



Tourism Strategic Plan

PLAN FOUNDATIONS AND IMPERATIVES

Today's Agenda

- Why Plan
- Planning Foundations
- Stakeholder Engagement
- Plan Imperatives



VISIT ESTES PARK

TOURISM STRATEGIC PLAN

DRAFT FOR BOARD CONSIDERATION
September 2025

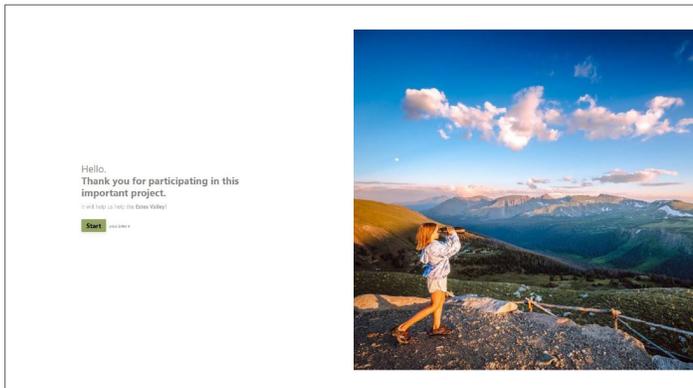
Why a Tourism Master Plan Now?

- Changing visitor patterns; evolving destination product
- Balancing vitality of industry and resident quality of place
- Recurring challenges
 - summer overcrowding
 - infrastructure strains
 - vulnerabilities for year-round businesses



Stakeholder Engagement and Vision

- Relevancy Workbook
- Community Visioning Session
- Resident Survey



Core Priorities and Challenges

Shared Priorities

- Supporting a year-round visitor economy
- Investing in infrastructure
- Preserving open spaces
- Fostering inclusive cultural offerings
- Continuing to support workforce housing

Common Challenges

- Maintaining authenticity amid growth and evolution
- Building a unified vision
- Avoiding over-commercialization
- Ensuring thoughtful product development

Engaging Residents

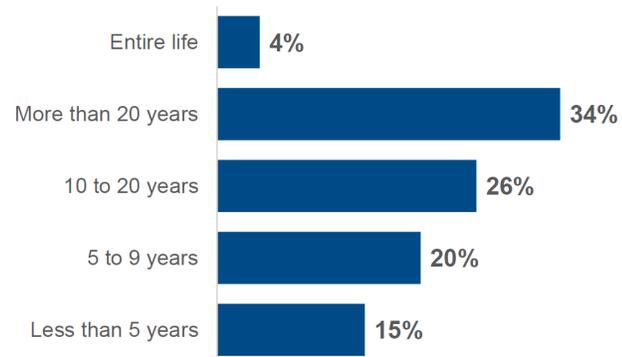
Visit Estes Park
Resident Sentiment



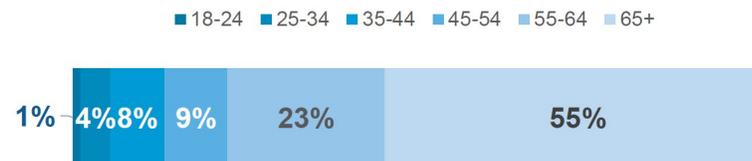
Longwoods
INTERNATIONAL

- 465 Respondents (81% were full time residents)
- Survey fielded between May 30 – June 22, 2025
- Comparable to national and regional data sets

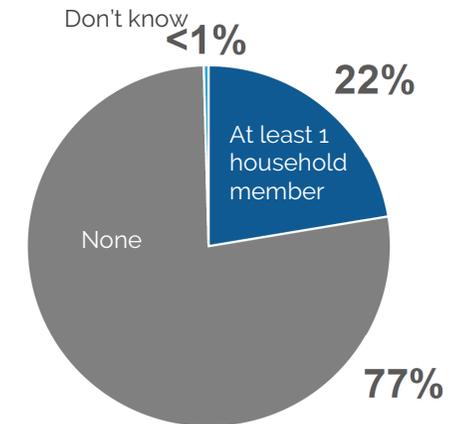
Length of Residence in Estes Valley



Age



Household Members
Employed in Tourism



What Residents Value (& Support)

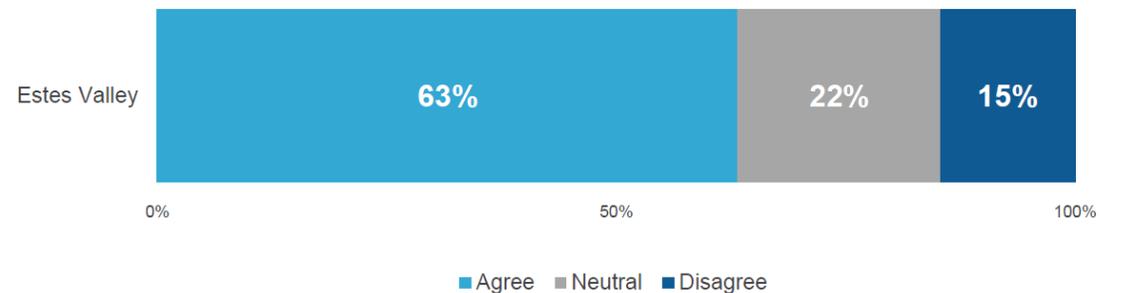
- Support **responsible tourism** growth: 73%
- **Care** about the success of tourism: 67%
- Interested in **local tourism news**: 69%
- **I welcome tourists** to the Estes Valley: 62%
- **I look forward** to showing off the Estes Valley to **friends & family**: 82%
- **I recommend local tourist attractions** to visitors: 71%

"People come here to experience the beauty of nature, the inviting downtown atmosphere, the family friendly town, and the affordability over places like Vail and Steamboat. That is what we should be trying to preserve while also encouraging more visitors to come."

Overall, I think tourism is good for Estes Valley

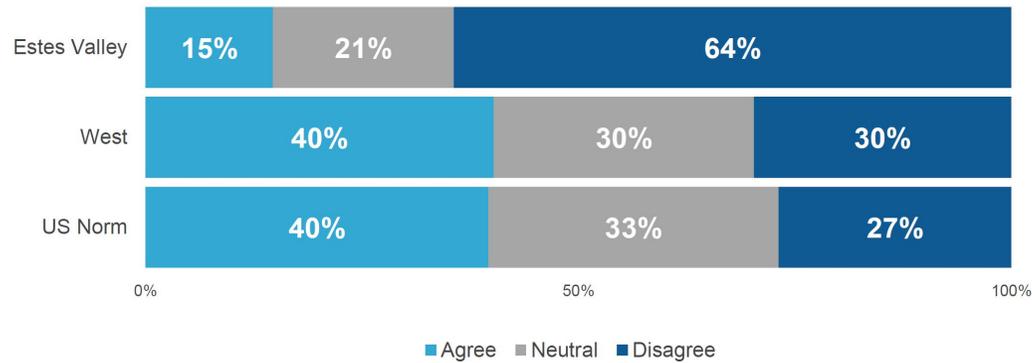


I want to see tourism thrive in Estes Valley

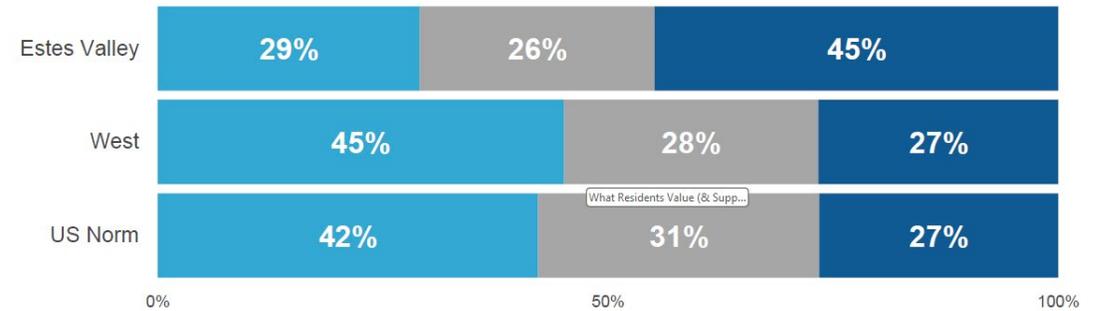


Residents' Concerns

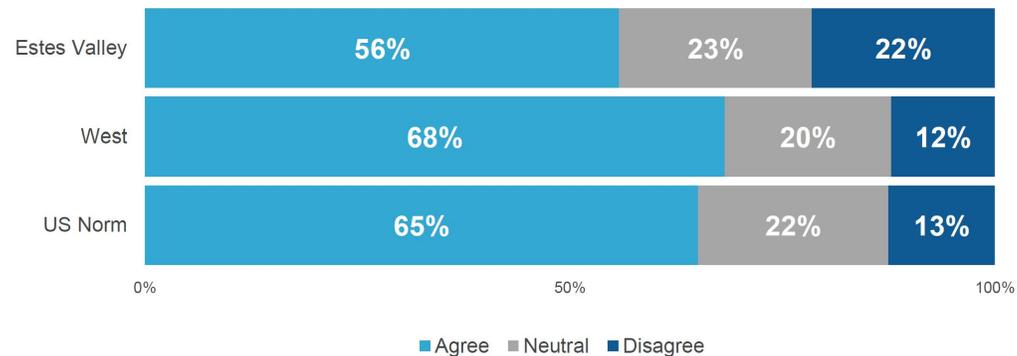
Tourists are respectful of our natural areas



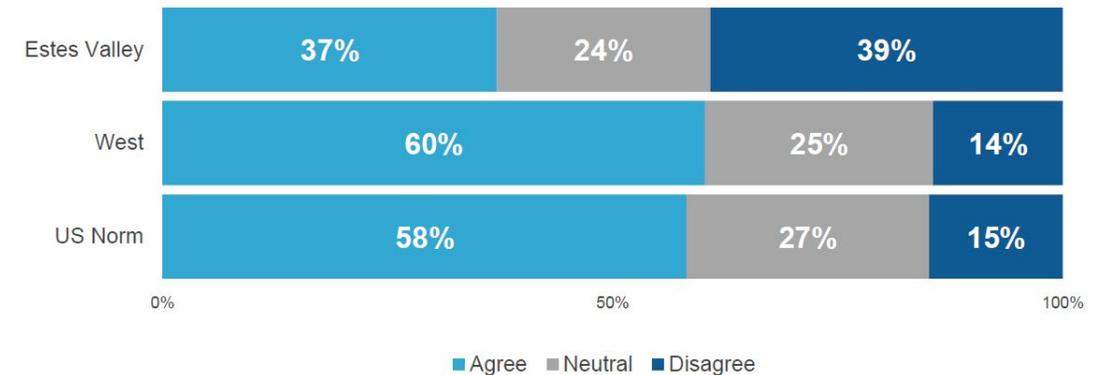
The sales tax that tourists pay on their purchases adequately compensates for the wear and tear they create on our infrastructure



I believe tourism should be encouraged here



Tourism supports the preservation of local culture and protects the community's authenticity



Consensus Guidance

- Planned and controlled destination development is needed
- Investments that balance economic benefit with livability and conservation
- Importance of promoting authentic experiences
- Investments and programming to support a year-round economy
- Desire for visitor management
- Transparent progress tracking
- Need for making tourism's value more relatable



Strategic Imperatives



Advance Year-Round Prosperity



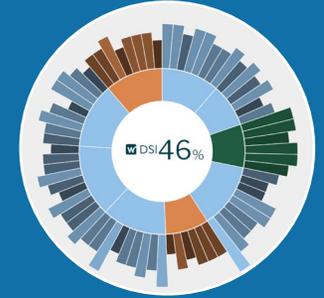
Strengthen Community-centered Stewardship



Preserve the Estes Valley's Distinctive Character



Employ Technology for Experiences and Excellence



Foster Partnerships and Regional Leadership



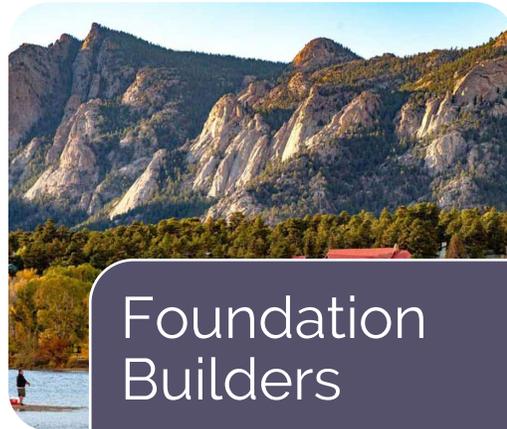
Priority Initiatives

- Recommendations for Visit Estes Park
- Lead – Support - Partner



Building Momentum

- Short-term wins
- Low-resource, high-impact



Foundation Builders

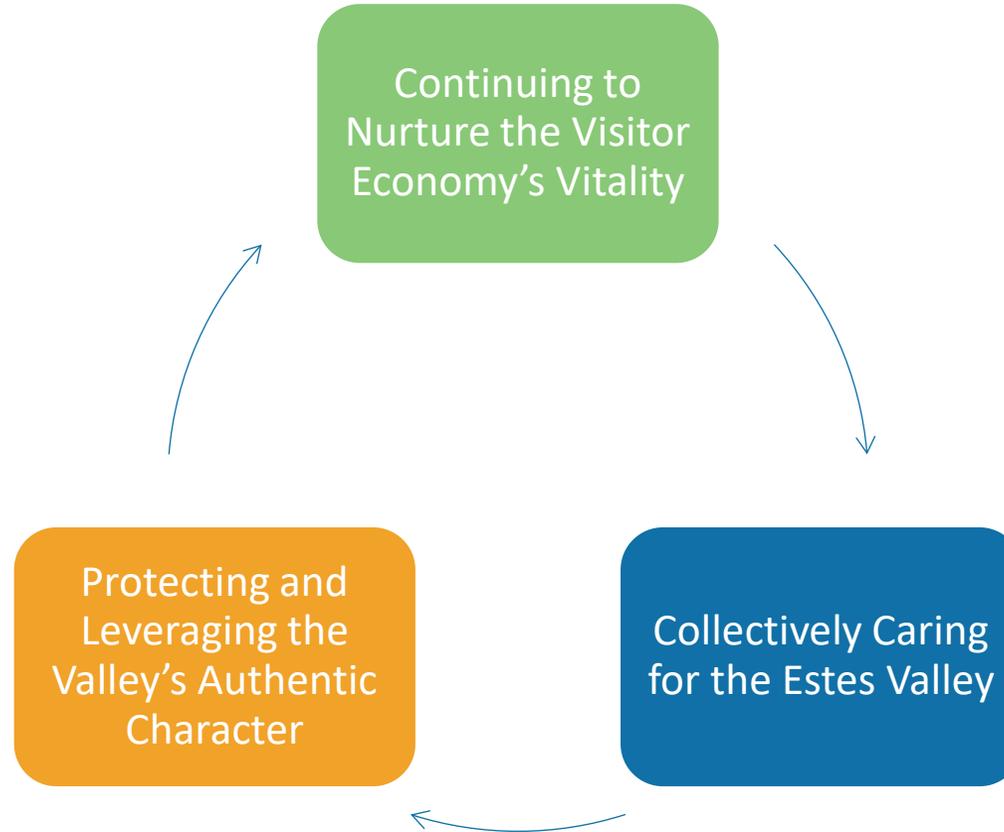
- Strengthen existing systems
- "Smart-destination" infrastructure.



Transformative Initiatives

- Aspirational
- Continued evolution

Providing Community Value





Thank you!

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