



# COAST LIKE A LOCAL

**A BEHAVIOR-DRIVEN APPROACH TO MANAGING VISITOR IMPACT**

## THE CHALLENGE

**Visitor behavior is one of the most persistent challenges facing coastal destinations.**

Despite increased signage, rules, and awareness campaigns, the same issues continue:

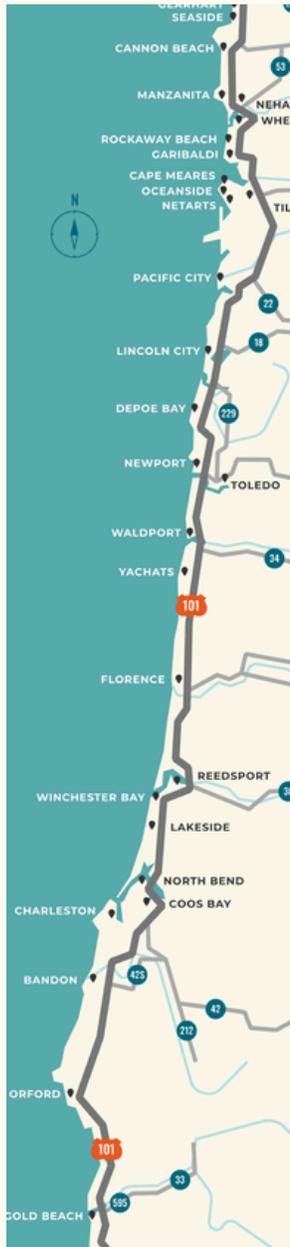
- Public Safety in Coastal Environments
- Appropriate Use of Outdoor Recreation Spaces
- Wildlife Awareness and Protection
- Waste Management and Site Capacity

Most visitors don't see themselves as the problem. They arrive with good intentions—but without the context to act on them.

## THE INSIGHT

**People want to blend in, and have an authentic travel experience.**

Behavioral science shows that people are more likely to adopt behaviors they perceive as social norms—especially those modeled by locals.



## THE STRATEGY

**Instead of telling visitors what not to do, show them how locals do it.**

Core message:  
"Coast Like a Local"  
*Locals know before they go.*

## THE MODEL BECOMES A SIMPLE, REPEATABLE FRAMEWORK:

- 1. Align partners around one message**
- 2. Translate guidelines into local behaviors**
- 3. Deliver consistently across all channels**
- 4. Reinforce through real people, not just institutions**

# EXECUTION

Delivered across four seasons (2024–2025):

- Audio ads (behavioral cues)
- Geofencing at coastal entry points
- Social + influencer content
- Centralized hub of 'know before you go' messages
- Earned media + public safety messaging



# RESULTS

**\$2k** Total investment

**1.4M+** Impressions

**10k+** Website visits

**20+** Earned media stories

**15+** Organizations engaged + aligned

## WHY IT MATTERS

Destinations everywhere are facing the same question:

**How do you welcome visitors without eroding the place itself?**

“Coast Like a Local” offers a model that other destinations can adapt: align partners around a shared message, ground that message in social norms, reinforce it consistently across multiple channels, and embed it into the fabric of daily life for the locals.

**\$25K total investment → 1.4M+ coast-wide impact**



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