

2024 - 2029 STRATEGIC BRIEF



WHO WE ARE

Visit Durango is the nonprofit 501c6 destination management and marketing organization (DMMO) for Durango and La Plata County.



OUR MISSION

Visit Durango serves La Plata County by channeling the power of visitation.



OUR VISION

Visit Durango inspires our community to find balance and make La Plata County an inviting place to live and visit.



STRATEGIC GOALS FOR VISIT DURANGO

OPTIMIZE IMPACT

Improve the positive impacts and decrease the negative impacts that visitors and tourism-related businesses have in the following areas:

Natural Environment **Economic Vitality Culture and Community**

PRIMARY GOAL



GROW YEAR-ROUND VISITATION

Why: To maximize the vitality of local businesses and create workforce stability, while also minimizing environmental degradation.

How: Educate partners, and create marketing and event programs to grow overall visitation while tempering growth during historically high demand periods and shifting visits from high traffic areas to lower traffic areas.

SPECIFIC GOAL



ELEVATE STEWARDSHIP

Why: To protect the La Plata County environment and maintain a vibrant destination for generations to come.

Educate visitors, businesses, and residents to support regenerative tourism through responsible tourism principles and dispersion tactics.

SPECIFIC GOAL



PROMOTE DESTINATION INCLUSIVITY

Why: To create a visitor economy that is welcoming to all.

How: Partner with underrepresented communities. Attract visitors that contribute to diversity and educate stakeholders on tourism inclusivity.

SPECIFIC GOAL



CREATE LOCAL TOURISM CHAMPIONS

Why: To find harmony between locals and the visitor industry because only together we can create a balanced culture where tourism is by locals and for the benefit of locals.

How: Engage and incentivize residents and other stakeholders and educate them on the value of tourism while building trust. Advocate for the tourism sector and workforce to maintain industry vitality.

SPECIFIC GOAL



ENHANCE PARTNER RELATIONS

Why: To ensure visitors have access to all tourism offerings and their visitor experience is thereby enhanced. To help businesses thrive.

Establish consistent and valuable communications and educational event opportunities. Help partners reach visitor customers through marketing assistance and services.

SPECIFIC GOAL

TACTICS TO ACHIEVE STRATEGIC GOALS

MARKETING

• Create targeted and data-driven marketing and public relations programs to increase brand awareness and visitation dispersion.



• Create and promote programmatic



• Provide marketing and promotional assistance to partners.



COMMUNITY ENGAGEMENT

 Monitor relevant community issues that impact tourism and the workforce and advocate as appropriate.



 Engage with underrepresented communities.



• Expand diversity, equity, and inclusion efforts with partners, to be welcoming to all.



 Incentivize the local residents and partners to engage with educational and experiential programs about the value of tourism.

 Produce partner communications and educational event opportunities.



VISITOR SERVICES

Provide services to visitors and residents at the Durango Welcome Center, durango.org, etc.



SUSTAINABLE INITIATIVES

• Educate visitors and businesses on responsible recreation, stewardship, dispersion, and environmental preservation initiatives.



Conduct research and data analysis to define need areas for geographic and seasonal dispersion.

and programs.

SALES

• Present and sell La Plata County to the travel trade industry.



Provide services to lodging and hospitality partners and groups.



PRODUCT DEVELOPMENT

Develop, optimize, support, and expand new and existing events.



Develop new tourism-related products and services with key partners.





GLOSSARY

Destination Management & Marketing Organization (DMMO):

A destination management and marketing organization plays an essential role in managing tourism at the local level to help attract visitors and support businesses. Contrary to popular belief, the overall objective for a DMMO isn't only to bring more visitors. It is to make the destination more sustainable and thus enjoyable for visitors and locals for years to come.

Destination Management/ Sustainable Tourism:

Tourism that takes full account of current and future economic, social and environmental impacts while addressing the needs of all: visitors, the tourism industry, the environment and the community. Destination management is a coordinated process, where almost all aspects of a destination are managed, including marketing efforts, local resources, events, environmental concerns, and tourist attractions. Visit Durango believes in the triple bottom line of sustainability, with the natural environment, economy, and society/culture being the three crucial pillars. In the tourism industry, and for Visit Durango's purposes, destination management is often used interchangeably with the terms destination sustainability, stewardship, and regenerative tourism.

Dispersion:

A sustainable tourism tactic which aims to disperse visitors geographically and/or in time to alleviate pressure. Geographically, we steer visitors to the lesser-visited areas of the county and lesser trafficked businesses. From a time perspective we encourage visitation during times that are traditionally less-visited, such as off-peak/shoulder season, mid-week, etc.

Travel Trade:

Includes online travel agents, receptive tour operators, tour operators, wholesalers, and travel agents.

Local/Resident:

A person who's primary residence is located in La Plata

County.

Visitor:

A person who comes to La Plata County from over 50 miles from where they live and stayed for more than 2 hours in the

destination.

Partner:

Any tourism-related business within La Plata County.

Stakeholder:

A person or entity with interest in La Plata County's tourism industry and Visit Durango.

