



# Partner Toolkit

V2 March 2023



# Empowering Travelers to Make a Difference

In 2022, Visit Idaho launched Travel With Care—an ongoing program and campaign focused on promoting the respectful use and care of the great Idaho outdoors among residents and travelers throughout the state. The ongoing initiative provides guidelines for ways we can all preserve the beauty and kindness that Idaho is known for.



# Goals

- To inform and empower residents and visitors to use responsible recreation tools and principles.
- To encourage awareness, consideration and usage of the Travel With Care pillars: Care for Idaho, Care for Others and Care for Yourself.
- To support the preservation and respect of Idaho's outdoor recreation spaces.
- To provide simple and helpful guidelines for residents and visitors to use when recreating, whether they are visiting local businesses, enjoying the outdoors or encountering wildlife.
- To equip partners with Travel With Care messaging, brand assets and concepts to support responsible recreation in their respective regions.
- To encourage partners to host their own Travel With Care initiatives to encourage empowering and responsible messaging year-round.



## Core Pillars

Travel With Care is based on three core pillars that provide key guidelines for residents and visitors to consider when traveling and recreating throughout the state.



## Care for Idaho Principles

Leave the land better than you found it.

Practice fire safety. Make sure your fire is completely extinguished before leaving.

Learn about the wildlife living in the area(s) you plan to visit and how to interact safely and responsibly.

If you pack it in, pack it out. Leave room in your vehicle to haul your trash.



# Care for Others Principles

Support local businesses whenever possible by buying food, gear, gas, etc. in the communities you visit.

Be courteous to others

Be welcoming and respectful to those with whom you may be sharing recreational spaces.

Be patient with service industry personnel when visiting local businesses.



# Care for Yourself Principles

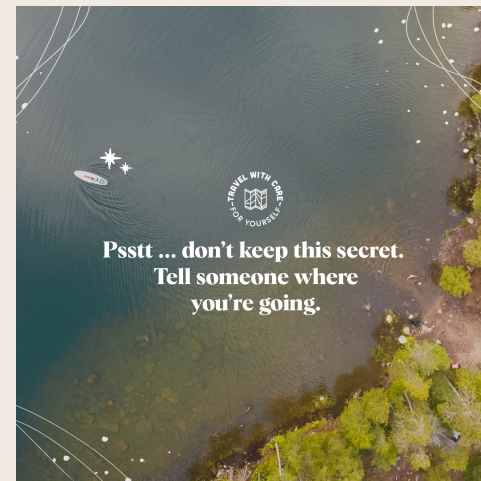


Stay hydrated by packing a reusable water bottle.

Know your limits. Research the area you will be adventuring to understand the terrain.

Be sure to let someone know where you will be adventuring.

Have a plan B ready in case your original itinerary doesn't work out.





## What You Can Do

- Continue to educate and encourage visitors by providing helpful tips and resources for their adventures on your website, social media pages and other relevant communication channels.
- Make the Travel With Care initiative your own. Plan a unique event, like a clean-up or maintenance event, and then create your own content and share your stories.
- Partner with outdoor-focused organizations to create an event addressing key issues and trends they see as a result of frequent land use.
- Reach out to partners and businesses in your community, encouraging them to participate and/or support your Travel With Care event.
- Use #visitidaho and #travelwithcareidaho when posting about events so we can follow and share your efforts across Visit Idaho's social media pages.
- Use the assets provided in this toolkit to share Travel With Care messaging with your followers and communities.
- Share this toolkit with your partners and local businesses to encourage them to get involved.





# 2022 Launch Event

Visit Idaho kicked off Travel With Care with an event at Camel's Back Park in Boise on May 4, 2022. 20 attendees\* participated in the following activities:

- Welcome & program overview by Visit Idaho Tourism Manager Diane Norton
- Removal of markings on a sandstone wall
- Removal of noxious weeds along trails
- Removal/repair of fencing along trails

*\*Represented organizations: Idaho RV Campgrounds Association, Bogus Basin, City of Boise, U.S. Forest Service, Visit Idaho, Red Sky and Madden Media*



# 2023 Visit Idaho Event

For this year's event, Visit Idaho is partnering with the Idaho Department of Parks and Recreation at Lucky Peak State Park on May 17. The team will be participating in revegetation efforts, including planting essential pollinator plants and noxious weed removal.



# Event Ideas & Inspiration

Want to plan an event in your community but not sure where to start? Consider partnering with the organizations responsible for maintaining the public spaces in your area to discover maintenance or cleanup initiatives/opportunities. Your local [parks & recreation](#) department, [Adopt-A-Highway](#) groups, the [U.S. Forest Service](#) and the [Bureau of Land Management](#) are all great resources.

Here are some activity ideas to kickstart your conversations:

- Trail maintenance
- Noxious weed removal
- Plant seeds/seedlings
- Campground maintenance
- Community Garden work
- Fire pit maintenance
- River cleanup
- Trash removal
- Highway cleanup
- Host a recreational expert for an educational event



# Sample Event Messaging

- “You’re invited to [insert event name] on [insert time, date and location]. This is coordinated in support of Visit Idaho’s Travel With Care program, which promotes the respectful use and care of the great Idaho outdoors among residents and travelers throughout the state. Join us for [insert activities] and to learn best practices for responsibly and respectfully using Idaho’s public spaces. To learn more about the Travel With Care initiative, go to [visitidaho.org/care](https://visitidaho.org/care)”
- “Join us for [insert event name] on [insert time, date and location], where you will join others in [insert activities] and to learn best practices for responsibly and respectfully using Idaho’s recreational spaces.”
- Spread the word about your event by alerting media using this sample [press release](#).





## Sample Social Media Posts

Here are some sample posts you can adapt and use on your social media channels throughout the year. Don't forget to share #TravelWithCareIdaho posts from @visitidaho on your pages. If you choose to craft your own, please use #VisitIdaho and #TravelWithCareIdaho in all posts.

- It's more important than ever to take care of the public places and spaces we treasure when traveling throughout Idaho. Whatever your preferred outdoor activity, be sure you Travel With Care with these tips from @visitidaho: VisitIdaho.org/care #TravelWithCareIdaho #VisitIdaho
- Whenever you embark on an adventure in the Gem State, it's important to Travel With Care by taking care of yourself, each other and the great Idaho outdoors. Please be sure to plan before you go, know your surroundings and leave the land better than you found it. Find more helpful tips at VisitIdaho.org/care #TravelWithCareIdaho #VisitIdaho
- Here are three ways we like to Travel With Care: 1) Research the area you'll be visiting before you set out. 2) If you pack it in, pack it out. 3) Leave the land better than you found it. What are some other helpful tips you observe when exploring the Idaho outdoors? 🗺️🧭🗑️🌱 #TravelWithCareIdaho #VisitIdaho



## Sample Social Media Posts

- Be sure to Travel With Care wherever your Idaho adventure takes you. We can all Care for Idaho by minimizing fire risks. Always make sure to put your fire out completely before leaving the firepit unattended. #TravelWithCareIdaho #VisitIdaho
- Do your part to keep Idaho friendly. As our service industry sees an increase in business, be patient and kind with staff. They're doing their best to make your experience enjoyable! #TravelWithCareIdaho #VisitIdaho
- Outdoor spaces belong to everyone. Whether you encounter another person – or wildlife – on the trail, please be respectful of their space. #TravelWithCareIdaho #VisitIdaho
- Keep Idaho's outdoor spaces clean and enjoyable. Always pack out what you pack in and leave extra room in your vehicle to haul any garbage to a designated receptacle. #TravelWithCareIdaho #VisitIdaho
- When visiting Idaho, please be kind to others, pick up after yourself, and have fun. When we work together to be kind and keep Idaho clean, we all have more fun. #TravelWithCareIdaho #VisitIdaho



## Sample Social Media Posts

- Here at [insert organization], we're choosing to Travel With Care by recreating responsibly. Join us on [insert date] at [insert location] as we [insert event details]. For more information, visit [visitidaho.org/care](https://visitidaho.org/care) #TravelWithCareIdaho #VisitIdaho
- There are many ways to recreate responsibly in Idaho. Please do your part to Travel With Care in the Gem State so we can all enjoy her beauty for years to come. Find helpful tips here [VisitIdaho.org/Care](https://VisitIdaho.org/Care) #TravelWithCareIdaho #VisitIdaho
- Be sure to Travel With Care when recreating in Idaho this year and every year. We can all Care for Idaho by leaving the land better than we found it. Be sure to pack out all your belongings, including garbage, when recreating outdoors. For more helpful tips on how you can Care for Idaho, visit [visitidaho.org/care](https://visitidaho.org/care) #TravelWithCareIdaho #VisitIdaho
- Caring for Idaho starts with caring for ourselves and others. When shopping for supplies for your trip, please consider shopping at local businesses whenever possible.  
#TravelWithCareIdaho #VisitIdaho



## Sample Reader Board Copy

- We invite you to Travel With Care. [VisitIdaho.org/care](https://www.visitidaho.org/care)
- Keep Idaho a gem. Travel With Care. [VisitIdaho.org/care](https://www.visitidaho.org/care)
- Please take care of Idaho. [VisitIdaho.org/care](https://www.visitidaho.org/care)
- Welcome to Idaho! Please #TravelWithCare. [VisitIdaho.org/care](https://www.visitidaho.org/care)
- Idaho welcomes you. Please #TravelWithCare. [VisitIdaho.org/care](https://www.visitidaho.org/care)





## Brand Assets

We encourage you to share Travel With Care-related content on your social media pages and other communication channels. Use these assets to create your own content aligning with the brand guidelines on the following pages:

- Travel With Care logos and badges (available for download [here](#))
- Download social media post frames to place over your own images:
  - [Travel With Care](#)
  - [Care for Idaho](#)
  - [Care for Others](#)
  - [Care for Yourself](#)
- Download social media images:
  - [Care for Idaho](#)
  - [Care for Others](#)
  - [Care for Yourself](#)



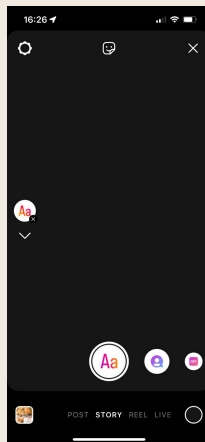


## Brand Assets

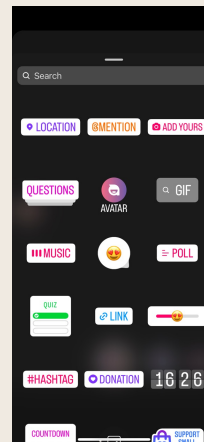
We encourage you to add branded Travel With Care GIFs to your Instagram stories. Follow the instructions below:

1. After taking your story photo or creating your slide, click the smiley face icon at the top of the screen.
2. In the search bar, type “Travel With Care Idaho.”
3. Choose from any of the branded Travel With Care GIFs.

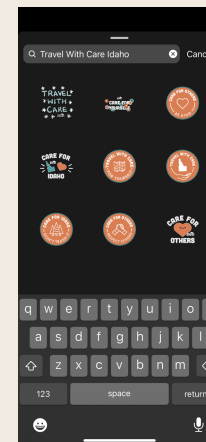
1.



2.



3.



# Brand Assets

Post one, or all, of these print-ready posters in your office, print cards to give to customers when they make a purchase or create table-top tent cards. Please encourage other businesses in your community to display them as well. Download them [here](#).



## Brand Use Guidelines

If you plan to use Travel With Care brand elements, we ask that your content aligns with the following guidelines:

- **Be Positive.** This initiative is not a finger-wag but rather a voice of support for travelers already following recommended Travel With Care best practices. Consider this a friendly reminder of how their behavior can have a positive impact on the state's recreational areas. Therefore, all messaging should positively promote responsible outdoor recreation.
- **Keep it Consistent.** While you're encouraged to adapt these elements to your own brand voice, please ensure they still align with the goals and objectives of the program. When using brand images, please be sure to include the entire image without cropping or altering the graphics. Travel With Care badges and logos should be visible in any brand imagery you use.
- **Show Rather than Tell.** Highlight how your organization is supporting Travel With Care by sharing photos and videos of attendees participating in your planned event on your social media pages.
- **Drive Your Audience to Action.** Encourage your followers to learn more about Travel With Care by driving them to Visit Idaho's [Travel With Care landing page](#).



## Your Participation & Feedback Matter

All of us play a key role in keeping Idaho's public spaces pristine. The Travel With Care initiative seeks to put this responsibility into action, which is why your participation and feedback are crucial to ensuring the program continues to evolve and improve. As you plan and hold your events and communicate with your audiences, we would love to hear your experiences and stories as well as any recommendations you have for enhancing the program. Let us know by emailing [info@tourism.idaho.gov](mailto:info@tourism.idaho.gov).

