Partner Toolkit

V3 January 2026

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VISIT IDAHO

Empowering Travelers to Make a Difference

In 2020, Visit Idaho launched Travel With Care, a statewide effort to encourage responsible travel and protect the places that make Idaho special. The program is built around three simple ideas: *Care for Idaho, Care for Yourself, and Care for Others.*

Travel With Care offers practical guidance for residents and visitors, from taking care of public lands, to planning ahead for safe recreation, to showing respect for local communities and fellow travelers. The goal is straightforward: help ensure Idaho's outdoor places remain safe, healthy, and welcoming – now and in the future.

Program Goals

- Help residents and visitors understand and practice responsible recreation.
- Clearly communicate the three Travel With Care pillars: *Care for Idaho, Care for Yourself, and Care for Others.*
- Support the long-term care and respect of Idaho's outdoor recreation areas.
- Offer clear, practical guidance for common travel experiences, including outdoor recreation, visiting local businesses, and encountering wildlife.
- Provide tourism partners with ready-to-use Travel With Care messaging and visual assets they can share in their communities.
- Encourage partners to participate in and host Travel With Care efforts that promote responsible tourism throughout the year.

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

- 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 Yourself

- 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.

Care for Others

- Support local businesses whenever possible by buying food, gear, gas, etc.
- 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.

Why You Should Participate

What Idaho residents are telling us

A 2023 Visit Idaho Resident Sentiment Survey shows both support for tourism and a concern about its impacts:

- **4 in 10 Idaho residents** view tourism as a better alternative to other forms of environmentally damaging development.
- **60% of residents** are concerned about the negative environmental impacts of tourism.

These findings highlight a clear challenge: residents value tourism, but want it managed in ways that protect Idaho's landscapes and communities.

Why You Should Participate

Travel With Care gives communities and tourism partners a clear way to address resident concerns while supporting responsible visitation and fostering resident satisfaction with tourism. Participation in Travel With Care:

- Supports the long-term preservation of the natural resources that define our destination and visitor experience – an effort that aligns with resident sentiment.
- Positions partners as trusted stewards who care for Idaho's places and reflect the values of local communities.
- Creates opportunities for community events and partnerships that put Travel With Care into practice and support local pride in welcoming visitors.
- Helps elevate destination visibility and creates meaningful on-the-ground events that draw positive attention to local stewardship efforts and supports broader destination goals.
- Provides a no-cost, ready-to-use framework that can be seamlessly integrated into existing communication and visitor education efforts.

What You Can Do

- Share simple, helpful travel tips and resources with visitors through your website, social media, and other communication channels.
- Host a local Travel With Care activity, such as a clean-up, trail day, or maintenance project, and share what you're doing with your community.
- Work with outdoor and land-use organizations to plan events that address real issues they see on the ground.
- Invite local businesses and community partners to participate in or support your Travel With Care efforts.
- Use **#visitidaho** and **#travelwithcareidaho** when posting about events so Visit Idaho can follow and share your work.
- Use the toolkit assets to share Travel With Care messages with your audience.
- Share this toolkit with partners and local businesses to help grow participation.

Putting the Principles into Practice

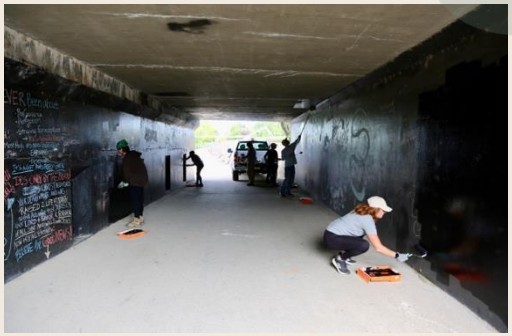
Visit Idaho practices what it preaches through its Travel With Care program with hands-on stewardship, hosting an annual volunteer event with local land and recreation partners to help care for Idaho's outdoor spaces and highlight the ongoing work required to maintain them.

2022: Camel's Back Park: Worked with Ridge to Rivers to remove graffiti and invasive weeds and repair trail fencing.

2023: Lucky Peak State Park: Partnered with Idaho Department of Parks and Recreation on revegetation, planting pollinator species and removing noxious weeds.

2024: Three Island Crossing State Park: Expanded beyond the Treasure Valley with tree care, weed removal, and park cleanup alongside Idaho Parks and Recreation.

2025: Kuna Park: Teamed up with City of Kuna Parks and Recreation and the Boise River Enhancement Network for a public cleanup focused on trash removal, brush clearing, and park maintenance.



Event Ideas & Inspiration

Not sure where to start? Consider working with the organizations that manage and care for public spaces in your community. They can help identify real maintenance and cleanup needs.

Potential partners include:

- Local parks & recreation departments
- Adopt-A-Highway groups
- U.S. Forest Service
- Bureau of Land Management

Event and activity ideas:

- Fire pit maintenance
- Trash removal
- Highway cleanup
- Host a recreational expert for an educational event
- Trail maintenance
- Community Garden work

Sample Event Messaging

Option 1
"You're invited to [event name] on [date, time and location]. This event supports Visit Idaho's Travel With Care program, which encourages responsible use of Idaho's outdoor spaces. Join us for [activities] and learn simple ways to help care for the places we all enjoy. Learn more at visitidaho.org/care.

Option 2
"Join us for [event name] on [date, time, and location]. Participants will take part in [activities] and learn practical tips for using Idaho's outdoor and recreational spaces responsibly."

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 Reader Board Copy

- We invite you to Travel With Care. VisitIdaho.org/care
- Keep Idaho a gem. Travel With Care. VisitIdaho.org/care
- Please take care of Idaho. VisitIdaho.org/care
- Welcome to Idaho! Please #TravelWithCare. VisitIdaho.org/care
- Idaho welcomes you. Please #TravelWithCare. 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:

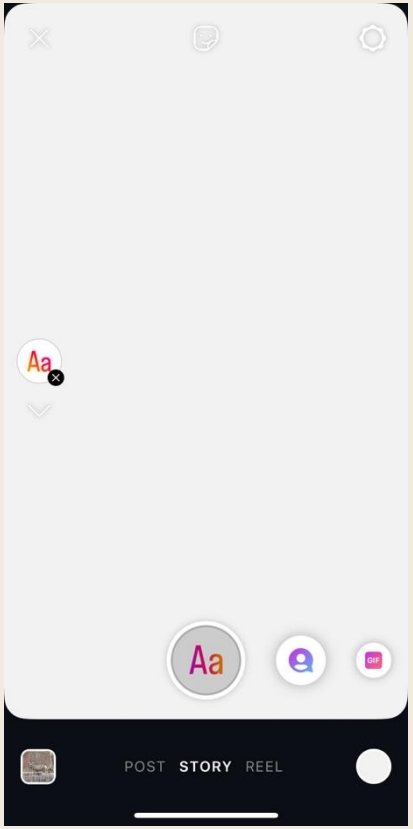
- Travel With Care logos and badges (available for download here)
- Download social media post frames to place over your own images:
  - Travel With Care
  - Care for Idaho
  - Care for Others
  - Care for Yourself
- Download social media images:
  - Care for Idaho
  - Care for Others
  - Care for Yourself

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.



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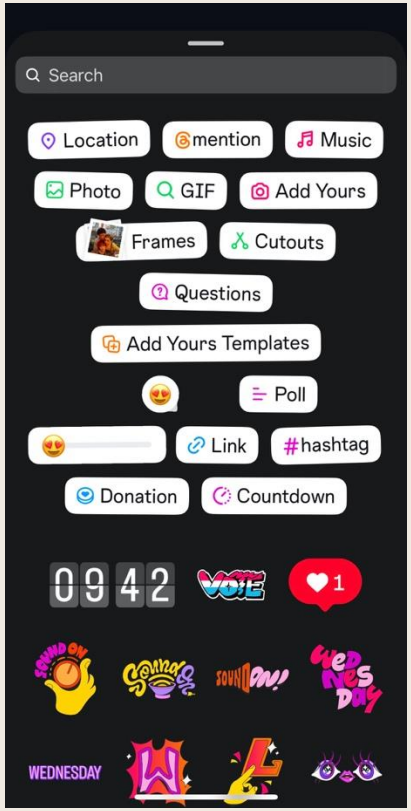

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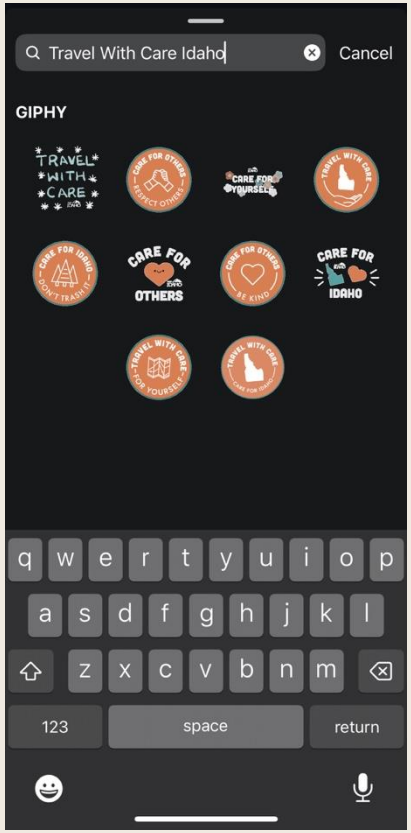

Brand Assets

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 use Travel With Care branding or assets, please follow these guidelines:

Be Positive. Travel With Care is meant to be supportive, not instructional or corrective. Use friendly language that reinforces responsible behavior and highlights the positive impact people can have on Idaho's outdoor spaces.

Keep it Consistent. You can adapt the messaging to fit your organization's voice, but it should still reflect the goals of Travel With Care. Do not crop or alter brand images. Make sure Travel With Care logos and badges remain visible.

Show Rather than Tell. Share photos and videos from your events or activities to show how Travel With Care is being put into action in your community.

Drive Your Audience to Action. Encourage your audience to learn more by linking to Visit Idaho's Travel With Care landing page.

Your Participation & Feedback Matter

We all play a role in caring for Idaho's public spaces. Travel With Care works best when partners are involved, sharing what's working and what could be improved. As you plan events and communicate with your audiences, we invite you to share your experiences, stories, and ideas. Visit Idaho can also offer guidance and promotional support. Contact Cristin Wondergem at cristin.wondergem@tourism.Idaho.gov.