Since March 15, 2017, the Colorado Tourism Office (CTO) has been guided by the Colorado Tourism Roadmap, which spells out a strategic plan for the state’s tourism industry. The Roadmap’s STEWARD Pillar aims to Protect the integrity of Colorado resources through sustainable tourism via the following objectives:

**COLORADO SCENIC & HISTORIC BYWAYS**
In spring 2020, CTO is launching a new microsite with detailed maps, itineraries, videos and trip tips for exploring the 26 scenic byways.

**COLO-ROAD TRIPS**
Since May 2017, the CTO and industry partners have created more than 200 multi-day itineraries to inspire visits to less-traveled seasons and places. Colorado.com/Colo-Road-Trips

**CARE FOR COLORADO PRINCIPLES**
Since working with Leave No Trace to create the Care for Colorado Principles in spring 2018, the CTO has shared them with millions in videos, printed guides, posters, PR and social.

**SUSTAINABILITY TOOLKITS & WORKSHOPS**
Since 2018, the CTO has created and shared resources for Colorado tourism industry partners to steward their destinations and take part in statewide initiatives.

**COTREX**
The CTO promotes COTREX, an app developed in 2018 by the Colorado Department of Natural Resources, creating guidance to 38,000 miles of Colorado trails.

**LEAVE NO TRACE**
In October 2017, the CTO became the first state tourism agency to join forces with the Leave No Trace Center for Outdoor Ethics.

**CARE FOR COLORADO COALITION**
Building on its alliance with Leave No Trace, the CTO since 2019 has led creation of a statewide coalition to drive destination stewardship and share the Care for Colorado Principles.

**ELECTRIC BYWAYS**
The CTO is collaborating with the Colorado Energy Office, CDOT and others to install fast-charging stations by 2021 along all 26 Colorado byways to push low-impact travel.

**‘ARE YOU COLO-READY?’ DESTINATION STEWARDSHIP PLAN**
Since May 2017, the CTO and industry partners have created more than 200 multi-day itineraries to inspire visits to less-traveled seasons and places. Colorado.com/Colo-Road-Trips

**OBJECTIVE 1: DISPERSE VISITORS**
Embrace thinking that disperses visitors in productive ways.

**OBJECTIVE 2: SHARE COLORADO ETHIC WHILE HERE**
Invite travelers to embrace Coloradans’ sustainability ethic while here.

**OBJECTIVE 3: CREATE ALLIANCES**
Create alliances with other stakeholders to magnify the impact of sustainable tourism initiatives.

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**COLORADO’S BYWAYS**
Protect the integrity of Colorado resources through sustainable tourism which spells out a strategic plan for the state’s tourism industry. The Roadmap’s DESTINATION STEWARDSHIP PLAN ‘ARE YOU COLO-READY?’

Since working with Leave No Trace to create the Care for Colorado Principles in spring 2018, the CTO has shared them with millions.**