



GUIDE SUMMIT



2025 OUTDOOR NC GUIDE SUMMIT OVERVIEW

About Outdoor NC

With 322 miles of ocean shoreline, vast mountain landscapes, hundreds of waterfalls, 46 State Parks and 14 National Park Service units, North Carolina has endless opportunities for recreation and adventure. In 2020 Visit NC (state tourism office), along with the NC Outdoor Recreation Industry Office and Leave No Trace, partnered to create an initiative to ensure our treasured outdoor resources continue to thrive for millions of people who visit these spaces annually. We called this initiative Outdoor NC.

The program has evolved to include three areas of focus.

- **Destination Stewardship** which brings together community allies to find a balance between residents' quality of life and visitors experience.
- **Responsible Travel** which encourages visitors to balance enjoyment of local heritage and nature with respect for community assets.
- **Sustainable Tourism** which emphasizes industry operations that balance economic returns with social responsibility and environmental conservation.

We strive to create direct, authentic, and personal connections for visitors in our outdoor spaces. We know that guides create amazing connections with the outdoors through unique experiences throughout the state. We believe guides are uniquely suited to share a message of stewardship that will resonate with our visitors.

How Outdoor NC connects with outdoor recreation guides in the state

Nine out of 10 people who visit the outdoors are not informed about Leave No Trace, but a person trained in Leave No Trace is five times more likely to protect nature and often educates others in the Leave No Trace principles. With millions of visitors enjoying our beloved state each year, it is imperative for our industry to help educate and inspire visitors to follow the Outdoor NC Leave No Trace Principles.

At the state tourism office, we understand the importance of outfitters and guides to the industry and the impact you have on visitor's experience in the state. You are in a unique position to be leaders in protecting our natural spaces by being leaders in stewardship and educating and inspiring visitors to do the same.

By participating in the Outdoor NC guide program, you will become a trusted partner leading to more recognition and promotion on a statewide level. To learn more about the guide summit and guide program see the reverse side of this sheet.



Guide Summit

We are thrilled to host our second annual Outdoor NC Guide Summit in partnership with Leave No Trace. This summit is a part of our growing effort to recognize and promote tour guides and outfitters on a statewide level.

Outdoor NC and Leave No Trace staff have developed a custom curriculum and workshop for guides, outfitters, and tour operators in North Carolina. This first of its kind, curriculum addresses the Outdoor NC initiative, critical Leave No Trace skills and effective communication methods to equip guests, as well as your peers or employees, with these skills.

This program the first step to engage with promotion of your guided experiences on a statewide level as an Outdoor NC Guide.

Event Overview

The Leave No Trace Traveling Team and the Outdoor NC team will conduct a specialized in-person 2-day, Level 1 Leave No Trace Guide-Focused Course. This 16-hour course with a select group of 12 guides from across North Carolina will not only provide guides with an in-depth overview of the skills associated with Leave No Trace but will also prepare you to effectively communicate and teach **Outdoor NC Leave No Trace Principles**.

The course includes:

- Hands-on skill demonstrations
- Strategies for effective communication skills and techniques (including one session led by each participant demonstrating how they would use these skills in interactions with their customers, providing opportunities to workshop these interactions and receive feedback)
- Comprehensive overview of the Outdoor NC Guide program and how to take advantage of statewide and national promotion

Upon completion you will receive a Leave No Trace Level 1 Instructor certification and be featured as an Outdoor NC Guide with multiple opportunities to promote yourself as a leader in the effort to preserve North Carolina's outdoors while recreating responsibly.

Guide Program

COST: \$500 per guide

REQUIREMENTS:

- Participation in the 2025 Outdoor NC Leave No Trace Guide Summit

BENEFITS:

- Usage rights for the 7 Outdoor NC Leave No Trace Principles to promote destination stewardship and supporting text
- Organization logo featured on Outdoor NC website
- One Instagram and Facebook story feature spotlighting the Partner and Outdoor NC stewardship messaging on Outdoor NC social media channels
- One dedicated Guide Cohort focused Guide E-news letter
- Inclusion on OutdoorNC.com as a part of the Outdoor NC Guide page
- Opportunities to be featured on the OutdoorNC.com blog as a trusted resource for information regarding your outdoor specialty
- Access to the Outdoor NC toolkit
- Access to Trail Town destination stewardship learning labs, global trends report, tools and resources
- Free Access to Tourism Exchange booking platform
- Access to BeSMART courses (limited availability - offered on a first come, first serve basis)
- 10% discounted registration for 2025 Outdoor Economy Conference (Discount applies to full price passes. Not applicable to early bird tiers.)
- Outdoor NC Cleanup Project (5 cleanup kits and how-to guide)
- Outdoor NC logo for communications and educational efforts
- 10% discount on educational materials and merchandise from the Leave No Trace store

Important Information

Limited availability: maximum number of participants is 12.

Dates: March 24 & 25

Location: Raven Rock State Park

Note: This course will include indoor and outdoor settings.

To sign up please reach out to Amanda Baker,
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