

Best practices for using Visit Responsibly messaging & Toolkit Resources

Promoting responsible visitation messaging to visitors requires a strategic approach that combines clear communication, engaging content, and community involvement.

Best Practices:

Here are some best practices to help you when utilizing the 'Visit Responsibly' messages and using the resources we've provided in the toolkit.

1. Use Clear and Positive Messaging

- Focus on what visitors *can do* rather than just restrictions.
- Use simple, direct language that is easy to understand.
- Highlight the benefits of responsible tourism.

2. Leverage Digital Channels

- Social Media: Share engaging visuals, infographics, and short videos.
 - Use the RTO7 Key Principle icons and/or images from the RTO7 Sustainable Tourism Image Database.
 - Make sure to use the #BGSResponsibly and #BruceGreySimcoe so we can support, share, and track the messaging.
- Website & Blogs: Create dedicated pages on responsible travel tips

3. Collaborate with Other Local Businesses and Influencers

- Partner with other local businesses (hotels, tour operators, restaurants) to reinforce responsible tourism messages.
- Choose travel influencers and creators who align with sustainable tourism values.

4. Provide On-Site Reminders

- Signage: Use attractive, multilingual signs at key locations.
- Visitor Centers: Train your staff to educate tourists on responsible behavior.

5. Involve the Local Community

- Share stories from residents and local businesses on why responsible tourism matters.
- Encourage visitors to support local artisans, farmers, and conservation efforts.

6. Monitor and Adapt the Message

- Tailor the supplied graphics and messages to address specific issues and challenges your community is facing.
- Use analytics from social media and websites to refine the strategy.
- Pay attention to comments and reactions from visitors online and in-person to determine which messages are resonating.

Local Social Media Examples





Conservation Ontario

June 10 at 10:00 AM · 🌐



Create Responsibly. Are you a content creator who loves the outdoors? Your voice matters — and so do your actions. When you share nature, show how to care for it.

- 👣 Stay on marked trails
- 🚫 Don't disturb wildlife for a shot
- 🗑️ Leave no trace — trash and gear included
- 📌 Tag mindfully to protect sensitive spots

Use your platform to inspire responsible adventure!

Download the Step Into Nature App today! 📱 <https://ontarioconservationareas.ca/step-into-nature-app/...>





Grey Sauble Conservation Authority

May 27 at 8:48 AM · 🌐



Waterfalls are breathtaking but must be experienced from a safe distance.

Please only view waterfalls from designated areas. Travelling beyond official GSCA trails and viewing areas to access waterfalls is dangerous and strictly prohibited.

Stay safe and explore responsibly!

[#inglisfalls](#) [#indianfalls](#) [#jonesfalls](#) [#eugeniafalls](#)



NOTICE

**ENJOY WATERFALLS
SAFELY:**
stay on trails and
designated viewing areas



**Grey Sauble
CONSERVATION**

www.greysauble.on.ca





Bruce Peninsula National Park and Fathom Five National Marine Park ✓

June 9 at 12:01PM · 🌐

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When it comes to footwear, functional over flashy is ALWAYS the vibe! 👟👟👟👟👟

Here are some footwear fashion ins and outs that will keep you safe and stylin' while visiting Bruce Peninsula National Park.

Footwear INs 🙌

- ✓ Closed-toed shoes, for protection
- ✓ Traction, for good grip on the trail
- ✓ Support, for comfort and stability

Footwear OUTs 🙅

- ✗ Open-toed shoes
- ✗ High-heeled shoes
- ✗ Minimal tread and support

Stay tuned for more tips on how to dress [#ParksChic](#) 🍷

[#BrucePeninsula](#) [#FathomFive](#) [#ParksCanada](#)



Case Study: Testing the term 'sustainable' in Meta Ad Messaging

Campaign Overview

As part of our 2025 Early Spring social media advertising campaign, we tested the use of the term “*sustainable*” in ad copy to see how it would impact engagement.

What We Did

We ran a set of six ads that included the word “*sustainable*” and tracked their performance against other campaign ads that did not include the term.

What Happened

- Ads with “*Sustainable*” generated **22%** of total partner clickouts.
- Ads without the term drove the remaining **78%**.
- Most ads using the word “*sustainable*” also received laughing reactions—indicating a level of public skepticism or a disconnect between the message and audience expectations.

Key Takeaway

While sustainability is a growing priority in tourism development, the term itself may not yet resonate with or be fully trusted by all audiences. Language matters. For now, stakeholders might consider using alternative terms or focusing on storytelling that shows sustainable practices in action rather than naming them directly in ads. Unless promoting a specific initiative focusing on sustainability, try to avoid the term in your social media content.