



## VISITOR CONNECTION PROGRAM

The SRTI's Visitor Connection Working Group developed a strategy to connect with Eastern Sierra visitors throughout the region using messages of sustainable recreation and stewardship. The resulting Visitor Connection Program is a system for communicating with visitors and residents in-person, digitally, and with signage and kiosks. The program will:

- Identify and coordinate regional face-to-face communication opportunities;
- Build, develop, and maintain a regional website;
- Create turnkey content for digital outreach with social media assets, newsletters, and emails;
- Create a regional handbook with a training program for frontline employees;
- Coordinate signage and pop-up information kiosks;
- Develop a strategic messaging plan; and
- Research the visitation audience to maximize messaging efficacy.

## FUNDING APPLICATION LEAD AGENCY:

Eastern Sierra Council of Governments



**ECOSYSTEM  
STEWARDSHIP**

**VISITOR CONNECTION  
& MANAGEMENT**

**REGIONAL  
RECREATION CAPACITY**

