

2025
2030

VISIT OGDEN • UTAH, UNITED STATES



VISIT OGDEN

DESTINATION STEWARDSHIP PLAN

2025-2030

"A PATHWAY TO RESPONSIBLE TOURISM AND COMMUNITY PROSPERITY"



PREPARED BY:



TOURISM IMPACT SERVICES



NICHOLS TOURISM GROUP

Advisory services for an evolving tourism industry

PREPARED FOR:

VISIT
ogden

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1.0 DESTINATION STEWARDSHIP PLAN INTRODUCTION

1.1 WELCOME FROM THE CEO

Ogden's Union Station, one of Weber County's most iconic landmarks, recently celebrated its Centennial year in our community. Part of the year-long festivities included the opening of a carefully sealed time capsule that lay within the building's cornerstone for a century. Its contents gave us a glimpse of what our community valued 100 years ago...the things our forebears believed warranted preservation for future generations.

The relics gently removed from the capsule showed an outlook of community prosperity, a vision of economic vitality, an appreciation of the surrounding natural beauty, and an attitude that welcomed virtually every cross-country traveler to Ogden's rail platforms in the days before interstate freeways and passenger planes existed.

Later in the year, current political leaders, non-profit organizations, civic groups, artists, poets, teachers, students and community members at-large also took the opportunity to seal a new time capsule in the rededicated cornerstone, reflective of our current era's tone and vision, for future generations to explore in 2124.

As radically as things like transportation, communication and technology have changed over the last century...and will likely change over the coming century...many of the items in the new time capsule reflect similar values of community prosperity, economic vitality, and natural beauty.

The greater Ogden area finds itself at a meaningful crossroads, where the enduring character of our community meets the momentum of a growing visitor economy. Tourism plays a vital role in supporting local livelihoods, sustaining small businesses, and drawing people closer to the beauty, community, and sense of place that define us. From our vibrant arts scene and rich cultural heritage to the unparalleled access to trails, rivers, and peaks, Ogden offers experiences that are as diverse as the people who

live and visit here. Yet with that opportunity comes a shared responsibility: to ensure that growth is thoughtful, intentional, and aligned with our values.

This stewardship plan is more than just a vision; it is a commitment to work to preserve what makes the Ogden area remarkable, while shaping a tourism economy that strengthens our economy, protects our natural and cultural heritage and enhances the quality of life for everyone who calls Weber County home. By working together as residents, business owners, public land stewards, and community leaders, we can build a tourism economy that is sustainable, where creativity and innovation flourish, outdoor adventures are accessible to all, and both visitors and locals thrive for generations to come.

While the items placed in Union Station's time capsule will slowly become relics over the next 100 years, the following pages form a living document to guide the sustainability of our community's long-standing values. Visit Ogden is committed to advancing this work, but progress depends on the collaborative values we consistently employ in this community.

This is our opportunity to lead with purpose, grounded in our shared values, guided by a clear vision, and committed to meaningful investment in the people and places that define Weber County. The future we imagine won't simply unfold on its own; it will be the result of intentional choices, collective action, and a steadfast belief in the strength of community. Together, we have the power to shape a future that honors our past, meets the needs of the present, and creates lasting value for generations to come.

Sincerely,

Sara Toliver
President/CEO

DEFINITIONS



Ogden Area

It's not just about Ogden, it's about all of Weber County. While referencing the greater Ogden area helps provide a recognizable pin on the map, the intended outcomes of the stewardship plan are broad and designed to benefit residents across the entire county. In specific instances, Ogden City refers primarily to the downtown area, while Ogden Valley describes the geographic area and communities surrounding Pineview Reservoir.



Visit Ogden

Visit Ogden (VO) is a county-authorized Destination Marketing Organization (DMO) responsible for investing transient tax revenues to promote Weber County and the greater Ogden area as a visitor destination. VO is committed to destination stewardship and community-led tourism. It engages visitors by promoting responsible travel and outdoor recreation experiences. VO also works closely with local industry partners to support the adoption of sustainable tourism practices and the provision of regenerative experiences, inclusive hospitality, and accessible travel opportunities.



Destination Stewardship

More than just managing tourism, destination stewardship is the shared responsibility of ensuring that Ogden's landscapes, culture, and community thrive. Through governance, collaboration, and action, it allows for thoughtful decision making that balances tourism growth with resident well-being, land conservation, and economic resilience.



Community-Led Tourism

Community-led tourism ensures residents have a say in how tourism develops, how visitors engage with the destination, and how benefits are distributed. It prioritizes right-sized tourism, working to prevent and address overcrowding, housing shortages, and infrastructure strain, while ensuring that growth enhances local quality of life.



Responsible Travel

Responsible travel means making intentional choices such as: eating at locally owned restaurants, reducing waste, choosing sustainable transportation, and contributing to the local economy in ways that align with community values.



Responsible Recreation

Responsible recreation means adventuring with awareness, following ethical practices like being prepared, respecting wildlife and other recreationalists, and recreating within acceptable limits.



Sustainable Tourism

Sustainability is a commitment to long-term balance between economic vitality, environmental health, and community well-being. Sustainability includes water conservation, emissions reduction, smart land-use planning, employee engagement, and economic diversification.



Regenerative Experiences

Regenerative experiences go beyond "leaving no trace" and instead focus on giving back—whether through volunteer trail restoration, conservation initiatives, or cultural exchanges that strengthen local communities.



Inclusive

Inclusion in tourism means breaking down economic, cultural, and physical barriers so that all people, regardless of background, identity, or ability, feel a sense of belonging. It's about advocating for diverse voices represented in leadership, business ownership, and storytelling, so that the visitor experience reflects the full richness of the community itself.



Accessible

Accessible tourism and outdoor recreation provide opportunities for every visitor - regardless of mobility, vision, hearing, sensory or cognitive needs - to experience outdoor spaces, businesses, and cultural assets without barriers.

1.2 ACKNOWLEDGMENTS

Stewardship planning requires collaboration. This initiative was led by the team at Visit Ogden and supported by the nationally recognized planning firms of Nichols Tourism Group and Travel Impact Services. A mix of thought leaders participating as a Steering Committee helped direct the effort and provide feedback as the process evolved.

Visit Ogden

Sara Toliver, President and CEO

Planning Team

Nichols Tourism Group - Mitch Nichols, President

Tourism Impact Services - Bobby Chappell, President

Steering Committee

Eric Ahern, Snowbasin Ski Resort

Steve Ballard, Specialized Hospitality

Jennifer Bodine, Weber State University

Brandi Bosworth, Ogden Nature Center

Todd Ferrario, Weber County

Sean Harwood, United States Forest Service

Lorenzo Long, Ogden City

Aric Manning, Northern Utah Trails Foundation

Christy McBride, Ogden City

Cass Morgan, Weber State University

Justin Owen, Weber State University

Marty Smith, Weber County

Reide Thompson, Ogden Downtown Alliance

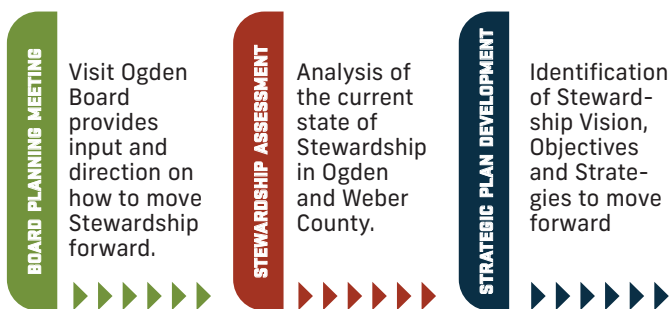
Caren Werner, Visit Ogden

Marcia White, Ogden City



1.3 EXECUTIVE SUMMARY

Responsible travel has long been a tenet for Visit Ogden, but the intentional destination stewardship planning effort began in 2019. The process entailed three phases: an initial Board workshop laid the foundation, the second planning effort concluded with a full stewardship assessment for the destination, and the final strategic planning phase outlined objectives and strategies to move towards a stewardship vision. Collectively, this established an actionable framework for stewardship-driven tourism in Ogden and Weber County, Utah. Each phase built upon the last to identify critical challenges, validate local priorities, and transition toward implementation.



This strategic plan provides a comprehensive framework to ensure that the Ogden area visitor economy grows in harmony with the needs of its residents, businesses, and natural landscapes. Through a proactive and coordinated approach, it establishes the necessary systems, policies, and investments to balance economic opportunity with long-term sustainability.

The plan is structured around three core priorities: **Stewarding Ogden**, **Sustainable Places**, and **Thriving Communities**.

Stewarding Ogden focuses on formalizing a coordinated approach to tourism management in Weber County, ensuring that visitor activity positively contributes to natural and cultural assets.



Strategies include the establishment of a Destination Stewardship Council, expanding impact reporting, improving accessibility, and incentivizing sustainable business practices.

Sustainable Places prioritizes investments in infrastructure, recreation access, and environmental stewardship to ensure visitors can explore the Ogden area responsibly. This includes enhancements to public transit, visitor flow management, trail maintenance, and digital wayfinding, alongside conservation and climate action commitments.

Thriving Communities ensure that tourism remains a source of prosperity and inclusion for local residents. Strategies focus on strengthening community engagement, workforce training, independent business development, and livability measures such as housing, parking, and sustainable growth policies.

Each objective is supported by targeted strategies and activation tactics, ensuring that tourism remains a driver of economic vitality while reinforcing the Ogden area's identity as a resilient, inclusive, and sustainable destination. By integrating stewardship at every level, this plan not only safeguards natural and cultural assets but also enhances the visitor experience and strengthens the local economy—ensuring a vibrant and balanced future for all who live in and visit this remarkable place.

The following 10 Objectives and 33 Strategies will help Visit Ogden move forward over the next five years. These are more fully described in Section 4.0 of this report. The Strategies in **BOLD** have been identified as Short Term Priority Strategies. A full Implementation Table is provided in Section 5.2.

Destination Stewardship Activation

PILLAR	OBJECTIVE	STRATEGIES
STEWADING OGDEN	1: Unite Ogden Around a Shared Stewardship Framework	• 1.1: Establish a Destination Stewardship Council Priority • 1.2: Scale the Weber Sustainability Fund Priority • 1.3: Evaluate Accessibility of Tourism Assets • 1.4: Incentivize Sustainable Business Practices • 1.5: Enhance Tourism Impact Reporting • 1.6: Bolster Emergency Planning
	2: Inspire Responsible Visitors Through Meaningful Communications	• 2.1: Facilitate Visitor Education through Communications Priority • 2.2: Promote Underutilized and Low Impact Visitor Experiences Priority • 2.3: Elevate Cultural Heritage Promotion • 2.4: Curate Regenerative Tourism Packages and Itineraries • 2.5: Utilize Outdoor Recreation Mapping and Storytelling • 2.6: Amplify Communications on Accessibility
SUSTAINABLE PLACES	3: Partner in Stewardship of Natural and Recreational Assets	• 3.1: Utilize Digital Trail Map Tools for Public Lands Stewardship Priority • 3.2: Map Out an Asset Stewardship Plan • 3.3: Institute Recreation Impact Thresholds
	4: Strengthen Public Transit and Visitor Flow Management	• 4.1: Expand Ski and Recreation Bus Operations Priority • 4.2: Utilize Technology for Congestion Reporting
	5: Upgrade Outdoor Recreation Infrastructure	• 5.1: Fortify the Ogden and Weber River Parkway Networks • 5.2: Transform Accessible Recreational Facilities • 5.3: Fund Trail Maintenance and Safety Programs
	6: Enhance Signage and Wayfinding Systems	• 6.1: Encourage Active Travel with Improvements to Parkway Signage • 6.2: Develop a Comprehensive Signage and Wayfinding Strategy for Tourism Assets
	7: Foster Environmental Sustainability	• 7.1: Participate in the Destination Climate Champions Program Priority • 7.2: Advance Reporting of Environmental Metrics • 7.3: Collaborate on Natural Heritage Conservation Efforts
THRIVING COMMUNITIES	8: Strengthen Community Engagement	• 8.1: Nurture Resident and Stakeholder Participation Priority • 8.2: Expand Tourism Workforce Training
	9: Foster Sustainable Economic Development	• 9.1: Support Independent Business Development • 9.2: Strengthen Local Supply Chains • 9.3: Advocate for Community Development Zones • 9.4: Endorse Tourism Development Policies (STRs)
	10: Champion Community Livability	• 10.1: Identify Solutions for Housing Availability • 10.2: Optimize Parking Access

Report Format

The proceeding plan is laid out in the following sequence, illustrating the planning process, uncovering of destination trends, and development of strategies. Each section is color-coded to match the following figure.



Section 2 Process



Section 3 Trends



Section 4/5 Strategy & Implementation

This section reviews the three stages that Visit Ogden undertook in this planning process and the main initiatives from each.

Section 3 briefly reviews economic and visitor-based factors that influenced the recommendations and priorities presented in the final sections.

These portions of the report present a stewardship-related Vision, Mission and Guiding Principles along with a broad mix of objectives and strategies to guide the destination in the future.



2.0 PLANNING PROCESS OVERVIEW



Section 2 | Process

Stewardship planning began in 2019 and continued for multiple years. Initial efforts were delayed as a result of the COVID pandemic. As efforts resumed, timing proceeded over a number of years influenced by timing of funding support from the Utah Office of Tourism and associated EDA grants. The process entailed three phases: an initial Board workshop laid the foundation, the second planning effort concluded with a full stewardship assessment for the destination, and the final strategic planning phase outlined objectives and strategies to move towards a stewardship vision. Collectively, this established an actionable framework for stewardship-driven tourism in Ogden and Weber County, Utah. Each phase built upon the last to identify critical challenges, validate local priorities, and transition toward implementation.



2.1 PLANNING FOR STEWARDSHIP

Phase 1: Board Workshop (2019)

In 2019, the planning team met with the Visit Ogden Board of Directors for a facilitated discussion to identify emerging challenges in the destination. The conversation focused on key sustainability concerns, including overtourism risks in Ogden Valley, transportation and access issues, downtown congestion, and the need to strengthen resident connections to the tourism industry.

Ogden Valley & Overtourism Risks

Ogden Valley faces sustainability challenges, including short-term rental expansion, seasonal visitation peaks, and limited accommodations that increase traffic to Ogden. Community trust and engagement with residents and county officials need strengthening to address concerns.

Downtown Challenges

Visitors without cars face difficulties navigating downtown, while parking and access issues create congestion around high-traffic areas like Historic 25th Street. Trail use and visitor dispersion strategies need refinement.

Transportation & Recreational Access

Traffic congestion, noise, and accessibility issues impact both visitors and residents, particularly at recreation area choke points. Improved education about transportation options and mitigation strategies is needed.

Resident Connections to Tourism

Many residents are unaware of tourism's benefits, such as expanded dining and recreational opportunities. More education is needed on the role of the DMO in supporting local quality of life and economic development.

Phase 2: Tourism Sustainability Assessment (2022)

The second phase focused on a deeper evaluation of the sustainability and stewardship landscape in the Ogden area through a Tourism Sustainability Assessment. This assessment, led by Nichols Tourism Group and Tourism Impact Services, provided a baseline understanding of visitor experiences, community assets, natural environments, and the destination's long-term vision.

Key activities included:

- Site visits and stakeholder interviews to capture community perspectives.
- Data analysis to assess visitor behavior, accommodation trends, and policy frameworks.
- Mountain IDEAL Destination Diagnostic, measuring Weber County's performance across nine sustainability themes to benchmark strengths and gaps.

This phase established a foundation of knowledge, pinpointing the most urgent stewardship priorities and setting the stage for deeper exploration.

Phase 3: Destination Stewardship Plan (2024)

Building on the findings from Phase 1 and 2, Phase 3 transitioned the study from assessment to action. This phase focused on validating emerging trends, incorporating localized insights, and refining recommendations for a Destination Stewardship Plan.

Phase 3 included:

- Stakeholder focus groups with the Stewardship Steering Committee, outdoor recreation leaders, downtown representatives, Ogden Valley businesses, and Visit Ogden Board to ensure alignment.
- One-on-one interviews to capture diverse perspectives and test key recommendations.
- Ongoing engagement with the Steering Committee to refine strategies and confirm feasibility.

By integrating broad stakeholder input with data-driven insights, this process aims to ensure that the final Destination Stewardship Plan is aspirational and achievable.

Phase 2 Key Activities



Phase 3 Key Activities



3.0 STATE OF THE DESTINATION



Section 3 | Trends

3.1 OGDEN'S TOURISM ECONOMY

The Ogden area is a destination at the crossroads of past and future; a place where the pioneering spirit of the transcontinental railroad meets the cutting edge of aerospace innovation at and around Hill Air Force Base. Defined by its independent authenticity and grit, the Ogden area thrives on a vibrant mix of outdoor adventure, eclectic arts, rich cultural heritage, and dynamic events. As its popularity grows, the community remains committed to balancing progress with stewardship, ensuring that both its people and landscapes continue to thrive into the future.

As the gateway to Weber County, Ogden is a dynamic tourism destination that seamlessly blends urban vibrancy with world-class outdoor recreation. The region's visitor economy is shaped by a diverse mix of attractions, including three ski resorts, two reservoirs for water-based recreation, an extensive trail system that connects urban, rural, and wilderness landscapes, and a historic downtown brimming with culture and character.

With a well-connected transportation network along the Wasatch Front, legacy events like the Pioneer Days Rodeo, and cultural landmarks such as Union Station and the Egyptian Theater, Ogden attracts a wide range of visitors, from adventure seekers and history buffs to regional recreationalists traveling from the Salt Lake City metro area.

Tourism in the region follows a distinct seasonal pattern, with winter peaks driven by ski tourism and summer peaks fueled by the wide variety of community events, sports tourism, and group meeting business. Water recreationalists are also active in the summer months, which can add to congestion and overcrowding concerns. Weekend visitation remains high, placing pressure on infrastructure and requiring active visitor flow management. The Ogden Eccles Conference Center and Golden Spike Event Center plays a key role in business and group travel, complementing the region's outdoor and leisure tourism economy.

Visit Ogden and local organizations have prioritized stewardship and responsible recreation, implementing efforts such as trail maintenance, visitor education campaigns, and conservation initiatives. However, the region faces ongoing challenges in balancing growth and preservation. The natural environment, a core attraction and economic driver—requires proactive management to mitigate overcrowding, resource depletion, and climate-related risks. Additionally, housing affordability, workforce shortages, and infrastructure limitations continue to shape both the visitor experience and resident quality of life.

The following sections summarize key findings from Phase 2 (2022) and new insights from Phase 3 (2024).



3.2 TOURISM IMPACT INDICATORS

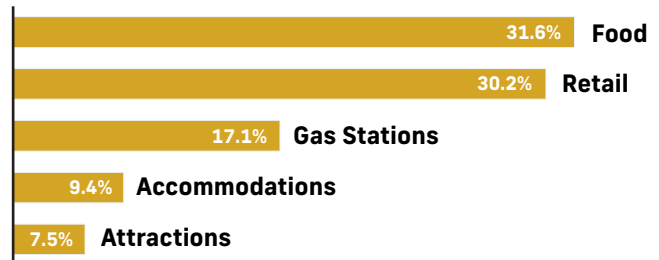
Visitor Markets:

Visitors from Salt Lake City make up the largest percentage of visitors to the destination, but as day visitors, their economic contribution is lower.

Visitor Market	% Visitors	% Visitor Spend
Salt Lake City	30.2%	12.5%
Following 9 markets combined:	30.1%	32.3%
Idaho Falls-Pocatello, ID Denver, CO Los Angeles, CA Phoenix, AZ Boise, ID Las Vegas, NV Portland, OR Seattle-Tacoma, WA Dallas-Ft. Worth, TX		

Visitor Spending:

Food and Retail account for most visitor spending. Low spending on accommodations shows the impact of daytrippers vs overnight visitors.



SEASONALITY



Overnight hotel demand peaks in **September** and **June**, with the lowest visitation in December and January.

By comparison, **short term rental demand is highest** in **February** and **June**, with lowest demand in April and October.

INFRASTRUCTURE & HOUSING



Most accommodations center in Downtown Ogden, prompting **high commuting volumes to Ogden Valley**.

Rapid growth in short-term rentals (STRs) **affects housing affordability** and local character.

COMMUNITY ASPIRATIONS



Residents value Ogden's "gritty independence" and want **balanced tourism growth** that protects local identity, fosters economic benefits, and preserves the area's natural resources.

ENVIRONMENTAL CONTEXT



Water scarcity, air quality issues, and resource management challenges arise from **increasing demand on natural assets**.

3.3 DESTINATION TRENDS

There were a variety of changes that took place between the analysis in Phase 2 and these Phase 3 efforts. A variety of these shifts are noted below.

THEMES	CORE ISSUES (2022)	SHIFTS & ESCALATIONS (2022 to 2024)
VISITOR EXPERIENCE		
Visitor Services and Infrastructure	Lodging and visitor amenities are concentrated in Downtown Ogden, while the region's most popular outdoor recreation areas are located in Ogden Valley. The majority of visitors rely on single-occupancy vehicles to travel between these areas, contributing to congestion and infrastructure strain. Weekend visitation peaks 39% higher than weekdays, intensifying infrastructure strain. Short-term rentals in Ogden Valley have expanded, increasing accommodation options but driving up home costs and placing additional pressure on infrastructure and community character.	Infrastructure strain has intensified as Valley development and recreation use continue to grow. Strategic growth planning is needed to prevent further pressure, and accessibility improvements remain limited. Business and conference visitors have regained prominence in a post-COVID period, moderating the weekday/weekend variance.
Transportation and Mobility Gaps	Heavy visitor movement between Downtown Ogden and Ogden Valley, particularly on weekends, contributes to congestion and emissions. Seasonal spikes in travel demand, including a 67% increase in winter STR occupancy, highlight gaps in visitor flow management. Limited public transit options and lack of alternative transportation incentives exacerbate mobility challenges.	Mobility gaps persist, with limited progress on transit expansion, bike infrastructure, and car-free incentives. Ski Bus expansion and year-round mobility hubs have been identified as priorities, but technology-driven visitor flow solutions remain underdeveloped. Recent accidents in the Canyon have elevated concerns.
Stewardship Messaging and Visitor Flow Management	Efforts to communicate responsible recreation exist but lack the operational support needed for implementation. More than half of visitors are Utah residents, primarily regional day-trippers, who contribute limited spending. Underutilized visitor assets, cultural heritage sites, and sustainable experiences remain largely unpromoted, limiting visitor awareness and engagement.	Stewardship messaging and responsible travel promotion continue to improve, but distribution needs to expand across digital and on-site platforms. Visitor flow management remains a gap, and improved signage, bilingual communication, and trail ambassador programs have been identified as areas for improvement.

THEMES	CORE ISSUES (2022)	SHIFTS & ESCALATIONS (2022 to 2024)
COMMUNITY ASSETS		
Short-Term Rentals (STRs) and Housing Affordability	STR growth contributes to rising housing costs, impacting workforce retention and community well-being. Labor shortages and affordability challenges affect service quality and economic stability. Industry collaboration is needed to address workforce availability, housing, and retention to sustain a high level of visitor service.	STR growth continues to impact affordability and community character, particularly in Ogden Valley. Concern over state-wide housing needs and local long-term effects on housing access and infrastructure strain are increasing.
Business Challenges and Economic Diversification	Seasonal and weekend visitation fluctuations create business instability and resident frustration in high-traffic areas. Parking limitations continue to be a challenge, increasing congestion. Expanded visitor flow management and sustainability initiatives, such as coordinated recycling efforts, could support business operations and economic stability.	Support for integrating tourism into broader economic diversification has grown, but small businesses struggle to compete with national chains. Strengthening local business support and investment in sustainable tourism remain key priorities.

THEMES	CORE ISSUES (2022)	SHIFTS & ESCALATIONS (2022 to 2024)
NATURAL ENVIRONMENT		
Environmental Sustainability	No long-term environmental monitoring exists, and the municipality lacks a climate adaptation or mitigation plan. Air quality is a growing concern due to pollution and inversions. Water scarcity from drought conditions threatens destination water supply reservoir recreation, and wildfire risk, while groundwater quality and wastewater management are increasing concerns. Recycling infrastructure remains insufficient, with no coordinated industry strategy for sustainability priorities.	Drought conditions have improved, but long-term water security and aquifer health remain concerns as development expands. The Valley still lacks a clear plan for balancing growth and conservation, and environmental impact considerations in development remain limited.
Recreation Overcrowding and Visitor Impact	Overcrowding at high-use sites strains land management resources, contributes to user conflicts, and degrades natural areas. Environmental degradation and resource strain could impact visitor experience and the outdoor recreation economy. Meanwhile, many natural areas, such as the Nature Center and Botanical Gardens, remain underutilized.	Overuse of key sites during peak seasons continues to strain land management and increase user conflicts. Capacity management remains a challenge, while underutilized recreation areas haven't been promoted as a way to relieve pressure on overcrowded sites.

THEMES	CORE ISSUES (2022)	SHIFTS & ESCALATIONS (2022 to 2024)
DESTINATION VISION		
Coordination Among Industry Leaders	A lack of a coordinated management framework hinders balanced urban-rural tourism growth. Industry leaders have not yet established consensus on sustainability priorities or how to measure progress. Ongoing coordination efforts, including the Stewardship Steering Committee, are expected to play a role in implementation but require participation from a broad mix of industry stakeholders.	Public-private partnerships are now recognized as necessary, but remain underdeveloped. Stakeholder collaboration remains fragmented, and a unified vision for sustainability and long-term destination management is in its early stages.
Balancing Growth and Community Identity	Residents value Ogden’s local and rural character, but unchecked tourism growth risks overdevelopment. Urban and rural areas have distinct needs, requiring a tailored approach. There is a need to strengthen resident understanding of tourism’s role in enhancing quality of life and supporting long-term sustainability.	Balancing sustainable growth with community character and natural resources is a growing concern. Stronger planning and resident involvement are needed to address these challenges proactively.
Community Engagement and Economic Messaging	More resident engagement is needed in tourism planning, and economic messaging on tourism’s benefits remains unclear. The balance between resident and visitor interests is a challenge. Strategic planning must account for long-term sustainability while addressing community concerns and ensuring alignment among stakeholders.	Enhanced communication is needed to articulate tourism’s economic role, job creation, and benefits to residents. Community engagement efforts should expand to ensure resident perspectives are incorporated into destination planning and decision-making.

4.0 DESTINATION STEWARDSHIP ACTIVATION



Section 4 | Strategy & Implementation

This section lays the foundation for Visit Ogden's next five years of stewardship. It introduces Visit Ogden's Destination Stewardship Mission Statement and a Vision Statement showing how coordinated efforts create meaningful community impact. It then presents guiding principles for the plan. Three pillars form its structure, each supported by objectives, strategies, and activation tactics.

4.1 VISION, MISSION AND PRINCIPLES



Destination Vision Statement

In 5-10 years, residents and visitors will recognize Ogden and the surrounding Weber County as a sustainable, balanced, and vibrant community that integrates economic development with the preservation of natural, cultural, and historical assets.



Visit Ogden's Destination Stewardship Mission Statement

The Destination Stewardship Plan will lead the visitor industry by fostering partnerships and serving as a catalyst for transformative stewardship practices.



4.1 VISION, MISSION AND PRINCIPLES CONTINUED

Guiding Principles

The Guiding Principles explain why this plan exists and the outcomes it aims to achieve. These values guide every strategy and action:



Economic Vibrancy

Strengthen the local economy, support businesses, and deliver lasting value to the community.



Cultural and Historical Asset Protection and Celebration

Preserve the destination's unique identity, history and heritage for future generations.



Access to and Protection of Natural Environments

Balance visitor enjoyment with the long-term protection and sustainability of natural spaces



4.2 PATHWAY TO STEWARDSHIP

The Destination Stewardship Plan establishes a strategic pathway for Weber County's future—balancing tourism development with the protection of our natural, cultural, and historical assets. Developed by Visit Ogden, but designed for collective action, this plan aligns visitor economy growth with the long-term well-being of our communities and landscapes.

For stewardship to succeed in Ogden and Weber County, the transition from identifying challenges to implementing solutions must be deliberate and effective. This framework engages key stakeholders including government agencies, land managers, businesses, nonprofits, and residents to contribute within their respective areas of authority and expertise.

By connecting leadership, infrastructure investments, and community priorities, the plan ensures tourism delivers measurable benefits for both visitors and residents. This structured approach transforms tourism into a sustainable driver of economic opportunity while preserving what makes Weber County distinctive.

Building from the three Pillars, the plan incorporates ten (10) Objectives and thirty-three (33) Strategies with a mix of Activation Tactics to move the plan forward.





In each of the various Objectives and Strategies, Visit Ogden will operate within an ecosystem of shared responsibility for our destination's resources. To ensure accountability and effective collaboration, we've established three distinct implementation roles that reflect how Visit Ogden will engage with each strategy:

LEAD



Visit Ogden assumes direct responsibility for implementation, committing organizational resources and accountability for outcomes.

PARTNER



Visit Ogden contributes expertise and resources alongside other organizations, creating collaborative solutions where responsibility and benefits are shared.

ADVOCATE



Visit Ogden leverages its position to amplify priorities, influence stakeholder action, and build support for initiatives where implementation authority lies elsewhere.

How It All Comes Together

This plan works as a unified whole:

1. **The Vision and Mission serves as the plan's North Star.**
2. **The Guiding Principles** provide the foundation for why we take action,
3. **The Stewardship Pillars** recognizes the key areas where this plan will create impact, and
4. **Stewardship Activation** describes how actions will be implemented, and the roles for Visit Ogden.



By combining these elements, the plan becomes both **strategic** and **actionable**, offering a clear path for responsible growth and destination stewardship.

This plan isn't just a strategy; it's a commitment. It ensures that visitors, residents, and businesses can thrive together, today and in the future.

4.3 STEWARDSHIP STRATEGIC PLAN | PILLAR ONE



PILLAR	OBJECTIVE	STRATEGIES
STEWADING OGDEN	1: Unite Ogden Around a Shared Stewardship Framework	• 1.1: Establish a Destination Stewardship Council Priority • 1.2: Scale the Weber Sustainability Fund Priority • 1.3: Evaluate Accessibility of Tourism Assets • 1.4: Incentivize Sustainable Business Practices • 1.5: Enhance Tourism Impact Reporting • 1.6: Bolster Emergency Planning
	2: Inspire Responsible Visitors Through Meaningful Communications	• 2.1: Facilitate Visitor Education through Communications Priority • 2.2: Promote Underutilized and Low Impact Visitor Experiences Priority • 2.3: Elevate Cultural Heritage Promotion • 2.4: Curate Regenerative Tourism Packages and Itineraries • 2.5: Utilize Outdoor Recreation Mapping and Storytelling • 2.6: Amplify Communications on Accessibility

OBJECTIVE 1: UNITE STAKEHOLDERS AROUND A SHARED STEWARDSHIP FRAMEWORK

Destination stewardship must be intentional.

Tourism has the power to strengthen communities, fuel local economies, and protect the landscapes and cultures that make the Ogden area unique. A destination stewardship framework ensures that shared management is intentional—aligning leadership, funding, and business engagement to sustain economic opportunity while safeguarding the region’s natural and cultural assets.

These strategies establish the foundation for long-term stewardship success.

Strategy 1.1: Establish a Destination Stewardship Council



Behind every well-balanced visitor economy is a team of leaders ensuring tourism supports both the land and the people who call it home.

A well-structured Destination Stewardship Council will provide ongoing leadership and coordination for responsible tourism efforts, ensuring that stewardship remains central to decision-making across Ogden and Weber County. By bringing together business leaders, land managers, conservation groups, and community representatives, the council will align priorities, guide investments, and create accountability for sustainable tourism growth.

Activation Tactics

- **Assign Staff to Stewardship Management** - Determine Visit Ogden's internal capacity to manage stewardship activities or if new staffing additions are necessary.
- **Bring the Right People to the Table** – Convene a diverse council of municipal leaders, land managers, business representatives, and cultural organizations to align tourism with community and conservation priorities.
- **Direct the Council's Work Toward Shared Goals** – Align participation with existing state, county and city efforts, ensuring tourism and stewardship initiatives integrate into broader land-use and economic planning.
- **Lay the Foundation for Effective Leadership** – Develop a governance model that outlines the council's structure, decision-making processes, and accountability measures.
- **Keep the Council Active and Engaged** – Establish a regular meeting schedule, set clear priorities, and integrate the council into Visit Ogden's strategic initiatives.
- **Review, Improve, and Stay Accountable** – Conduct annual evaluations, incorporate stakeholder feedback, and refine strategies using tourism impact data and emerging insights.

Strategy 1.2: Scale the Weber Sustainability Fund



Funding is the foundation that turns stewardship goals into action, ensuring long-term impact rather than aspirational ideas.

Expanding the Weber Sustainability Fund will provide a dedicated financial mechanism to support stewardship initiatives, conservation efforts, and sustainable tourism programs. By establishing defined governance, diversifying revenue streams, and increasing stakeholder participation, the fund will serve as a long-term resource for protecting Ogden's natural assets, outdoor recreation infrastructure, and community well-being.

Activation Tactics

- **Refine a Fund Management Structure** – Establish clear oversight, financial management, and decision-making processes to ensure accountability and measurable impact.
- **Prioritize High-Impact Stewardship Projects** – Direct funding toward initiatives that enhance trail maintenance, visitor education, climate resilience, and responsible recreation infrastructure.
- **Get More Partners Involved in Fund Decisions** – Engage businesses, land managers, and community organizations in setting funding priorities, and form an advisory group to guide allocation decisions.
- **Consider New Revenue Streams to Grow the Fund** – Expand funding through voluntary visitor contributions, a portion of accommodation tax revenue, and philanthropic partnerships.
- **Increase Awareness and Drive Engagement** – Promote the fund's mission through Visit Ogden's platforms, strengthen local business partnerships, and integrate messaging into visitor education efforts.



Strategy 1.3: Evaluate Accessibility of Tourism Assets



LEAD

The Ogden area should be a place where every visitor, regardless of ability, can experience its natural beauty, outdoor adventures, and cultural attractions. Yet, missing information can often limit access.

Ensuring accessibility information across Weber County's tourism assets is essential for creating an inclusive destination that welcomes all visitors. By conducting comprehensive assessments, centralizing accessibility information, and supporting businesses in adopting best practices, this strategy strengthens the destination's position as an accessible, visitor-friendly destination.

Activation Tactics

- **Inventory Accessibility Across Tourism Assets** – Assess hotels, restaurants, attractions, and transportation services to identify accessibility gaps and centralize relevant data.
- **Bring in Experts to Evaluate and Verify Accessibility** – Partner with accessibility organizations (e.g. Wheel the World) to conduct evaluations using standardized criteria and showcase verified businesses.
- **Provide Businesses with the Tools to be More Inclusive** – Offer training (e.g. VisitAbility, KultureCity, Unity Blaze), resources, and recognition programs to help businesses improve accessibility and enhance the visitor experience.
- **Expand Awareness and Visibility of Accessibility Initiatives** – Promote verified businesses, integrate accessibility messaging into visitor education, and increase community participation in programs like the Hidden Disability Sunflower initiative.

Strategy 1.4: Incentivize Sustainable Business Practices



LEAD

Local businesses play a key role in shaping the Ogden area's visitor experience and in advancing the destination's sustainability goals.

Encouraging local businesses to adopt sustainable practices strengthens the visitor economy while ensuring long-term environmental and community benefits. By providing businesses with resources, training, and recognition, this strategy ensures that stewardship principles are infused in daily operations and that businesses play an active role in destination sustainability.

Activation Tactics

- **Provide Businesses with a Path to Sustainability** – Offer training, toolkits, and hands-on support to help businesses adopt sustainability best practices, including responsible recreation, resource conservation, and waste reduction.
- **Leverage Partnerships to Expand Business Resources** – Work with WSU's Sustainability Practices and Research Center (SPARC), municipal leaders, and state programs to connect businesses with funding, technical assistance, and sustainability best practices.
- **Celebrate Businesses that Lead in Sustainability** – Recognize and promote businesses that embrace sustainable tourism through marketing features, visitor guides, and industry spotlights.

Strategy 1.5: Enhance Tourism Impact Reporting



LEAD



PARTNER

Understanding the full impact of tourism is essential for making informed decisions that balance economic benefits, environmental sustainability, and community well-being.

By strengthening data collection, visitor and resident sentiment tracking, and transparent reporting, this strategy ensures that tourism growth aligns with Ogden's long-term vision while addressing emerging challenges.

Activation Tactics

- **Understand How Tourism Affects Visitors and Residents** – Use surveys, focus groups, and sentiment tracking to identify key concerns and uncover opportunities to improve destination management.
- **Track and Measure the Sustainability of Tourism** – Partner with WSU Energy and Sustainability Office, municipality stakeholders, land managers, and economic research organizations to track key economic, environmental, and social indicators, setting benchmarks for sustainable tourism growth.
- **Turn Data into Meaningful Action** – Publish an annual tourism impact report and share findings through public dashboards and stakeholder briefings to inform decision-making.

Strategy 1.6: Bolster Emergency Planning



LEAD



PARTNER

Tourism destinations must be prepared to respond effectively to crises, from pandemics and natural disasters to infrastructure failures that impact visitor safety and operations.

By strengthening emergency coordination, risk assessments, and crisis communication strategies, this approach ensures the Ogden area's tourism industry can respond swiftly and support both visitors and the local community during emergencies.

Activation Tactics

- **Strengthen Coordination with Emergency Responders** – Ensure tourism stakeholders are integrated into local emergency response plans and collaborate with agencies to improve crisis preparedness and recovery efforts.
- **Clarify Visit Ogden's Role in Crisis Management** – Define Visit Ogden's responsibilities in public safety communication, emergency coordination, and business continuity planning.
- **Identify Risks and Strengthen Preparedness** – Work with emergency agencies to assess risks and develop response protocols for recreation areas, lodging, and visitor services.
- **Create an Emergency Communication Protocol for Visitors** – Create multilingual emergency materials, evacuation plans, and real-time crisis communication tools to keep visitors and tourism operators informed.

OBJECTIVE 2: INSPIRE RESPONSIBLE VISITORS THROUGH MEANINGFUL COMMUNICATIONS

A well-informed visitor is a better steward.

Tourism is more than just exploration. It's an opportunity to inspire responsible travel and deepen visitor's connection to a place. By infusing stewardship into the visitor experience, the Ogden area can harness tourism as a force for sustainability, ensuring that every journey contributes to the well-being of the community, economy, and environment.

These strategies establish the blueprint for responsible visitor engagement.



Strategy 2.1: Facilitate Visitor Education through Communications

Visitors play a crucial role in preserving Weber County's landscapes and cultural identity.

When they are equipped with the right knowledge, visitors can make choices that support destination priorities. Ensuring that they understand how to engage responsibly with the people and place is essential for long-term stewardship. Through engaging bilingual communications, on-the-ground education, and industry partnerships, this strategy empowers visitors to make informed choices that support Weber County's environment, heritage, and local communities.

Activation Tactics

- **Make Responsible Travel Messaging More Visible** – Leverage the Utah Office of Tourism's Leave No Trace Toolkit and expand digital, print, and on-site messaging to reinforce responsible recreation. Capitalize on USFS's use of Leave No Trace principles and connect tourism promotions and local signage to create a cohesive message from travel planning to on-site activities.
- **Equip Industry Professionals with Stewardship Messaging** – Train tour guides, mountain bike teams, and front-line staff to seamlessly incorporate Leave No Trace principles into visitor interactions.
- **Expand Trail Ambassadors for Visitor Engagement** – Support a bilingual Trail Ambassador Program to educate visitors, promote responsible recreation, and provide on-the-ground guidance in high-use areas.

Strategy 2.2: Promote Underutilized and Low Impact Visitor Experiences



LEAD

The Ogden area's outdoor experiences extend far beyond its recreation hotspots, offering accessible trails, immersive connections to nature, and meaningful ways to give back.

By thoughtfully steering visitors toward active travel at underutilized and inclusive recreational areas, this strategy fosters a responsible tourism model that fosters a more balanced, enriching, and sustainable way to explore the region.

Activation Tactics

- **Guide Visitors Toward Less Crowded and More Sustainable Travel Experiences** – Promote lesser known or underutilized recreation areas (e.g., Nature Center, River Parkways), highlight low-impact activities (e.g. birdwatching, dark sky viewing, cultural heritage), and encourage public transportation and active travel to ease congestion at high-traffic sites.
- **Make it Easy for Visitors to Give Back** – Showcase volunteer opportunities and encourage contributions to stewardship initiatives such as the Weber Sustainability Fund, Trails Foundation of Northern Utah (TFNU), and Ogden Valley Adaptive Sports (OVAS).
- **Ensure Outdoor Adventures are Accessible to Everyone** – Increase awareness of inclusive recreation opportunities, adaptive trails, and accessible outdoor programming to ensure all visitors can fully experience the Ogden area's natural spaces.



Strategy 2.3: Elevate Cultural Heritage Promotion



LEAD

Ogden's cultural heritage is woven into its landscapes, architecture, and traditions, each telling a story of resilience, creativity, and community.

Bringing these histories to life through immersive experiences, authentic storytelling, and stronger connections between visitors and local traditions will foster pride among residents while creating more meaningful, place-based visitor experiences.

Activation Tactics

- **Make Cultural Heritage an Engaging Visitor Experience** – Create interactive storytelling experiences, events, and digital tools that bring Ogden's history to life and deepen visitor connections to its cultural legacy.
- **Tell the Full Story of Ogden's Diverse History** – Partner with Indigenous groups, and historical organizations to ensure storytelling is authentic, community-driven, and accurately represents Weber County's heritage.
- **Celebrate Ogden's Arts, Music, and Traditions** – Highlight local art, music, and culinary heritage through partnerships with artisans, cultural organizations, and event organizers.
- **Ensure Thoughtful and Respectful Cultural Promotion** – Collaborate with community leaders to co-create and promote cultural experiences that are respectful, accurate, and beneficial to both visitors and residents.
- **Improve Navigation and Interpretation of Cultural Landmarks** – Enhance signage, digital storytelling, and wayfinding tools to make Weber County's historical and cultural sites more accessible and engaging.

Strategy 2.4: Curate Regenerative Tourism Packages and Itineraries



LEAD

Travel has the power to do more than extract experiences, it can actively regenerate and restore the places visitors explore.

By curating tourism experiences that prioritize environmental restoration, cultural connection, and community benefit, this strategy ensures that visitors become active participants in the Ogden area's long-term sustainability. Through thoughtfully designed itineraries, local business partnerships, and responsible travel guidance, regenerative tourism will become an integral part of the visitor experience.

Activation Tactics

- **Design Itineraries that Leave a Positive Impact** – Partner with local businesses to create tourism packages that feature sustainable lodging, locally owned dining, and low-impact activities aligned with stewardship values.
- **Highlight Regenerative Travel Experiences** – Showcase opportunities for volunteer trail restoration, conservation-focused tours, and heritage preservation projects that give visitors a chance to contribute positively.
- **Make Responsible Travel the Easy Choice** – Develop a dedicated Visit Ogden webpage featuring curated regenerative tourism experiences, public transit options, and responsible recreation guidance.

Strategy 2.5: Utilize Outdoor Recreation Mapping and Storytelling



A well-designed map is more than just a navigation tool, it shapes how visitors explore, experience, and respect a destination.

By thoughtfully mapping Weber County's vast network of trails, waterways, and recreation areas, visitors can make informed choices that reduce congestion, promote responsible travel, and uncover lesser-known outdoor experiences. Strengthening navigation tools and integrating storytelling will enrich visitor engagement while safeguarding the landscapes that make Ogden unique.

Activation Tactics

- **Make the Diversity of Outdoor Experiences Easy to Explore** – Work with local land managers, outdoor organizations, and accessibility advocates to create a detailed outdoor recreation map that extends beyond traditional trail maps, including a wide range of outdoor recreation opportunities such as low-impact experiences (dark sky viewing, birding) and seasonal recreation zones.
- **Use Maps to Promote Responsible and Accessible Travel** – Integrate Leave No Trace principles, showcase public transit-friendly recreation areas, and create accessibility-focused navigation tools.
- **Enhance Storytelling Through Digital Mapping** – Incorporate interactive features that engage visitors with conservation efforts, cultural heritage, and sustainable travel choices.

Strategy 2.6: Amplify Communications on Accessibility



Travel planning should be exciting, not exhausting. Yet, for visitors with disabilities, finding accurate accessibility information often feels like an uphill battle.

Ensuring that accessibility resources are easy to find, up-to-date, and fully integrated into visitor experiences, Visit Ogden's website is essential for creating an inclusive destination. By expanding accessible travel resources and improving digital accessibility, this strategy empowers visitors to explore the Ogden area with confidence, knowing where they can stay, dine, and recreate without uncertainty.

Activation Tactics

- **Make Accessible Travel Information Easy to Find and Use** – Create a dedicated webpage and visitor materials that showcase accessible lodging, attractions, trails, and transportation options.
- **Remove Digital Barriers from Visitor Communications** – Audit and update Visit Ogden's website, visitor guides, and promotional materials to ensure compliance with accessibility standards, including screen-reader compatibility, alternative text for images, and easy-to-navigate design.

4.3 STEWARDSHIP STRATEGIC PLAN | PILLAR TWO



SUSTAINABLE PLACES

Outlines how sensitive natural assets are protected, visitor flows are managed, and infrastructure and environmental sustainability are advanced across the county.

PILLAR	OBJECTIVE	STRATEGIES
SUSTAINABLE PLACES	3: Partner in Stewardship of Natural and Recreational Assets	• 3.1: Utilize Digital Trail Map Tools for Public Lands Priority • 3.2: Map Out an Asset Stewardship Plan • 3.3: Institute Recreation Impact Thresholds
	4: Strengthen Public Transit and Visitor Flow Management	• 4.1: Expand Ski and Recreation Bus Operations Priority • 4.2: Utilize Technology for Congestion Reporting
	5: Upgrade Outdoor Recreation Infrastructure	• 5.1: Fortify the Ogden and Weber River Parkway Networks • 5.2: Transform Accessible Recreational Facilities • 5.3: Fund Trail Maintenance and Safety Programs
	6: Enhance Signage and Wayfinding Systems	• 6.1: Encourage Active Travel with Improvements to Parkway Signage • 6.2: Develop a Comprehensive Signage and Wayfinding Strategy for Tourism Assets
	7: Foster Environmental Sustainability	• 7.1: Participate in the Destination Climate Champions Program Priority • 7.2: Advance Reporting of Environmental Metrics • 7.3: Collaborate on Natural Heritage Conservation Efforts

OBJECTIVE 3: PARTNER IN STEWARDSHIP OF NATURAL AND RECREATIONAL ASSETS

Public lands and recreation areas define the Ogden area's identity and visitor appeal.

The Ogden area's public lands and recreation areas offer both residents and visitors a gateway to the outdoors. Thoughtful stewardship ensures these spaces remain navigable, accessible, resilient, and well-maintained for future generations.

These strategies establish a model for long-term stewardship.

Strategy 3.1: Utilize Digital Trail Map Tools for Public Lands Stewardship

**LEAD****PARTNER**

Digital trail map platforms have become a popular go-to option for planning outdoor adventures.

Enhancing widely used platforms with real-time updates, responsible recreation guidelines, and capacity alerts will improve navigation, reduce congestion, and reinforce stewardship, ensuring visitors make informed, responsible choices while experiencing Weber County's diverse outdoor landscapes.

Activation Tactics

- **Upgrade Digital Trail Maps with Partner Support** – Work with USFS, Parks and Recreation departments, and local trails organizations to integrate accurate data into widely used mapping platforms.
- **Harness Digital Maps to Inspire Responsible Recreation** – Enhance platforms with real-time capacity alerts, Leave No Trace principles, and trail etiquette guidance to promote stewardship and minimize user conflicts.
- **Mobilize Volunteers to Monitor Trails and Update Mapping Platforms** – Partner with WSU Outdoor Program, trails organizations, local conservation groups, and volunteer trail stewards to track real-time trail conditions, update accessibility data, and improve responsible recreation efforts.

Strategy 3.2: Map Out an Asset Stewardship Plan



LEAD



PARTNER

The Ogden area's outdoor and cultural assets define the region's identity and drive the visitor experience.

High-use areas require greater protection while lesser-known sites hold untapped potential. A strategic stewardship framework will ensure that visitor activity is well balanced, conservation efforts are prioritized, and every asset is activated to enhance both community and environmental sustainability.

Activation Tactics

- **Inventory All of Weber County's Outdoor and Cultural Assets** – Conduct a comprehensive assessment of trails, parks, water access points, and cultural sites to pinpoint high-traffic areas, underutilized spaces, and infrastructure gaps.
- **Customize Stewardship Activities for High-Priority Sites** – Prioritize recreation and cultural assets based on visitor demand, environmental sensitivity, and maintenance needs to direct stewardship investments effectively.

Strategy 3.3: Institute Recreation Impact Thresholds



LEAD



PARTNER

Adaptive management is key to sustaining the Ogden area's world-class outdoor recreation.

Trails, waterways, and backcountry areas must be carefully monitored to prevent degradation and maintain visitor access. Establishing science-based thresholds will give destination and land managers the tools to protect natural assets, reduce user conflicts, and enhance long-term recreation planning.

Activation Tactics

- **Define Thresholds that Balance Visitor Use and Conservation** – Conduct a Limits of Acceptable Change (LAC) analysis to establish site-specific impact thresholds at recreation hotspots, ensuring capacity limits align with conservation and visitor experience goals.
- **Establish Adaptive Strategies for Resource Management** – Leverage impact data to refine adaptive management strategies in collaboration with land managers and tourism partners to manage visitor flow and implement congestion-mitigation tools.



OBJECTIVE 4: STRENGTHEN PUBLIC TRANSIT AND VISITOR FLOW MANAGEMENT

Mobility is a defining factor in the visitor experience and a priority issue.

Efficient public transit and visitor flow management reduce congestion, improve accessibility, and enhance the overall experience for both residents and visitors. By expanding recreation-based transit, integrating real-time capacity tracking, and improving wayfinding, the Ogden area can create a seamless, connected, and sustainable transportation network.

These strategies establish the system for a well-connected, accessible destination.

Strategy 4.1: Expand Ski and Recreation Bus Operations



PARTNER

Reaching Weber County's stunning recreation areas should be as enjoyable as the adventures themselves.

Reliable transit options make it easier for visitors to explore the region's natural beauty while reducing traffic congestion and environmental strain. Expanding ski and recreation bus services will create a more connected experience, ensuring visitors and residents alike can enjoy the Ogden area's outdoor destinations with ease.

Activation Tactics

- **Strengthen Public Transit Partnerships** – Partner with UTA, Weber County, and municipal planners to identify high-priority routes and service gaps that can improve visitor access to key recreation destinations in Ogden Valley.
- **Make Public Transit a Reliable Option for Visiting Recreation Areas** – Expand seasonal ski bus service into a year-round shuttle connecting downtown Ogden, Ogden Valley, and major trailheads or other recreation areas. Advocate for increased transit frequency on weekends and peak visitor days to ease congestion and reduce parking demand.
- **Expand Routes and Improve Last-Mile Connectivity** – Add new transit stops, enhance access to lesser-known sites, and integrate micro-mobility solutions such as e-bikes and bike-share stations.
- **Make Public Transit an Easy Choice for Visitors** – Develop real-time tracking tools, improve wayfinding signage, and collaborate with businesses to promote transit-friendly travel.

Strategy 4.2: Utilize Technology for Congestion Reporting



Bottleneck traffic and full parking lots frustrate residents and visitors. Smart technology presents a powerful opportunity to reduce congestion and improve everyone's experience.

Real-time congestion reporting empowers users with the information they need to make informed choices, reducing bottlenecks, easing strain on high-traffic areas, and improving overall accessibility. By integrating digital tools and live capacity updates, mobility can be enhanced, responsible recreation can be supported, and users can enjoy stress-free access to and from the Ogden area's world-class outdoor destinations.

Activation Tactics

- **Manage Visitor Capacity with Real-Time Data** – Deploy a capacity tracking system at popular trailheads, parking areas, and recreation sites to regulate visitor flow and ease congestion.
- **Install Live Traffic and Capacity Signage at Key Corridors** – Use dynamic message signs at major entry points, including Trappers Loop and Ogden Canyon, to provide real-time congestion and parking updates.
- **Use Digital Navigation Tools for Visitor Mobility** – Integrate real-time data into Visit Ogden's platforms and mobile apps, offering up-to-date parking availability, transit schedules, and trail conditions to support responsible travel choices.





SUSTAINABLE PLACES

OBJECTIVE 5: UPGRADE OUTDOOR RECREATION INFRASTRUCTURE

Expanding urban recreation infrastructure is key to relieving pressure on Ogden Valley's high-use areas.

Investing in connected trail systems, accessible recreation facilities, and long-term maintenance will enhance safety, resilience, and equitable outdoor access. Strengthening the Ogden and Weber River Parkway networks will ensure seamless mobility between urban and natural spaces while promoting sustainability.

These strategies establish a framework for sustainable recreation access.

Strategy 5.1: Fortify the Ogden and Weber River Parkway Networks



PARTNER



ADVOCATE

Ogden's river parkways are more than just scenic pathways, they are vital corridors connecting communities, recreation, and nature.

As demand for outdoor access in the destination grows, strategic investment in trail connectivity, infrastructure, and visitor amenities is essential to ensure a vast network of urban trails remains safe, accessible, and environmentally resilient. Enhancing the Ogden and Weber River Parkway systems will strengthen sustainable mobility, create new outdoor tourism opportunities, and preserve the ecological integrity of these vital waterways.

Activation Tactics

- **Make River Parkway More Welcoming and Easier to Explore** – Enhance key access points along the Ogden and Weber River Parkway with visitor amenities, wayfinding signage, and interpretive kiosks that highlight waterways, wildlife, and Indigenous history. Ensure new developments incorporate universal design features to improve accessibility.
- **Strengthen Urban Parks and Parkway Connections** – Enhance safe, accessible pathways that connect downtown Ogden to Weber River Parkway, promoting active transportation and green space conservation. Evaluate infrastructure at parks like Lorin Farr, Big D Sports Park, and Fort Buenaventura to better support walking, biking, and adaptive recreation.
- **Balance Conservation with Active Use** – Invest in multi-use recreation zones that preserve ecological integrity while enhancing visitor experiences, incorporating recommendations from relevant plans such as the Weber County Pathways and Ogden Valley Pathway Master Plans.

Strategy 5.2: Transform Accessible Recreational Facilities



Outdoor recreation can improve the physical and mental health of people with disabilities unless physical barriers limit access.

Investing in adaptive infrastructure, improving trail accessibility, and expanding inclusive recreation programs will ensure that the Ogden area's world-class outdoor spaces can be enjoyed by people of all abilities. By prioritizing universal design and upgrading key recreation sites, the destination will strengthen its commitment to accessibility and enrich the outdoor experience for a broader audience.

Activation Tactics

- **Pinpoint High-Priority Sites for Accessibility Upgrades** – Assess key recreation areas, including the Ogden and Weber River Parkways, Pineview Reservoir, and urban parks, to identify priority locations for adaptive infrastructure improvements.
- **Improve Facilities for Accessible Water and Trail Recreation** – Build wheelchair-friendly trails, install ADA-compliant fishing piers, develop accessible kayak launches, and retrofit high-traffic recreation sites to remove barriers and enhance equitable access.
- **Collaborate to Strengthen Inclusive Outdoor Recreation Programming** – Support expansion of adaptive sports programming and events that engage underserved communities while showcasing diverse recreation opportunities.

Strategy 5.3: Fund Trail Maintenance and Safety Programs



Weber County's trails serve as lifelines to nature, recreation, and community well-being.

Increased trail use raises safety concerns, infrastructure strain, and environmental wear. Proactively investing in maintenance and safety measures will strengthen trail resilience, optimize accessibility, and ensure a high-quality experience for all users.

Activation Tactics

- **Prioritize Partnerships for Trail Stewardship** – Work with trail organizations, USFS, local parks agencies, and volunteer groups to support ongoing trail maintenance, erosion control, and habitat restoration.
- **Invest in Trail Safety and Infrastructure Improvements** – Improve signage, wayfinding, and maintenance efforts while addressing hazard mitigation, emergency access planning, and erosion control to sustain high-use trails.
- **Establish Rapid-Response Strategies for Trail Repairs** – Coordinate with land managers and trail organizations to efficiently manage emergency repairs and long-term maintenance needs.



OBJECTIVE 6: ENHANCE SIGNAGE AND WAYFINDING SYSTEMS

Clear, consistent wayfinding transforms how visitors experience a destination.

Strategic signage improves navigation, encourages exploration, and connects visitors to local businesses, cultural sites, and outdoor recreation areas. Strengthening wayfinding infrastructure will also promote responsible travel behaviors and support sustainable mobility.

These strategies establish a framework for a seamless, accessible visitor experience.

Strategy 6.1: Encourage Active Travel with Improvements to Parkway Signage



PARTNER

Well-designed wayfinding can transform how visitors explore Ogden, making active travel an easy choice.

Clear, intuitive signage ensures visitors can seamlessly navigate between urban centers, outdoor recreation areas, and transit hubs. By strengthening wayfinding along key corridors, Weber County can encourage active travel, connect people to local businesses and cultural sites, and reinforce stewardship values. Investing in well-placed directional signage and interactive navigation tools will create a more accessible, connected, and enjoyable visitor experience.

Activation Tactics

- **Design Maps and Signage for Walkers and Cyclists** – Create digital maps, sustainably sourced brochures and on-site signage that highlight walkable and bikeable routes, trails, and multimodal pathways.
- **Improve Visitor Service Signage Along River Parkways and Trailheads** – Strengthen wayfinding along the Ogden and Weber River Parkways to better connect recreation areas with local businesses, cultural sites, and stewardship messaging.
- **Use QR Codes to Connect Visitors to Key Information** – Place QR codes at trailheads, transit hubs, and key entry points to provide access to interactive maps, cultural storytelling, and real-time travel updates.

Strategy 6.2: Develop a Comprehensive Signage and Wayfinding Strategy for Tourism Assets



Wayfinding is more than just signs; it is a tool to move visitors through and engage with the Ogden area.

A well-designed system reduces confusion, improves accessibility, and inspires exploration while reinforcing stewardship principles and the Ogden area's cultural identity. Standardized, intuitive signage will guide visitors through urban centers, natural areas, and multimodal transit networks, ensuring a seamless and enjoyable experience across all tourism assets.

Activation Tactics

- **Help Partners See the Value of a Unified Signage System** – Work with public agencies, businesses, and tourism partners to showcase how consistent wayfinding improves visitor experience, encourages exploration, and supports local businesses.
- **Advocate for a Comprehensive Wayfinding Strategy** – Collaborate with municipal and regional stakeholders to establish a standardized signage system that enhances navigation, accessibility, and interpretation.
- **Enhance Signage for Seamless Connectivity** – Install directional signage at key visitor hubs, trailheads, and transit connections, ensuring alignment with pedestrian kiosks, transit options, and interpretive storytelling.





OBJECTIVE 7: FOSTER ENVIRONMENTAL SUSTAINABILITY

Global challenges require local action.

Proactive sustainability efforts will help the Ogden area mitigate climate impacts, protect natural resources, and ensure long-term resilience. Aligning tourism with conservation priorities and expanding environmental reporting will strengthen accountability while educating visitors on responsible stewardship.

These strategies establish a system for climate action and environmental sustainability.

Strategy 7.1: Participate in the Destination Climate Champions Program



Tourism has a critical role to play in addressing climate change.

By joining the Destination Climate Champions program, Visit Ogden gains fluency in climate resistance, accelerates local climate action, reduces its tourism footprint, and taps into a global peer network. This self-paced, 12-month initiative provides structured guidance and resources to integrate decarbonization, nature-based solutions, and inclusive community partnerships into destination management.

Activation Tactics

- **Enroll in the 12-Month Program** – Secure commitment from key stakeholders and formally join the Destination Climate Champions cohort. Leverage the program's modules, toolkits, and expert support to build a unified approach to climate action.

Strategy 7.2: Advance Reporting of Environmental Metrics



PARTNER



ADVOCATE

Tourism's long-term sustainability depends on data-driven decision-making.

A comprehensive environmental reporting system will provide the insights needed to track progress, drive accountability, and implement meaningful sustainability initiatives. By strengthening partnerships, expanding climate resilience monitoring, and integrating real-time environmental data, stakeholders can ensure that tourism supports the protection of natural resources while preparing for future environmental challenges.

Activation Tactics

- **Create a Central System for Tracking Environmental Data** – Partner with WSU, municipalities, and industry leaders to collect and analyze key sustainability metrics, including energy use, water consumption, emissions, and waste diversion.
- **Quantify Tourism's Environmental Footprint** – Evaluate tourism's impact on local resources, set benchmarks for improvement, and develop policy recommendations to reduce environmental strain.
- **Make Environmental Awareness a Shared Responsibility** – Equip businesses, municipal leaders, and visitors with actionable insights and sustainability resources to support responsible energy, water, and waste management.

Strategy 7.3: Collaborate on Natural Heritage Conservation Efforts



PARTNER



ADVOCATE

Conservation is a commitment to the future. The choices made today will determine whether the Ogden area's rivers, forests, and open spaces thrive for generations to come.

Strengthening partnerships, securing long-term stewardship investments, and expanding hands-on conservation initiatives will ensure the Ogden area's landscapes remain both protected and accessible for responsible recreation.

Activation Tactics

- **Champion Conservation Efforts that Preserve Natural Resources** – Support policies, funding opportunities, and projects that protect critical habitats, native species, and scenic views while restoring degraded landscapes.
- **Unite Partners in Conservation Priorities** – Collaborate with land managers, conservation groups, and local communities to advance habitat preservation and align recreation planning with conservation goals.
- **Balance Tourism Marketing with Conservation Goals** – Ensure destination marketing reinforces stewardship efforts by working closely with USFS, parks agencies, and private landowners.
- **Educate Visitors on Weber County's Natural Heritage** – Develop outreach campaigns and volunteer programs that encourage responsible recreation, habitat restoration, and watershed protection.

4.3 STEWARDSHIP STRATEGIC PLAN | PILLAR THREE



PILLAR	OBJECTIVE	STRATEGIES
THRIVING COMMUNITIES	8: Strengthen Community Engagement	• 8.1: Nurture Resident and Stakeholder Participation Priority • 8.2: Expand Tourism Workforce Training
	9: Foster Sustainable Economic Development	• 9.1: Support Independent Business Development • 9.2: Strengthen Local Supply Chains • 9.3: Advocate for Community Development Zones • 9.4: Endorse Tourism Development Policies (STRs)
	10: Champion Community Livability	• 10.1: Identify Solutions for Housing Availability • 10.2: Optimize Parking Access



THRIVING COMMUNITIES

OBJECTIVE 8: STRENGTHEN COMMUNITY ENGAGEMENT

Tourism should be built with the community, not just around it.

A thriving destination depends on engaged residents, empowered businesses, and local leaders who help shape its direction. Expanding participation in tourism planning, strengthening stakeholder collaboration, and supporting workforce development will ensure that tourism aligns with community priorities and fosters long-term sustainability.

These strategies establish a pathway for inclusive tourism development.

Strategy 8.1: Nurture Resident and Stakeholder Participation



Tourism succeeds when the community is engaged, informed, and empowered.

Ensuring residents and stakeholders have a voice in tourism planning strengthens local support, fosters trust, and creates a visitor economy that aligns with community values. By expanding opportunities for participation, increasing transparency, and fostering collaboration, this strategy will ensure that Weber County's tourism industry grows in a way that benefits both residents and visitors.

Activation Tactics

- **Listen to Resident and Stakeholder Perspectives** – Use surveys, town halls, and online forums to gather inclusive community input, identify concerns, and ensure tourism aligns with local priorities.
- **Make it Easy for the Community to Understand Tourism Planning** – Establish advisory councils, online platforms, and collaborative working groups that actively engage residents, business owners, and civic leaders in tourism decision-making.
- **Keep the Community Informed of Tourism Developments** – Launch a tourism dashboard, newsletters, and social media updates to share insights on visitor trends, initiatives, and economic impacts.
- **Bring Together Tourism, Business, and Community Leaders** – Strengthen partnerships through forums and ongoing collaboration to align tourism with workforce needs, economic development, and sustainability goals.

Strategy 8.2: Expand Tourism Workforce Training

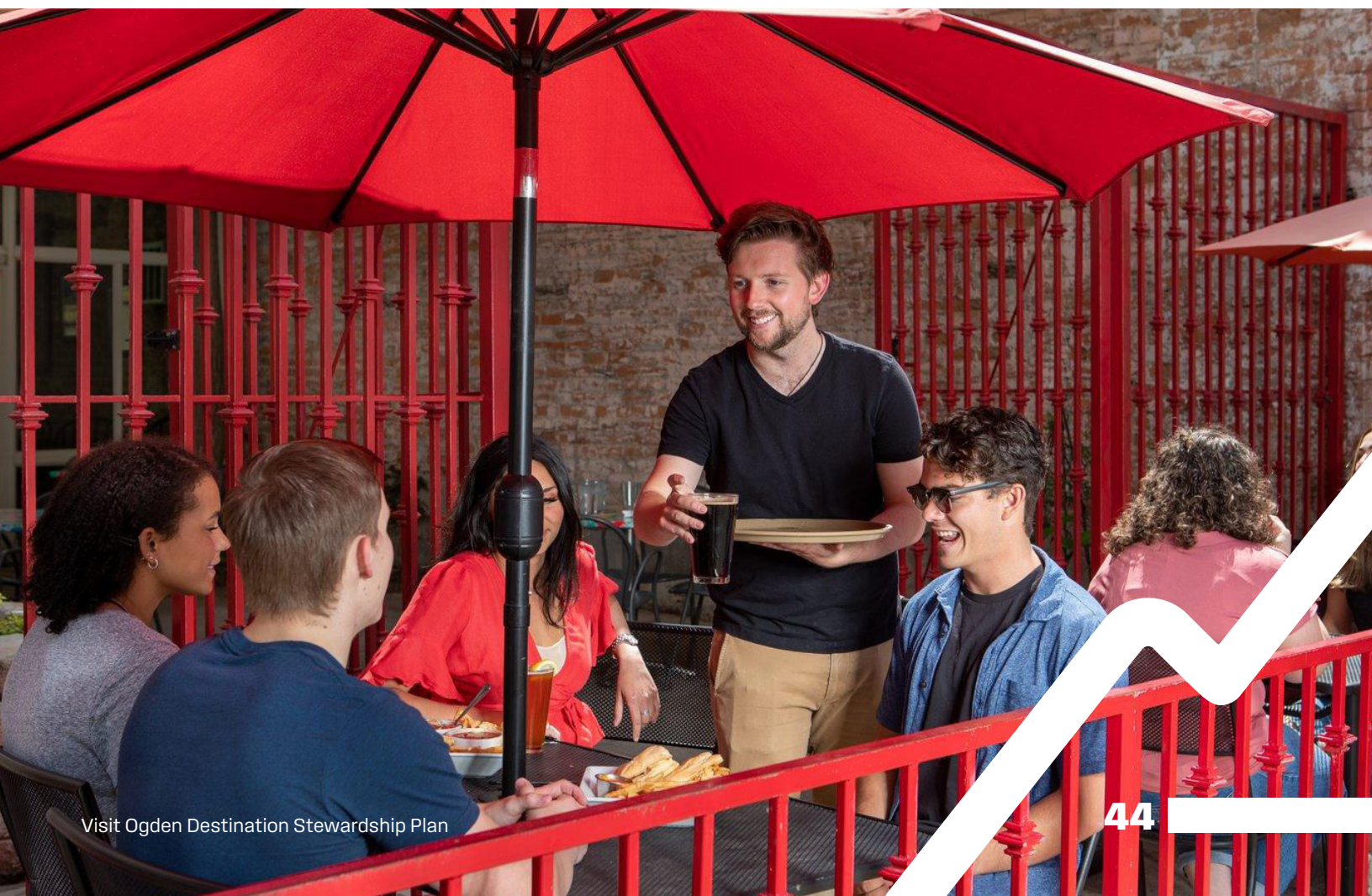


A strong tourism industry is built on a well-prepared and engaged workforce.

Expanding career pathways, providing skill development opportunities, and supporting local businesses will ensure that Ogden's tourism economy creates long-term benefits for both workers and employers. By investing in training, mentorship, and workforce retention strategies, this approach will strengthen the connection between tourism, economic opportunity, and community well-being.

Activation Tactics

- **Provide the Tourism Workforce with the Tools to Succeed** – Offer training in inclusive hospitality, responsible tourism, and stewardship, along with mentorship programs that connect industry veterans with emerging professionals.
- **Strengthen Career Pathways in Tourism and Outdoor Recreation** – Partner with WSU, technical colleges, and workforce agencies to expand job pipelines, internships, and apprenticeships in tourism, hospitality, and outdoor recreation.
- **Help Local Businesses Succeed in Tourism** – Offer workshops, business toolkits, and grant opportunities to support entrepreneurs, small businesses, and tourism-related startups.
- **Make Tourism Jobs More Stable and Rewarding** – Support job placement services, hiring fairs, and workforce retention initiatives while advocating for competitive wages, housing support, and quality-of-life improvements.





THRIVING COMMUNITIES

OBJECTIVE 9: FOSTER SUSTAINABLE ECONOMIC DEVELOPMENT

A destination's economy is only as strong as the businesses, workers, and supply chains that sustain it.

Strengthening the Ogden area's small business ecosystem will ensure that tourism dollars support locally owned enterprises, expand regional supply chains, and generate lasting economic benefits. Advocating for smart growth, supporting visitor-oriented businesses, and implementing proactive short-term rental policies will preserve the character of Ogden and Ogden Valley, while fostering a balanced and sustainable future.

These strategies establish the model for tourism to contribute to lasting prosperity.

Strategy 9.1: Support Independent Business Development



PARTNER



ADVOCATE

Weber County's independent businesses are essential to the destination's character, shaping both the vibrancy of 25th Street and the welcoming atmosphere of the Valley.

Ensuring that these businesses thrive requires targeted support, advocacy, and resources to help them meet visitor expectations while maintaining a strong local identity. Strengthening merchant networks, advocating for visitor-friendly development in the Valley, and equipping business owners with the tools they need will reinforce the Ogden area's reputation as a destination rooted in authenticity and community-driven experiences.

Activation Tactics

- **Encourage Local Entrepreneurship on 25th Street** – Support Ogden Downtown Alliance's (ODA) efforts to strengthen the merchant associations in downtown Ogden, and help local operators align with resident and visitor preferences while maintaining the district's independent character.
- **Endorse Balanced Growth of Visitor Services in Ogden Valley** – Advocate with Ogden Valley Incorporated to identify commercial operators that enhance the visitor experience and explore strategic locations for development.
- **Provide Support and Resources to Local Businesses** – Expand educational programs and business resources to help operators adapt to evolving visitor expectations and industry best practices.

Strategy 9.2: Strengthen Local Supply Chains



LEAD



PARTNER

A thriving visitor economy is built on the strength of its local businesses, and sourcing locally enhances both economic sustainability and the visitor experience.

From restaurants featuring locally grown ingredients to retail shops showcasing regional artisans, expanding the use of Weber County-based suppliers strengthens community ties and reinforces Ogden's unique identity. By connecting businesses with local producers, tourism-driven enterprises can differentiate their offerings, reduce supply chain dependencies, and increase their contribution to the local economy.

Activation Tactics

- **Promote the Use of Local Suppliers and Products** – Inventory and showcase businesses offering locally sourced food, recreation gear, and retail products to strengthen visitor-focused operations.
- **Aid in the Development of Programs Connecting Local Producers with Tourism Businesses** – Facilitate access to the visitor industry and highlight innovative ways businesses incorporate local products and services.

Strategy 9.3: Advocate for Community Development Zones in the Valley



PARTNER



ADVOCATE

Strategic growth in Ogden Valley can expand visitor services while preserving the area's rural character and natural beauty.

Concentrating development in designated zones will enhance visitor convenience, reduce unnecessary travel between the Valley and Ogden, and generate tax revenue to support local infrastructure. By identifying priority areas and integrating sustainability principles into planning, new businesses can align with community values while strengthening the local economy.

Activation Tactics

- **Identify Priority Locations for Visitor-Oriented Growth** – Work with Ogden Valley stakeholders to determine areas best suited for visitor services while maintaining separation from residential neighborhoods.
- **Plan and Manage Sustainable Tourism Growth in Designated Zones** – Highlight how new developments can integrate stewardship principles to balance economic and environmental priorities.

Strategy 9.4: Endorse Tourism Development Policies (STRs)



PARTNER



ADVOCATE

The rapid expansion of short-term rentals (STRs) is reshaping neighborhoods and influencing community perceptions of tourism.

While STRs provide valuable accommodations, unregulated growth can lead to housing pressures, neighborhood disruptions, and resident concerns about quality of life. Proactively establishing best-practice policies, enforcement mechanisms, and strategic zoning will help communities in Weber County balance visitor demand with long-term community well-being.

Activation Tactics

- **Advocate for Thoughtful Short-Term Rental Regulations** – Support best-practice policies in Ogden and Ogden Valley that balance visitor demand with long-term community well-being.
- **Ensure Resources for Effective Enforcement** – Identify funding and mechanisms to uphold STR regulations and mitigate neighborhood disruptions.
- **Consider Geographic Zoning for STRs** – Explore designated areas for STRs to manage growth while preserving community character and residential stability.





THRIVING COMMUNITIES

OBJECTIVE 10: CHAMPION COMMUNITY LIVABILITY

Tourism should enhance quality of life, not erode it.

By ensuring access to stable housing, improving parking and mobility, and aligning tourism growth with community well-being, Weber County can balance visitor demand with local needs. Thoughtful planning and sustainable development will create a destination where both residents and visitors thrive.

These strategies provide the blueprint for a well-managed, livable community.

Strategy 10.1: Identify Solutions for Housing Availability



PARTNER



ADVOCATE

Access to stable, affordable housing is essential for a thriving workforce and a sustainable visitor economy.

As the Ogden area's tourism industry grows, so does the demand for housing that supports hospitality, recreation, and service-sector employees. By assessing workforce housing needs, fostering collaboration with local governments, and advocating for policies that expand housing opportunities, this strategy ensures that tourism remains a source of economic vitality without contributing to housing challenges for residents.

Activation Tactics

- **Assess Workforce Housing Needs for Tourism Employees** – Conduct surveys and research to quantify housing demand, identify cost requirements, and determine the level of housing needed to support Ogden's tourism workforce.
- **Communicate Workforce Housing Needs** – Engage municipalities to ensure workforce housing challenges are recognized and encourage proactive planning for new development opportunities.
- **Support Policies that Expand Workforce Housing Options** – Advocate for initiatives that increase the availability and diversity of housing solutions tailored to tourism industry employees.

Strategy 10.2: Optimize Parking Access



ADVOCATE

Efficient parking systems are critical to balancing visitor convenience, business vitality, and community well-being.

As the Ogden area continues to grow as a destination, optimizing parking availability will reduce congestion, improve accessibility, and ensure a seamless experience for both visitors and residents. Strategic planning, data-driven parking solutions, and technology-driven management tools will enhance efficiency while aligning with broader mobility and sustainability goals.

Activation Tactics

- **Conduct a Comprehensive Parking Study** – Evaluate parking demand in key tourism districts, identify underutilized assets, and explore shared parking solutions to maximize availability.
- **Implement Smart Parking Solutions** – Integrate real-time parking data, wayfinding signage, and digital tools to improve visitor navigation, reduce congestion, and streamline mobile payment and dynamic pricing options.
- **Enhance Multimodal Connectivity** – Align parking strategies with active transportation and transit networks, expanding park-and-ride locations, bike parking, and pedestrian-friendly access to attractions.
- **Support Business and Resident Parking Needs** – Develop policies that balance visitor parking with local demand, ensuring accessibility while discouraging unnecessary vehicle trips.



5.0 IMPLEMENTATION FRAMEWORK



Section 5 | Strategy & Implementation

5.1 IMPLEMENTATION TIMETABLE

	OBJECTIVE	STRATEGIES	SHORT TERM 1 - 2 YEARS	MID TERM 2-4 YEARS	LONG TERM 4-6 YEARS
STEWARDING OGDEN	1: Unite Ogden Around a Shared Stewardship Framework	Strategy 1.1, 1.2	X		
		Strategy 1.3, 1.4, 1.5		X	
		Strategy 1.6			X
	2: Inspire Responsible Visitors Through Meaningful Communications	Strategy 2.1, 2.2	X		
		Strategy 2.3, 2.4, 2.5, 2.6		X	
SUSTAINABLE PLACES	3: Partner in Stewardship of Natural and Recreational Assets	Strategy 3.1	X		
		Strategy 3.2		X	
		Strategy 3.3			X
	4: Strengthen Public Transit and Visitor Flow Management	Strategy 4.1	X		
		Strategy 4.2			X
	5: Upgrade Outdoor Recreation Infrastructure	Strategy 5.1, 5.2			X
	6: Enhance Signage and Wayfinding Systems	Strategy 6.1, 6.2, 6.3			X
	7: Foster Environmental Sustainability	Strategy 7.1	X		
		Strategy 7.2, 7.3		X	
THRIVING COMMUNITIES	8: Strengthen Community Engagement	Strategy 8.1	X		
		Strategy 8.2		X	
	9: Foster Sustainable Economic Development	Strategy 9.1, 9.2		X	
		Strategy 9.3, 9.4			X
	10: Champion Community Livability	Strategy 10.1, 10.2			X

5.2 SHORT TERM PRIORITY STRATEGIES

STRATEGY	ACTIVATION TACTICS	IMPLEMENTATION
1.1: Establish a Destination Stewardship Council	• Bring the Right People to the Table • Direct the Council's Work Toward Shared Goals • Lay the Foundation for Effective Leadership • Keep the Council Active and Engaged • Review, Improve, and Stay Accountable	VO Role:  LEAD Prospective Partners • Weber County Culture, Parks & Rec • Ogden Valley City • Ogden City • US Forest Service • Ogden Downtown Alliance • Weber State University • Outdoor Recreation Representation • Cultural Representation • Accessible Recreation • Private Sector Representation • Resident Representation Budget • \$60-80,000 per year for a Stewardship Director • Additional staff time for support KPIs • Number of senior professionals participating in Council • Number of regularly scheduled, productive meetings • Number of actionable initiatives driven by Council
1.2: Scale the Weber Sustainability Fund	• Refine a Fund Management Structure • Prioritize High-Impact Stewardship Projects • Get More Partners Involved in Fund Decisions • Consider New Revenue Streams to Grow the Fund • Increase Awareness and Drive Engagement	VO Role:  LEAD Prospective Partners • Weber County • Weber County Culture, Parks & Rec • Ogden Valley City • Ogden City • US Forest Service • Trails Organizations • Ogden Valley Adaptive Sports • Outdoor Recreation Representation Budget • Staff time for support • Only limited creative and placement funds are anticipated for an awareness campaign and marketing efforts as they will be incorporated in existing promotional initiatives KPIs • Additional resources developed for the fund • Number of projects supported through fund • Number of visitors providing support to the fund

STRATEGY	ACTIVATION TACTICS	IMPLEMENTATION
2.1: Facilitate Visitor Education through Communications	• Make Responsible Travel Messaging More Visible • Equip Industry Professionals with Stewardship Messaging • Expand Trail Ambassadors for Visitor Engagement • Demonstrate how messaging helps stimulate visitor spending	VO Role:  LEAD Prospective Partners • Weber County Culture, Parks & Rec • US Forest Service • Trails Organizations • Ogden Valley Adaptive Sports • Weber State University • Outdoor Recreation Representation • Private Sector Representation Budget • Staff time for support • Only limited creative and placement funds are anticipated for an awareness campaign and marketing efforts as they will be incorporated in existing promotional initiatives • \$25,000 – \$35,000 for a new visitor survey – potentially done every 2 years KPIs • Inclusion of sustainable messaging placements • Working to include sustainable messaging throughout all relevant content • Estimates of visitor connection metrics • Visitor survey findings confirming adoption of responsible travel practices and indicating how messaging has impacted visitor spend
2.2: Promote Underutilized and Low Impact Visitor Experiences	• Guide Visitors Toward Less Crowded and More Sustainable Travel Experiences • Make it Easy for Visitors to Give Back • Ensure Outdoor Adventures are Accessible to Everyone	VO Role:  LEAD Prospective Partners • Weber County Culture, Parks & Rec • US Forest Service • Trails Organizations • Ogden Valley Adaptive Sports • Ogden Nature Center • Outdoor Recreation Representation Budget • Staff time for support • Only limited creative and placement funds are anticipated for an awareness campaign and marketing efforts as they will be incorporated in existing promotional initiatives • \$25,000 – \$35,000 for a new visitor survey – potentially done every 2 years KPIs • Number of visitor flow management messaging placements • Estimates of visitor connection metrics • Visitor survey findings confirming adoption of different experiences based on messaging

STRATEGY	ACTIVATION TACTICS	IMPLEMENTATION
3.1: Utilize Digital Trail Map Tools for Public Lands Stewardship	• Upgrade Digital Trail Maps with Partner Support • Harness Digital Maps to Inspire Responsible Recreation • Mobilize Volunteers to Monitor Trails and Update Mapping Platforms	VO Role:  LEAD  PARTNER Prospective Partners • AllTrails • Weber County Culture, Parks & Rec • US Forest Service • Trails Organizations • Ogden Valley Adaptive Sports • Outdoor Recreation Representation Budget • Staff time for support • \$25,000 – \$35,000 for a new visitor survey – potentially done every 2 years KPIs • Incorporating range of mapping enhancements • Integration of participants in providing updates • Visitor survey findings confirming the utilization of digital mapping resources
4.1: Expand Ski and Recreation Bus Operations	• Strengthen Public Transit Partnerships • Make Public Transit a Reliable Option for Visiting Recreation Areas • Expand Routes and Improve Last-Mile Connectivity • Make Public Transit an Easy Choice for Visitors	VO Role:  PARTNER Prospective Partners • Utah Transit Authority • Weber County • Ogden Valley City • Ogden City • US Forest Service • Weber State University Budget • Staff time for support • \$25,000 – \$35,000 for a new visitor survey – potentially done every 2 years KPIs • Expansion of days of service • Expansion in ridership numbers • Number of expanded routes undertaken • Visitor survey findings confirming awareness of public transportation options
7.1: Participate in Destination Climate Champion Program	• Enroll in the 12-Month Program	VO Role:  LEAD Prospective Partners • Ogden Valley City • Ogden City • Weber County • Weber State University Budget • Staff time for participation KPIs • Successful completion of educational program

STRATEGY

ACTIVATION TACTICS

IMPLEMENTATION

8.1: Nurture Resident and Stakeholder Participation

- Listen to Resident and Stakeholder Perspectives
- Make it Easy for the Community to Understand Tourism Planning
- Keep the Community Informed of Tourism Developments
- Bring Together Tourism, Business, and Community Leaders

VO Role:



LEAD

Prospective Partners

- Weber County
- Ogden Valley City
- Ogden City
- Ogden Downtown Alliance
- Weber State University
- US Forest Service
- Outdoor Recreation Representation
- Community Representation
- Private Sector Representation
- Resident Representation

Budget

- Staff time for support
- \$25,000 – \$35,000 for a new resident survey – potentially done every 2 years

KPIs

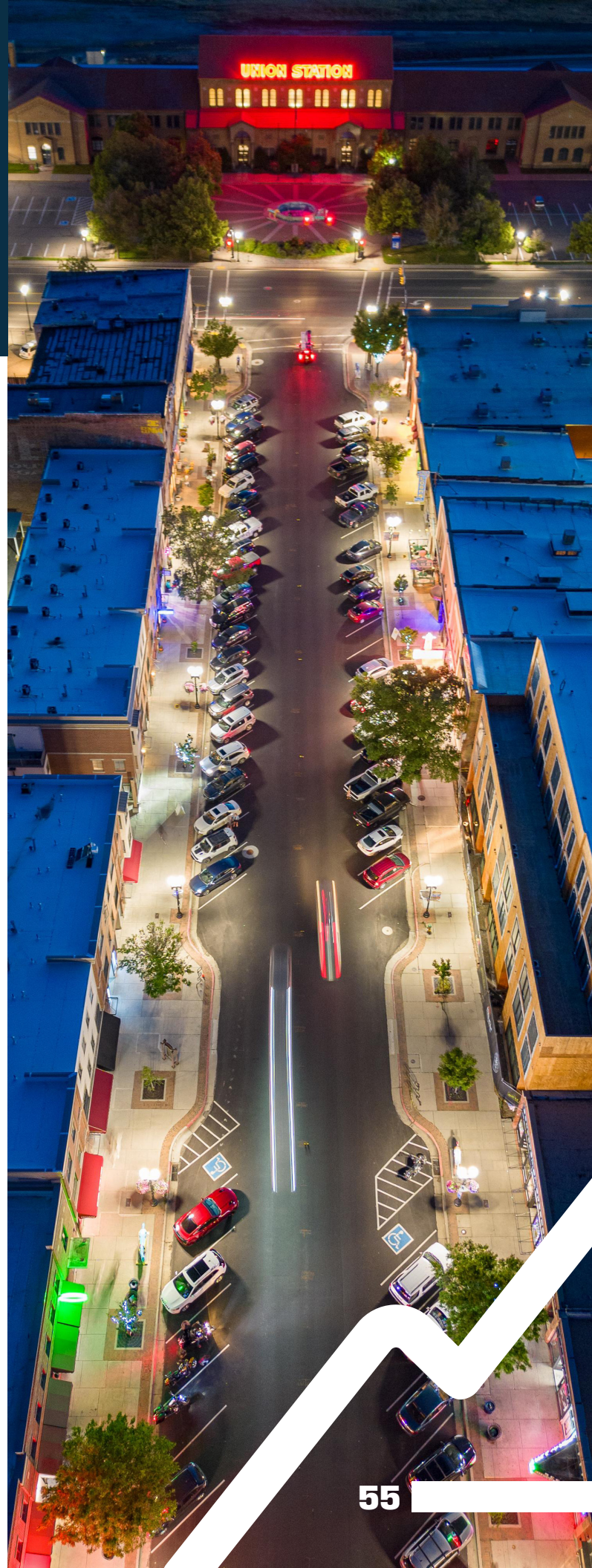
- Conducting resident outreach initiatives
- Resident response rate
- Resident survey findings confirming perspectives of visitor industry and role in community



As a final note, many thanks to the Visit Ogden Board and Steering Committee members for their assistance and guidance in this planning effort. Their insights and participation were critical in ensuring the plan will help guide the industry in the future.

As previously noted, the COVID pandemic and funding timing from the Utah Office of Tourism and EDA grants resulted in an extended duration for the planning process. This timing was positive as Ogden Valley City was incorporated during the 3rd Phase and all areas referencing that geographic area will be worked on in conjunction with local leadership.

It is also recognized that the 2025 legislative session provided for various fund use changes, so Visit Ogden will consider these as it moves forward in strategy implementation.





VISIT OGDEN

DESTINATION STEWARDSHIP PLAN



TOURISM IMPACT SERVICES



NICHOLS TOURISM GROUP

Advisory services for an evolving tourism industry