

# 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



## TACTICS TO ACHIEVE STRATEGIC GOALS



# 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.

