate transportation and diversity. ACRA started making a donation of \$18.80 for each pledge signed, up

to \$50,000. Donations will go to signers' choice of Independence Pass Foundation or Roaring Fork Outdoor Volunteers.

The Aspen Pledge is running in digital local campaigns as well as being distributed on WeCycle panels around town. It has been included in local print publications.

The Aspen Pledge Video had a visual presence at the Aspen Airport for several years (2023, 2024, 2025). The pledge was also the call to action for the Public Lands & Waters Campaign in the winter of 2025-2026.

Plan Recommended Action

Promote arts and culture even more. History, heritage, and cultural events distinguish Aspen from neighboring locations and is a source of pride for residents.

Progress:

ACRA partnered to create the [Colorado Historic Opera Houses Circuit](#). Co-hosted influencers in the summer of 2023 to help promote the circuit on social media.

[Roaring Fork + Farm Map](#)

ACRA digital co-op partnerships for arts & culture organizations in 2022 & 2023.

ACRA's influencer policy includes attending a minimum of one cultural activity during their visit to promote on social media.

ACRA hosted [Edge Outdoors](#) in the summers of 2023, 2024 & 2025 and collaborated with the Aspen Historical Society and Skyler Lomahaftewah to share indigenous wisdom. During the retreat the Aspen Historical Society led a program with Skyler Lomahaftewah, a Northern Ute Tribal member, called **Seasons of the Nuche; Tales of the Ute People**. In this program they shared the history of what it is was like for the native people in Colorado and what happened in the 1880's leading to their forced removal. Skyler also shared his experience on being a modern-day Ute/American.

The Arts & Culture report with the Aspen Public Radio was a campaign designed to enhance cultural vibrancy. The campaign was live in summer 2024, 2025 and will run again in 2026.

Alongside our agency of record, BVK, our new creative campaign launched in 2025 is a direct reflection of the Bauhaus legacy in Aspen and incorporates arts & culture as a key differentiator. The campaign evolved for summer 2026 incorporating all of those same elements.

The 2026 redesigned [website](#) leans into a Bauhaus inspired design.

Plan Recommended Action

Communicate what it means to contribute to the community and preserve its small-town character.

Progress:

ACRA partnered with local influencer Tae Westcott to create a short form video per month that highlighted a local and/or local business in the Aspen community. These videos were shared on the Aspenco social channels including Instagram, Facebook, X, TikTok, and YouTube Shorts.

ACRA launched the [Petal it Forward campaign](#) in the summer of 2024. The Petal it Forward campaign was a community wide gesture of kindness to give thanks to those who have left a positive impact on our community. We invited both locals and visitors to visit our pop-up flower cart at several activations throughout the summer, pick up a flower and 'petal' it forward to a community member of their choosing.

Beginning in January of 2024, ACRA began supporting the Friday Breakfast club for Buttermilk Uphills and sponsors the breakfast at 50% off for all participants contributing to a sense of community & small-town character.

ACRA produces the annual Wintersköl celebration.

ACRA partnered with the Aspen Center for Environmental Studies on the Potbelly Perspective series in 2024, 2025 and 2026.

Plan Recommended Action

Showcase internal and external sustainability initiatives to demonstrate that ACRA is modeling ideal visitor behavior.

Progress:

[Sustainability](#)

Aspen won a place among the [2022 Green Destinations Top 100 Stories](#) in recognition of our efforts towards responsible tourism and distinctive appeal.

Aspen was among the [2023 Green Destinations Top 100 Stories](#) for blending arts & culture programming with sustainability.

Aspen won a place among the [2024 Green Destinations Top 100](#) Stories for Climate Actions and Commitment plans.

Again in 2025 Aspen won a place among the [2025 Green Destinations Top 100](#) Stories for Restoring Community Connection.

Aspen received [Mountain IDEAL certification](#) in July 2024. ACRA continues to keep Aspen accredited.

ACRA partnered with the City of Aspen to develop the [Colorado Green Business Network of Aspen](#), the first sustainability program for businesses specific to Aspen, with additional business participation each year.

Aspen earned a place in the [Good Travel Guide](#) in 2022, 2023, and 2024.

Address traffic and congestion issues

Phase II - Advocate

Plan Recommended Action

Advocate for free bus service from Aspen to Glenwood.

Progress:

In the fall of 2025 (October 1 - November 30) there was a zero-fare pilot program for regional routes with [Roaring Fork Transportation Authority](#). This resulted in a 3.96% increase in ridership YOY in October. The pilot program was a success but ultimately will result in a loss of fare revenue to RFTA which in turn would increase operating costs. The current path forward is to restructure fares and pass programs.

Plan Recommended Action

Encourage visiting Aspen without a car and develop an education campaign showing that Aspen is small and very walkable and accessible to other low-impact forms of transportation.

Progress:

A new line was added to the [Aspen Pledge](#): I WILL TRAVEL BY FOOT, BIKE, OR BUS WHEN I CAN, AND DRIVE CAREFULLY WHEN I CANNOT.

We-Cycle station posters in 2023 "I will travel by foot, bike, or bus when I can. Explore responsibly."

An "[Experience Aspen Car-free](#)" blog was created and pushed out in a social campaign to visitors.

Plan Recommended Action

Start the process of turning Aspen into a walking and cycling city such as Seville, Paris, Barcelona, Copenhagen, et cetera.

Plan Recommended Action

Address the impacts of other tourism economies on Aspen, for example, the visitor pressure from Snowmass.

Plan Recommended Action

Promote safe driving and encourage both locals and visitors to drive slower.

Progress:

A line was added to the [Aspen Pledge](#): I WILL TRAVEL BY FOOT, BIKE, OR BUS WHEN I CAN, AND DRIVE CAREFULLY WHEN I CANNOT.

[Reduction of speed limits](#)

Plan Recommended Action

Make bridges into a toll bridge (for example, Maroon Creek Bridge) to discourage too much traffic. The toll could be free for residents.

Progress:

From 2025 - 2026, ACRA President & CEO, Debbie Braun, participated in the [Coalition for 21st Century Transportation](#) and the findings of that report will be released soon.

Plan Recommended Action

Consider advocating for a direct shuttle between the airport and downtown.

Progress:

ACRA & the Fly Aspen Snowmass Committee did due diligence with researching and receiving a proposal from Downtowner, a proven solution for the downtown core, to provide transportation between the airport and downtown. The proposal was steep and without hard numbers on how many people would utilize this service, the idea has been tabled to follow airport redevelopment.

Preserve and regenerate the natural environment

Phase II - Lead + Partner + Advocate

The City of Aspen's Council adopted science-based targets for greenhouse gas emissions reductions in 2022 (63% reduction by 2030 and 100% reduction by 2050).

Plan Recommended Action

Establish sustainability goals for Aspen's visitor economy.

- Use the GSTC Destination Criteria as guidelines for establishing relevant indicators and setting ambitions.

- GSTC Criteria are informed by the UN Sustainable Development Goals and have been tailored for the tourism sector.

Progress:

Aspen won a place among the [2022 Green Destinations Top 100 Stories](#) in recognition of our efforts towards responsible tourism and distinctive appeal.

Aspen was among the [2023 Green Destinations Top 100 Stories](#) for blending arts & culture programming with sustainability.

Aspen earned a place in the [Good Travel Guide](#) in 2022, 2023, and 2024.

Aspen won a place among the [2024 Green Destinations Top 100](#) Stories for Climate Actions and Commitment plans.

Again in 2025 Aspen won a place among the [2025 Green Destinations Top 100](#) Stories for Restoring Community Connection.

Aspen received [Mountain IDEAL certification](#) in July 2024, verified by the GSTC.

The City of Aspen developed the [Aspen Sustainability Action Plan](#) as a roadmap of the goals, objectives, and action items to accomplish their science-based targets of reducing greenhouse gas emissions (GHG) by 63.4% by 2030 and 100% by 2050. This plan looks at what the City of Aspen can achieve or plan for in the next five to seven years. This document will be updated regularly as they accomplish items and adapt to changing science, climatological conditions, and national dynamics.

Plan Recommended Action

The Aspen Center for Environmental Studies could be a helpful partner to identify focus areas and amplify advocacy efforts.

- Build on the great work ACRA is already doing regarding the Comprehensive Recreation Management for Aspen and the surrounding area.
- Consider executing a carrying capacity study to identify areas in addition to [Maroon Bells](#) that would benefit from visitor quotas, reservation systems, and/or dynamic pricing (e.g., increased fees during high-use periods).

Progress:

ACRA is a partner in the Maroon Bells Transportation Group. Reservations can be found here: www.visitmaroonbells.com and the reservation system as well as the public/private partnership to arrive at this solution is celebrated throughout the state of Colorado.

ACRA is a funding partner for the Maroon Bells Comprehensive Recreation Management Plan.

Forest Service approved a special recreation permit fee for overnight camping in the most heavily impacted areas of the Maroon Bells-Snowmass Wilderness to better manage and protect the iconic wilderness destination.

ACRA partnered with the Aspen Center for Environmental Studies on the [2024 Potbelly Perspectives series](#).

ACRA partnered with the Aspen Center for Environmental Studies on the [2025 Potbelly Perspectives series](#).

ACRA partnered with the Aspen Center for Environmental Studies on the [2026 Potbelly Perspectives series](#).

Plan Recommended Action

The Aspen Indigenous Foundation is also a potential partner to enhance sustainability efforts. It is vital to respect and learn from Indigenous principles and practices.

- One of the organization's key strengths is community education by sharing Indigenous wisdom.

Progress:

[Land Acknowledgement](#)

ACRA hosted [Edge Outdoors](#) in the summers of 2023, 2024 & 2025 and collaborated with the Aspen Historical Society and Skyler Lomahaftewah to share indigenous wisdom. During the retreat the Aspen Historical Society led a program with Skyler Lomahaftewah, a Northern Ute Tribal member, called Seasons of the Nuche; Tales of the Ute People. In this program, they shared the history of what it is like for the native people in Colorado and what happened in the 1880's leading to their forced removal. Skyler also shared his experience on being a modern-day Ute/American.

Plan Recommended Action

Advocate for the preservation of land outside of the urban growth boundary.

Plan Recommended Action

Work with stakeholders to raise funds that support the preservation and regeneration of the natural environment. This could include:

- Introducing an eco-fee on tourism-related purchases such as restaurants, tourism operators, events, et cetera.

- Holding an annual sustainable event to raise awareness and funds for a specific ecosystem or species under threat.
- Introduce a fee on large groups that visit during busy periods.

Progress:

[Pledge for the Wild partnership](#) (2020-2022)

[Donations to Independence Pass Foundation and Roaring Fork Outdoor Volunteer through Aspen Pledge Signatures](#)

Maroon Bells e-bike fee added in 2026 with the fee going to the U.S. Forest Service/White River National Forest to support management of the Maroon Bells Scenic Area.

Plan Recommended Action

Track progress and measure the sustainability of the destination.

- GreenStep is one service provider that provides destinations with sustainability assessments and certification.

Progress:

Aspen won a place among the 2022 Green Destinations Top 100 Stories in recognition of our efforts towards responsible tourism and distinctive appeal.

Aspen was among the [2023 Green Destinations Top 100 Stories](#) for blending arts & culture programming with sustainability.

Aspen won a place among the [2024 Green Destinations Top 100](#) Stories for Climate Actions and Commitment plans.

Again in 2025 Aspen won a place among the [2025 Green Destinations Top 100 Stories](#) for Restoring Community Connection.

Aspen received [Mountain IDEAL certification](#) in July 2024.

ACRA partnered with the City of Aspen to develop the [Colorado Green Business Network of Aspen](#), the first sustainability program for businesses specific to Aspen.

Aspen internally tracks progress through our Mountain Ideal platform which serves as toolkit to track sustainability progress and is regularly updated and reviewed by Green Destinations.

Accelerate reduction of the carbon footprint of tourism

Phase III - Lead + Partner + Advocate

Plan Recommended Action

In the tourism sector globally, roughly 75% of emissions can be attributed to transportation. Air and road emissions will be the largest contributors to transportation emissions in Aspen.

- ACRA can use this information as a proxy to focus climate action on transportation-related emissions.
- Work with visitor economy stakeholders to provide incentives (discounts, access, preferential treatment) for more people to use public transportation and EVs.
- Advocate for a quota on private jet arrivals, introduce a private jet tax, and/or a plan to reduce airport emissions through a commitment to sustainable forms of aviation.
- Some current and future forms of sustainable aviation include bio-fuels, green hydrogen, and battery-powered aircraft.

Progress:

[Atlantic Aviation's carbon offset program at Aspen FBO](#)

[Green City of Aspen programs](#)

[Group business travel offset through The Good Traveler](#)

ACRA has partnered with RFTA to offer reduced fares to ACRA member businesses to incentivize ridership among local employees.

Plan Recommended Action

Leverage ACRA's strength in communication to execute educational initiatives.

- Bring awareness to the visitor economy's impact on climate change and visitors' responsibility to be part of the solution.
- This could include supporting the partnership between Aspen Skiing Company and Protect Our Winters (POW) or finding new partnerships with climate action organizations to find innovative ways to raise awareness and encourage action.

Progress:

[The Travel Beyond Podcast - Aspen Season](#)

ACRA partnered with the City of Aspen to develop the [Colorado Green Business Network of Aspen](#), the first sustainability program for businesses specific to Aspen.

ACRA also participates in the Care for Colorado Coalition and the Climate Champions program with the Colorado Tourism Office.

June 2026 hosted 4 national media for our first Sustainability FAM

Plan Recommended Action

Establish climate action goals.

- Aligning with the Paris Agreement targets should be a minimum threshold to achieve. Ideally, stronger targets will be established to show leadership.

In 2023 the City of Aspen released their Aspen Sustainability Action Plan to help reach a goal of reducing greenhouse gas emissions by 63.4% by 2030 and 100% by 2050. More [information can be found here.](#)

Improve the visitor and resident experience

Phase I - Lead + Partner

Plan Recommended Action

Limit actions to promote the off-season. Many residents indicated that seasonal dispersal is not the path they want to pursue.

Progress:

- ACRA eliminated "early-spring" or Secret Season acquisition marketing campaign in 2022 to protect the spring off-season.

ACRA also moved Winterskol from a very busy time period in January to early December, which removed pressure from an overbooked timeperiod and brought the event back to its roots as a heritage celebration.

Plan Recommended Action

Co-create a campaign with residents with the objective of preserving the soul of Aspen. Determining how to preserve the soul of Aspen will enhance both the visitor and resident experience.

Progress:

ACRA launched the [Petal it Forward campaign](#) in the summer of 2024. The Petal it Forward campaign was a community wide gesture of kindness to give thanks to those who have left a positive impact on our community. We invited both locals and visitors to visit our pop-up flower

cart at several activations throughout the summer, pick up a flower and 'petal' it forward to a community member of their choosing.

Each year ACRA honors Wintersköl Royalty, an ongoing collaboration with residents that honors the spirit of community.

Plan Recommended Action

Work with operators to develop tourism experiences to engage visitors on a deeper level, limiting mass tourism offerings and emphasizing the development of transformational niche experiences.

Progress:

[Roaring Fork + Farm Map](#)

[Colorado Historic Opera Houses Circuit](#)

Plan Recommended Action

Improve and rethink wayfinding, particularly in directing visitors to low-impact experiences.

Progress:

ACRA worked with community partners to incorporate a new Visitor Center into the planned Armory redevelopment project, creating an enhanced space for visitor education, orientation, and stewardship messaging.

Plan Recommended Action

Maintain some backstage experiences for residents. Decide which experiences should be reserved for residents with community input.

Progress:

The USFS informed ACRA that they would prefer to have the volume of people at the trails that can handle the visitation because they have the infrastructure in place. ACRA stopped promoting “lesser known” trails, a previous dispersion tactic.

ACRA avoids actively promoting summer recreation on the North Star Nature Preserve.

At the December 2024 Wintersköl ACRA introduced the [Ice Breaker Bash](#), an event for local community members to come together, reconnect, meet new neighbors, and soak in the winter vibes in the heart of our community.

Plan Recommended Action

Better support small local businesses. One way to accomplish this is to set up a cross-selling program where businesses are incentivized to refer customers to other local businesses.

Progress:

[7908 Reasons to Spend Local](#)

[Aspen Holiday Gift Guide](#)

[10 Aspen Gifts for the Holiday](#)

[Community Discounts](#)

[Mother's Day Gift Guide](#)

ACRA partnered with the City of Aspen to develop the [Colorado Green Business Network of Aspen](#), the first sustainability program for businesses specific to Aspen.

Summer 2026 monthly extended shopping hours supported by an ACRA campaign.

Diversify visitor markets

Phase I - Lead

Plan Recommended Action

Stop advertising to your direct-fly markets. Aspen is a very established brand, and people will not stay away because they do not see the ads anymore.

Progress:

ACRA advertises to both direct-fly markets as well as markets outside of the direct flight routes.

Plan Recommended Action

Stop advertising to the luxury market for now since these individuals will visit anyways.

Progress:

Given the cost of the entire Aspen experience, this is not a recommended action that we believe is worthy of implementation.

Plan Recommended Action

Pursue passion- and value-based targeting instead of geography and demographics. Invest in netnographic research (“passionography”).

Progress:

ACRA includes values in our targeting, alongside geography and demographics, to ensure we are targeting potential visitors who value things like sustainability and arts & culture in alignment with our community.

Plan Recommended Action

Make sure diverse audiences see themselves in promotional and educational material.

Progress:

[How to get outdoors in Aspen if you are living with a disability](#)

Hosting diverse influencers

Hiring diverse models for new video and photo assets

Hosted [Edge Outdoors](#) in the summer of 2023, 2024 & 2025. Conducted photoshoots throughout their retreat to use in marketing & other promotional material.

Partnered with the Colorado Tourism Office for a summer of 2024 shoot where we utilized diverse models.

[Aspen Accessibility](#)

Partnered with [Wheel the World](#) to improve accessibility information and trip-planning resources for travelers with disabilities.

[5 Accessible Trails Near Aspen](#)

Plan Recommended Action

Continue efforts for multilingual communications (particularly Spanish).

Progress:

ACRA translated the new Aspen Pledge into Spanish: <https://aspenchamber.org/espanol>

ACRA ran ads in RFTA summer 2024 that were in Spanish.

In 2024 we added UserWay to the [website](#) which allows for total site translation to the language of your choosing.

The public lands and waters campaigns were bi-lingual.

Special events in 2026 will have Spanish language translation for advertising and collateral.

Plan Recommended Action

Increase efforts to be a cultural tourism concierge since this is an important aspect of Aspen's DNA and the type of visitor that aligns well with Aspenites' values.

Progress:

[Wheeler Opera House](#) Visitor Center

[Colorado Historic Opera Houses Circuit](#)

Ran an Arts & Culture report with the Aspen Public Radio in the summer of 2024, 2025 and again in 2026 to enhance cultural vibrancy.

Bauhaus inspired [website](#) redesign.

Arts & culture events incorporated more smoothly into the [website](#).

Plan Recommended Action

Engage with the Aspen Indigenous Foundation to support their initiatives, develop cultural experiences, and attract passion-aligned visitors.

Progress:

ACRA hosted [Edge Outdoors](#) in the summer of 2023, 2024 & 2025 and collaborated with the Aspen Historical Society and Skyler Lomahaftewah to share indigenous wisdom. During the retreat the Aspen Historical Society led a program with Skyler Lomahaftewah, a Northern Ute Tribal member, called **Seasons of the Nuche; Tales of the Ute People**. In this program, they shared the history of what it was like for the native people in Colorado and what happened in the 1880's leading to their forced removal. Skyler also shared his experience on being a modern-day Ute/American.

Catalyze sustainable choices

Phase I - Lead + Partner + Advocate

Plan Recommended Action

Catalog and promote experiences that have low impact and ideally positive social benefits, such as biophilia-based activities.

Progress:

Partnered with the Roaring Fork Valley Destination Alliance and Roaring Fork Volunteer Outdoors to promote voluntourism opportunities throughout the valley in 2024.

Plan Recommended Action

Increase the highlighting of sustainable restaurants (plant-based and locally sourced ingredients), for example, in recommended itineraries.

Progress:

[Farm to Table Dining Blog](#)

[Explore Locally Grown Produce](#)

[Aspen Foodie Itinerary](#)

[Colorado Green Business Network of Aspen: Bosq](#)

[Colorado Green Business Network of Aspen](#) includes more than just restaurants.

Plan Recommended Action

Feature public transportation and other forms of low-impact transportation as the primary way to get around. Feature offsetting options through The Good Traveler when air transportation is mentioned.

Progress:

The Good Traveler - Aspen Pitkin County Airport partnership. ACRA offsets all employee work travel through this program.

[Group business travel offset through The Good Traveler.](#)

We-Cycle station posters in 2023 "I will travel by foot, bike, or bus when I can. Explore responsibly."

[Experience Aspen Without a Car](#)

While it may seem counterintuitive, ACRA's support of the Airport Modernization Plan is a step towards preparing our airport for improved environmental efficiencies as well as incorporates the future airport into multi modal transportation initiatives throughout the valley which will reduce congestion.

Plan Recommended Action

Continue to encourage voluntourism activities such as tree planting, clean-ups, or other activities that have restorative and regenerative effects.

Progress:

[Corporate Social Responsibility](#)

Partnered with the Roaring Fork Valley Destination Alliance and Roaring Fork Volunteer Outdoors to promote voluntourism opportunities throughout the valley in 2024.

Plan Recommended Action

Signal to operators that more attention will be focused on sustainable experiences and operations so that they are incentivized to reshape their offerings.

Progress:

[Colorado Green Business Network](#) businesses are highlighted and promoted on ACRA's website and social media.

Plan Recommended Action

Expand eco-friendly signage and markings on maps so that visitors are more likely to participate in sustainable offerings.

Plan Recommended Action

Encourage Chamber members to improve sustainable sourcing practices.

Progress:

Launch of the [Colorado Green Business Network of Aspen](#).

Plan Recommended Action

Encourage the respect of Indigenous principles and promote Indigenous experiences more.

Plan Recommended Action

Work with government and industry stakeholders to develop a plan to phase out single-use plastics.

Redefine visitor economy opportunities

Phase III - Lead & Partner

Plan Recommended Action

Ensure that an expanded definition of visitor economy-related businesses understand how integral they are to the tourism industry and feel the benefits of tourism. This initiative is about bringing stakeholders together and building relationships.

Plan Recommended Action

Look at opportunities/experiences regionally that could have lower impact, such as hiking between towns.

Progress:

[Aspen to Crested Butte Hike Guide](#)

[Roaring Fork + Farm Map](#)

Plan Recommended Action

Engage residents to assist in defining the types of tourism experiences/businesses they want in the destination. This can be accomplished through 360-degree feedback initiatives.

Progress:

[Destination Uplift](#) is a program offered to member businesses. The program is designed to help businesses attract visitors, stay head of trends, provides educational webinars and a content library.

Plan Recommended Action

The DMO can suggest and advocate for evolving job opportunities in tourism that residents benefit from: - Free tours: leverage the freetour movement and engage local tour guides. - Farm-to-table concepts: support local food producers and restaurants. - Niche travel: target aligned travelers who have a positive impact on locals. - Travel with subject experts: local experts will be needed, from birdwatchers to uphill skiers. - Immersive tourism: create possibilities for people that want to stay longer.

Progress:

[Farm to Table in Aspen](#)

[Colorado Historic Opera Houses Circuit](#)

[Roaring Fork + Farm Map](#)

Advocate for housing crisis solutions

Phase II - Advocate

Plan Recommended Action

By actively promoting Aspen's "mind, body, spirit" mentality, perhaps ACRA can encourage all residents to give back.

Progress:

[Aspen Pledge](#)

[Petal it Forward](#)

[Mind, Body & Spirit](#)

Plan Recommended Action

Advocate for a tax on short-term rental properties where the funds are allocated towards affordable housing initiatives.

Progress:

In the November 8th, 2022, election, registered voters approved a [short-term rental measure](#) on the ballot.

Plan Recommended Action

Support or advocate for a short-term accommodation study that supports the ongoing discussion with reliable data.

Progress:

[Transient Inventory Study](#) will be updated again in 2026.

Plan Recommended Action

Advocate for the development of additional affordable housing and affordable housing ratios.

Progress:

President & CEO Debbie Braun [letter to the editor](#) supporting Aspen Meadows Housing project.

Plan Recommended Action

Establish a seat at the table for initiatives that are addressing the housing crisis so that the challenge is seen through a visitor economy lens, Chamber members have a voice representing them, and tourism can play a role in the solutions.

Progress:

ACRA Sponsored the 2023 Habitat for Humanity Inaugural Regional Summit on Equitable Housing Solutions for the Roaring Fork & Colorado River Valleys.

President & CEO Debbie Braun [letter to the editor](#) supporting Aspen Meadows Housing project.

Plan Recommended Action

Develop a communication strategy that demonstrates how the tourism industry is participating in housing crisis solutions.

Develop resident ambassador program

Phase II - Lead + Partner

Plan Recommended Action

Create an ambassador program. Provide incentives to locals to engage with the visitor economy and communicate the value in tourism.

- Set up Aspen Greeters to make visitors feel like guests and make them understand the community (such as the “Big Apple Greeters” program).
- Develop an “Aspenites buddies” platform that could be a digital extension of the Aspen Greeters program. This is a mechanism through which Aspenites can communicate with tourists, second-home property owners, visiting friends and relatives, and business people who visit the region. Locals could use the platform to recommend must-see events and places.
- Co-create the ambassador and buddy program with residents.

Plan Recommended Action

Encourage local industry associations to bring their events to Aspen (e.g., law conferences, et cetera)

Plan Recommended Action

Engage with local environmental groups and organize an end-of-season clean-up day. Turn this into an event that goes viral.

Progress:

ACRA sponsors Roaring Fork Outdoor Volunteer days and staff participate. Two days were sponsored beginning in summer 2022 - present.

Partnered with the Roaring Fork Valley Destination Alliance and Roaring Fork Volunteer Outdoors to promote voluntourism opportunities throughout the valley in 2024.

Plan Recommended Action

Encourage visitors to participate in voluntourism and other activities with a positive environmental and community impact.

Progress:

[Corporate Social Responsibility](#)

The Aspen Center for Environmental Studies partnered with ACRA on the [Potbelly Perspectives](#) series from 2024-2026.

Partnered with the Roaring Fork Valley Destination Alliance and Roaring Fork Volunteer Outdoors to promote voluntourism opportunities throughout the valley in 2024

Plan Recommended Action

Encourage community members through engagement and education to provide better quality customer experiences.

Progress:

[Guest Service Tips](#)

[Guest Service Appreciation Month](#)

[Member Education](#)

[Aspen Learning Lab](#)

March 2026 [Business over Breakfast](#) featured a breakout session on guest service successes.

Action with Impact

Action with Impact is an initiative to show that residents have been heard and there is something being done to address their deepest concerns.

Actions with impact are actions that express the DNA of your community and are co-created and/or executed with your residents. Actions with impact are emblematic of your strategy. They are components of the regional story and also the means of telling that story. They give substance to the messages designed for visitors and residents. Actions with Impact have intrinsic communicative power and can take the form of innovation, legislation, an attribute that residents share, or a coordinated act that expresses the region's Place DNA. Effective actions with impact are suggestive, remarkable, memorable, picturesque, newsworthy, topical, and/or poetic.

Action

Aspen needs to choose a purpose-based action that expresses the identity of the region. This type of action has multiple objectives:

- Educate and demonstrate your values.
- Boost civic pride and reinforce Aspenites' love for their home.
- A group hug during a challenging time when people are still facing the impacts of COVID-19.

Progress:

[ACRA's Core Values](#)

[Petal it Forward Campaign](#)

Action

Stakeholders mentioned during the engagement process that they appreciated previous campaigns that had intrinsic symbolic value such as "Faces of Aspen", "Heroes", and "Relax, it's Aspen". You could even turn The Aspen Pledge into a more visible and celebrated action with impact.

Progress:

Ran an International Women's Month series on our social channels that highlighted different local Aspen women and their accomplishments & contributions to the community.