



## **VISIT ESTES PARK ANNOUNCES NEW SUSTAINABILITY-FOCUSED CONTENT SERIES**

*The “Do Estes Right” campaign is a video series that helps visitors protect the area’s natural assets while also making the most of their trip*

ESTES PARK, Colo., Oct. 31, 2022 – Visit Estes Park has officially launched a robust new sustainability-focused video series called “Do Estes Right.” The series – developed in partnership with local filmmaker Nick Molle – highlights simple ways that travelers can protect the area’s surrounding natural assets, while also optimizing their trip for a seamless visitor experience. The videos were created in collaboration with the Colorado Tourism Office as the result of receiving the [Tourism Marketing Matching Grant](#) for this project.

The videos can be found on the [Visit Estes Park website](#), which is an easy, comprehensive destination for travelers to plan their visit. The series can also be viewed on the Rocky Mountain Channel, which plays in nearly all lodging throughout the destination and is live-streamed on Roku, Amazon Fire, Apple TV and Android TV. The PSAs are additionally available on the channel's website and social media. Topics for the videos include: Keeping Wildlife Wild; Utilizing Parking and Shuttle Services; “Know Before You Go”; Leave No Trace Principles; How to Be Careful with Fire; and Tips for Rocky Mountain National Park’s Timed-Entry Permit System.

“The Do Estes Right series is an important tool to help our stakeholders communicate how to enjoy Estes responsibly, while teaching our visitors how to be conscientious travelers,” says Visit Estes Park CEO Kara Franker. “We’re so grateful to the Colorado Tourism Office for selecting us as a grant recipient, as well as Nick Molle for his creative partnership. Together, we’re encouraging responsible, sustainable travel and putting community first.”

Utilizing the matching grant from the Colorado Tourism Office, Visit Estes Park tapped a local company, Nick Molle Productions, for its high-quality production capabilities and extensive area knowledge to create the videos. The company is owned and operated by Nick Molle, who has hiked and filmed Rocky Mountain National Park for over 20 years, in addition to his widespread travels across the globe.

“We are honored to have worked with Visit Estes Park on this series of important messages meant to help guests and locals have the best and safest experience in Estes Park,” says Nick Molle. “With some preparation, we all can conserve the lands of our beautiful destination.”

The videos can also be seen on [Visit Estes Park's YouTube channel](#), with direct links to each episode here:

- *Wildlife:* <https://youtu.be/HvRTfWQJ0oI>
- *Know Before You Go:* <https://youtu.be/FLN33x0HgXQ>
- *Be Careful with Fire:* <https://youtu.be/Mii32oqK8WI>
- *Leave No Trace:* <https://youtu.be/fk3EqiQm-0o>
- *Parking:* <https://youtu.be/87lcY3u7bME>
- *Rocky Mountain National Park Timed Entry:* <https://youtu.be/m8QzD8Orb6E>

Educational materials such as the Do Estes Right PSAs are essential messaging for a destination with overnight visitor volume of nearly 1.8 million person-trips annually, per a [recent report](#). The tourism industry brings significant benefits to the entire Estes Park community, and in 2021, tourism-related spending in Estes Park generated 3,100 jobs and contributed \$3,270 per resident household in local tax receipts, resulting in a total of \$100.6 million in direct travel-generated earnings.

Media images can be downloaded through this link:  
<https://brandfolder.com/s/w733vj2mbffsq5f2tvfxh55>

### **About Visit Estes Park**

Visit Estes Park is the official Destination Marketing Organization for Estes Park, Colorado. A Destinations International (DI) accredited DMO, Visit Estes Park's mission is to drive sustainable year-round economic growth by encouraging visitor demand. Estes Park, just 90 minutes from Denver, is the basecamp for Rocky Mountain National Park offering outdoor experiences, activities, dining, shopping and an environment that is welcoming and approachable. Known for world-class adventure, resident wildlife and scenic beauty, Estes Park is Colorado's quintessential mountain town. To learn more, visit [www.visitestespark.com](http://www.visitestespark.com).