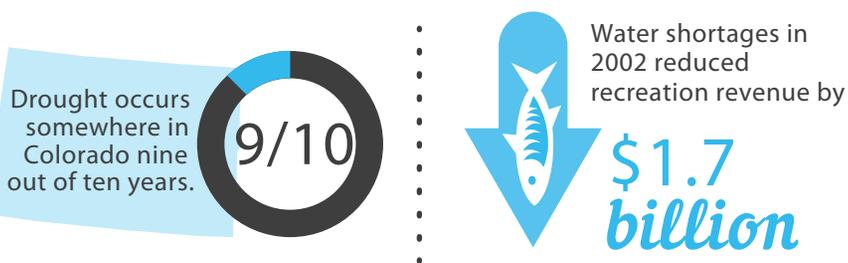


# Tourism - Recreation & Drought in Colorado

## CHALLENGES

Nature-based tourism & recreation depend on water



**40%**



of affected small businesses fail post-disaster

Act now to capitalize when drought happens

Minimize losses & maximize gains when drought occurs.

*The key is intentional planning.*



**COLORADO**  
Colorado Water Conservation Board  
Department of Natural Resources



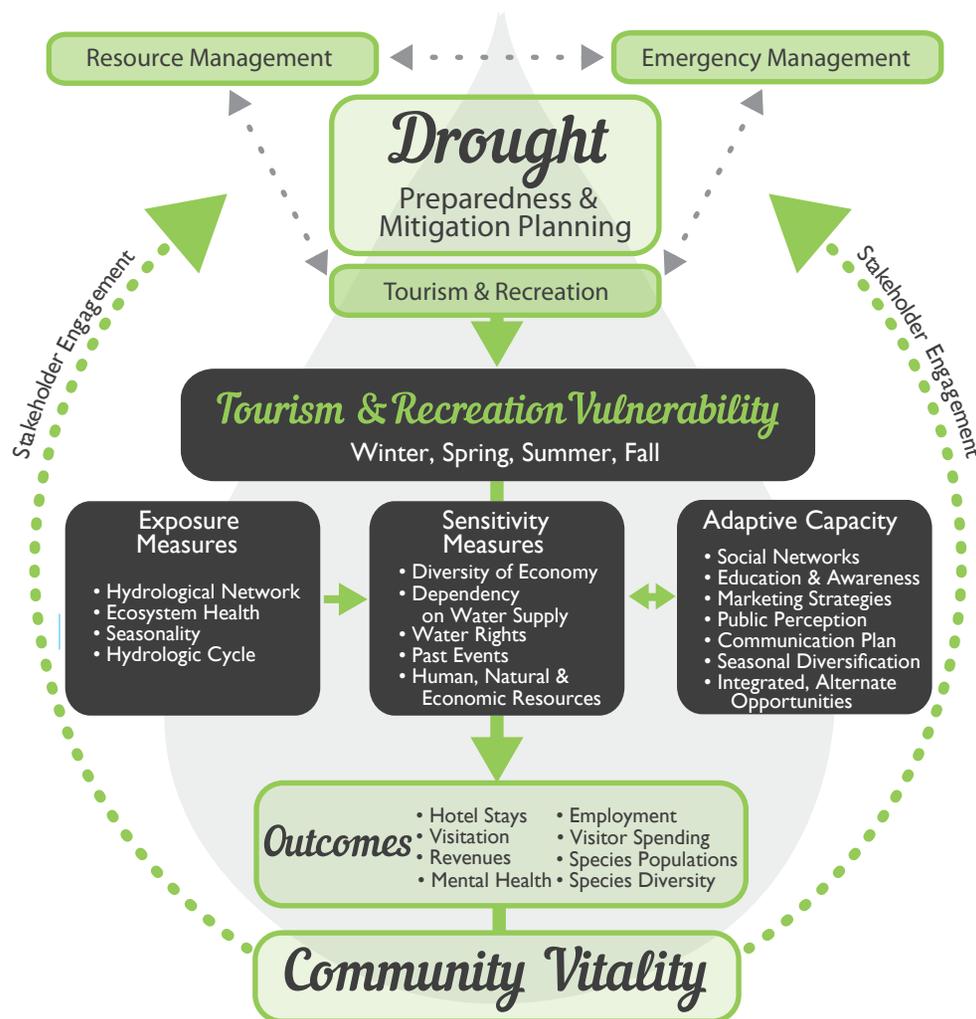
**NCAR**  
NATIONAL CENTER FOR ATMOSPHERIC RESEARCH



University of Colorado  
Denver

## CONNECTIONS

Drought planning requires an integrated approach



Despite dry conditions in the region, people still travel to *Colorado to experience the outdoors.*

Diversify tourism and recreation opportunities *for both winter and summer.*

## SOLUTIONS

Preparedness & response planning

Business



Undertake preparedness & response planning



Create & implement business continuity plans



Join in water planning initiatives & emergency management activities

Non-profits

Community



Diversify into other seasons & activities



Coordinate marketing & communication efforts



Integrate drought mitigation with emergency & resource management planning

Society

## BENEFITS

Extend far beyond drought

Every \$1 spent on planning & prevention saves \$4 in response

*Spent*



*Saved*



### Resources

- Easy First Steps for Business Continuity Planning**  
[http://www.disasterrecovery.org/plan\\_steps.html](http://www.disasterrecovery.org/plan_steps.html)
- Simple Guidance for Individuals, Businesses, & Communities All-Hazards Preparedness Planning**  
<http://emergency.cdc.gov/planning/>
- Colorado Drought Vulnerability Assessment**  
<http://cwcb.state.co.us/water-management/drought/Documents/StateDroughtMitPlan2013/AnnexBChap10RecreationSector.pdf>

- Colorado-specific Drought Vulnerability & Mitigation Opportunities**  
<http://cwcb.state.co.us/water-management/drought/pages/statedroughtplanning.aspx>
- Colorado Drought Planning Toolbox**  
<http://cwcb.state.co.us/technical-resources/drought-planning-toolbox>
- Check Out a Basin Round table in your region**  
<http://cwcb.state.co.us/water-management/basin-roundtables>
- Other Resources & Downloading This Graphic**  
<http://www.codatr.com>