

2023 STRATEGIC BRIEF

2023 EXECUTION BRIEF



OUR VISION

Promote Durango’s unique attributes in a responsible manner to foster year-round, sustainable economic growth for the Durango area.

ACHIEVED THROUGH



DISPERSION

Supporting a more consistent, year-round economy by dispersing visitors both seasonally and geographically.



IMPROVING THE EXPERIENCE

Increasing the overall positive visitor experience in Durango and La Plata County.



ATTRACTING STEWARDS

Attracting responsible travelers and stewards of La Plata County’s natural resources.



RESIDENT EDUCATION

Increasing the quality of life and educating residents on the value of tourism.



STAKEHOLDER ADVOCACY

Educating tourism stakeholders and advocating on their behalf.

OUR MAIN AUDIENCES



VISITORS



POLICYMAKERS

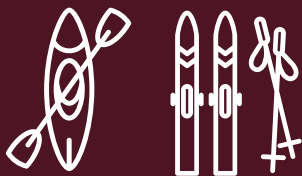


LOCAL TOURISM
ADVOCATES



LOCAL RESIDENTS

OUR MARKETS



Durango and La
Plata County



Drive market circle
of eight hours

ADVOCACY

PUBLIC
RELATIONS

VISITOR
SERVICES

SALES &
PARTNER SERVICES

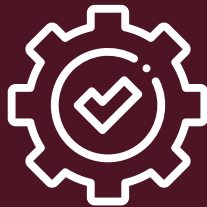
DESTINATION
MANAGEMENT

MARKETING &
ADVERTISING

OUR TACTICS



DEFINITIONS OF VISIT DURANGO'S TACTICS



DESTINATION MANAGEMENT

A comprehensive and coordinated approach to the promotion, management, and development of a destination. This involves creating a strategy that will draw visitors, businesses, and investments to the destination while also preserving and enhancing its unique cultural, social, and environmental identity.



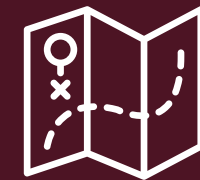
PUBLIC RELATIONS

The practice of communicating directly with the public and other stakeholders to create a positive image of the destination. This involves building relationships with local media outlets, crafting press releases and stories, and hosting journalists and events that showcase the destination's unique attractions.



MARKETING & ADVERTISING

The use of various media and techniques to reach target audiences and promote the destination. This includes both paid and organic methods, such as digital, video, and print ads; and website content, search engine optimization (SEO), email marketing, social media content, and more.



VISITOR SERVICES

Developing a network of services, like the Durango Welcome Center, designed to make travel easier. This could include information on attractions, transportation options, accommodations, and other relevant resources. It may also involve developing programs or incentives to encourage people to return year after year.



ADVOCACY

Working with relevant authorities to ensure the destination receives favorable treatment from regulatory bodies and has access to resources that support its economic development.



SALES & PARTNER SERVICES

Creating a solid network of local stakeholders, such as businesses, attractions, and government agencies, who can contribute to the promotion and development of the destination. This could include public-private partnerships or initiatives that bring together different sectors to work toward a common goal.