



Dealing with the Effects of Elevated Tourism Impacts on Small Communities

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Due to the growing popularity of national parks and outdoor recreation, the small community of Moab has seen annual visitation numbers increase to over **three million visitors**.

- Moab City: 5,000 residents
- Grand County: 10,000 residents
- Attractions: Two national parks, one state park, the Colorado River and thousands of square miles of additional public lands.

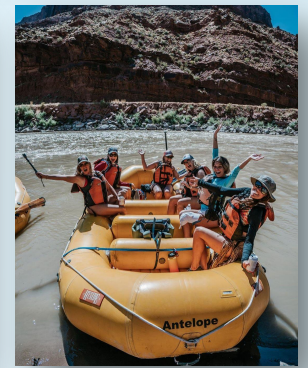
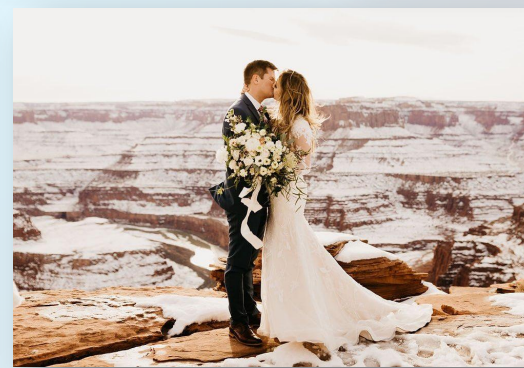




- Increasing the number of visitors is no longer a priority. Attracting a quality visitor is our goal through three critical pillars: **Education**, **Sustainability**, and **Accessibility**.
- Encourage visitors to stay longer and enjoy more.

Moab is a small town with so much to offer. For existing visitors to our national parks it is vital to focus on areas outside of the crowded parks, such as:

- 3 Scenic Byways
- La Sal Mountains
- Public Lands: Hiking, biking, canyoneering, Glamping, camping, etc.
- Colorado River: Rafting, Paddle Boarding, Kayaking, etc.



Inviting visitors to our public lands includes responsibility to:

- Educate visitors to become good stewards of the land before they arrive, and while they are in the area.
- Enlighten visitors about other recreational opportunities in the area to alleviate crowding.
- Encourage Leave No Trace Ethics.
- Engage the local community to help spread the word about the importance of preserving of our precious natural and archeological resources.

“Do It Like a Moab Local” Campaign

The "Do it Like a Moab Local" campaign was developed to gently educate the visitor by combining local tips on visiting with education on proper behavior, etiquette, and stewardship of the environment while they're here.

<https://youtu.be/onCoE-Dj8Rg>



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Moab Sustainability - The Little Community Leading the Way

Moab gets visited by millions of people each year, so we have the opportunity to lead by example when it comes to sustainability.

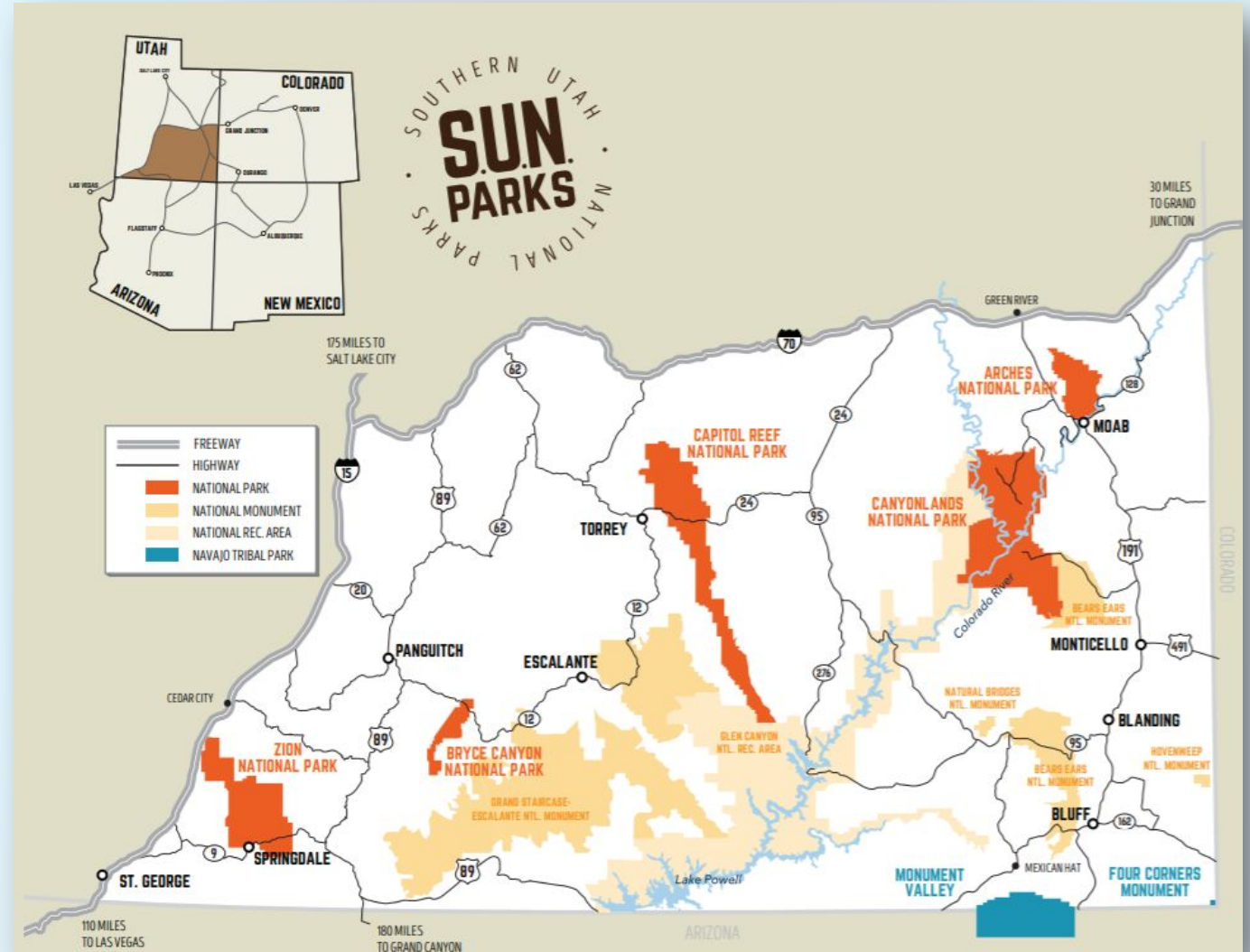
- Solar Energy
- Charging Stations
- New Water Reclamation Plant
- Dark Sky Community



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Moab is located at the heart of the Colorado Plateau, and is the gateway to Utah's The Mighty 5 National Parks and Monument Valley:

- Arches National Park
- Canyonlands National Park
- Capitol Reef National Park
- Bryce Canyon National Park
- Zion National Park



Focus on Diversity and Accessibility

- Welcome all visitors of any ability level.
- Welcome Families, women, kids, minorities.



Future Directions

To continue to educate visitors on how critical it is to travel responsibly and to preserve and protect our public lands for future generations.

Build relationships with key influencers from around the world and bring them to the area so they can experience for themselves.

