



Reinhard Hörmandinger/AFP/Getty Images

## Tourist hot spot erects fence to deter selfie-takers

Some people just won't "Let It Go."

An Austrian village that's rumored to have inspired the Disney movie "Frozen" put up a temporary wooden fence this summer to deter selfie-takers.

Hallstatt's snow-capped mountains, chocolate-box architecture and crystalline waters are catnip to tourists.

While the population of this UNESCO-protected spot is fewer than 800 people, it can reportedly attract up to 10,000 visitors a day.

Back in 2020, a representative for Hallstatt's tourism board told CNN that they were planning a "focus on quality tourism in the future," and it seems this is just one of many measures they're trying out.

The fence was a pilot project and only up for a short time, but as with everything about this much-buzzed-about village, it's attracted plenty of global attention.

— [cnn.com](https://www.cnn.com)

## Sustainability to Regeneration: Tourism as a Force for Good



Hawai'i Tourism Authority

Ads like the one above promote the benefits that tourism can bring to a place.

"Regenerative" tourism is when visitors travel with a mindset to leave a destination better than it was before they arrived, and experiences go beyond a traditional vacation.

A 2022 survey of 463 Kaua'i residents, one of the first in Hawai'i that attempts to capture the residents' perspective, suggested that regenerative tourism makes the tourism industry and tourists more attractive to residents.

An overwhelming 96.3% of Kaua'i residents responded favorably toward regenerative travel. Examples of regenerative tourism in Hawai'i, and specifically on Kaua'i, include replanting native tree species to offset the carbon footprint that is produced by flying to Hawai'i, helping to remove invasive plant species from hiking trails, working in a lo'i culture, (taro patch) to experience firsthand



part of the Hawaiian culture, and helping to remove plastic and abandoned fishing nets from beaches.

Regenerative tourism involves providing activities for visitors that will allow destinations to heal, while counterbalancing the social, economic and environmental impacts of tourism.

— [Hawaii.edu/news](https://www.hawaii.edu/news)

### Elsewhere:

Visit California has partnered with Kind Traveler to benefit destinations. **See page 2**

## Sustainability to Regeneration: Tourism as a Force for Good



Visit Greater Palm Springs

Participating hotels on Kind Traveler include Azure Sky Hotel, Kimpton Rowan Palm Springs, Miramonte Resort & Spa (above).

## Greater Palm Springs offers ways to help

Visit Greater Palm Springs has launched a new wave of opportunities for travelers to make a positive impact when visiting the Greater Palm Springs area.

Earlier this year, Visit California & Kind Traveler launched a regenerative tourism program to empower travelers to give back to communities across the Golden State.

Visit Greater Palm Springs is a partner in the program.

To mobilize this new opportunity, participating hotels in the region prioritizing sustainability and community impact are sharing exclusive offers on KindTraveler.com, incentivizing travelers to give back to selected nonprofits.

The local nonprofit beneficiaries include Friends of the Desert Mountains, working to preserve land

and support education, conservation and research in the Coachella Valley, and LGBTQ Community Center of the Desert (The Center), providing an open and welcoming environment for all members of the LGBTQ+ family.

Visitors can make donations to specific groups or gain access to opportunities and experiences with participating charities.

To increase sustainability awareness, travelers also have an opportunity to learn about the sustainability, wellness and community impact features of each property.

Neighborhood guides are shared with each hotel profile inspiring conscious, mindful, local travel opportunities and other ways to do good for the day or give back locally.

– [kindtraveler.com](http://kindtraveler.com)  
– [visitcalifornia.com](http://visitcalifornia.com)  
– [travelagentcentral.com](http://travelagentcentral.com)

## How should unused bed tax dollars be spent?

The always provocative topic of what to do with lodgers tax revenues is on Durango (Colo.) City Council's June 20 meeting agenda.

The City Council is scheduled to entertain suggestions about how to divide \$361,084 of unused lodgers tax revenues already broadly earmarked for tourism causes.

The city's lodgers tax revenues are allocated to several funds for transit, arts and culture, and tourism. Tourism is the largest funding pool, receiving 55% of lodgers tax revenues.

Options include more fast-charging stations for electric vehicles; an inventory and rebranding of downtown transportation signage; and more funding for events, trails and destination management through Visit Durango, the city's tourism office.

Visit Durango and the city's sustainability division requested \$245,500 and \$200,000, respectively, although staff recommendations were to allocate \$128,000 for the former and \$133,000 for the latter, said city spokesman Tom Sluis.

Rachel Brown, executive director of Visit Durango, said all of its funding goals are for destination management or tourism sustainability and don't include activities such as marketing, sales, operations or running the Durango Welcome Center.

– [durangoherald.com](http://durangoherald.com)