



DEVILS LAKE TOURISM STRATEGIC PLAN 2026–2030

MISSION Connecting visitors and community to thrive together.

CORE PURPOSE Devils Lake Tourism champions our visitor economy — driving local business growth, promoting our unique destination, and enhancing the quality of life for all who live, work, and play here.

TOURISM CORE VALUES

- *Spark Curiosity* – Invite exploration and highlight what’s unexpected.
- *Celebrate Local* – Promote our people, places, and homegrown experiences.
- *Inspire Wonder* – Make every story and photo worth sharing.
- *Welcome Everyone* – Extend true hospitality, no matter the season.

STRATEGIC PRIORITIES 2026–2030

Priority 1: Strengthen the Destination Brand

Goal: Build on our strong, consistent identity that highlights Devils Lake as a place to explore, experience, and call home.

Strategies:

- Incorporate *The Good Life is in Our Nature* branding.
- Expand storytelling and influencer outreach beyond our fishing identity.
- Develop innovative marketing campaigns using Google Ads, YouTube, social media, and new traditional markets.
- Leverage the Chamber’s 100-year milestone to unify messaging.

Priority 2: Elevate Visitor Engagement & Industry Communication

Goal: Cultivate strong relationships with visitors, stakeholders, and the local community.

Strategies:

- Enhance CRM-driven audience segmentation.
- Expand cooperative marketing with local businesses.
- Publish monthly “Devilish Reads” and stakeholder updates.
- Promote cross-promotion opportunities for events.

Priority 3: Expand Infrastructure & Grant Development

Goal: Position tourism as a community investment strategy through placemaking.

Strategies:

- Grow the *Artists on Main* and *Tourism Infrastructure Capital* grant programs.
- Support improvements to Bridgestone Park and winter lake access.
- Encourage year-round and off-peak tourism infrastructure.

Priority 4: Support Workforce & Relocation Efforts

Goal: Showcase Devils Lake as a welcoming place to visit, live, work, and build a life.

Strategies:

- Collaborate with the Chamber to enhance relocation materials.
- Expand the “Live” section of the website.
- Support emerging leaders and young professionals.
- Highlight stories of individuals and families choosing Devils Lake.

Priority 5: Grow Year-Round Tourism & Community Alignment

Goal: Extend the visitor season and strengthen public support for tourism.

Strategies:

- Expand winter tourism offerings and lake access.
- Develop year-round activity itineraries.
- Educate residents on tourism’s economic impact.
- Align messaging with Chamber and Forward Devils Lake.

Priority 6: Meetings, Sports & Group Travel Growth

Goal: Position Devils Lake as a regional destination for meetings, sporting events, and group travel.

Strategies:

- Create Meet & Gather website content and a venue toolkit.
- Develop Sports in Devils Lake toolkit and landing pages.
- Promote new and enhanced facilities: The Shores at Woodland Resort, Ramsey County Event Center, Eastbay Event Center, Spirit Lake Casino, & KC Hall.
- Launch RFP capabilities and CRM sales tracking.
- Host familiarization tours for regional planners.
- Partner with venues for joint marketing and incentives.
- Explore opportunities to expand hotel accommodations.

Priority 7: Advocate for Fishery Management & Sustainability

Goal: Ensure Devils Lake remains a premier fishing destination by supporting practices that protect and enhance our fishery for generations to come.

Strategies:

- Collaborate with local, state, and tribal partners to promote policies that sustain fish populations and lake health.
- Serve as a tourism voice in fishery management discussions, highlighting the economic and community impact of fishing.
- Educate visitors and residents on responsible fishing practices, invasive species prevention, and conservation ethics.
- Support research and innovative approaches to fishery sustainability.
- Increase awareness and prevention efforts for Aquatic Nuisance Species (ANS) to safeguard the long-term health of Devils Lake.
- Promote Devils Lake as a model destination where recreation and conservation go hand-in-hand.

CONCLUSION This five-year plan expands Devils Lake Tourism's focus beyond visitation, embracing workforce, placemaking, meetings, and quality-of-life advocacy. Through these six priorities, Devils Lake will lead with a partner-driven tourism strategy that deepens impact, fosters resilience, and welcomes the next generation of visitors & residents alike.