



Greater Wilmington Convention and Visitors Bureau

STRATEGIC PLAN 2024-2028

GUIDING PRINCIPLES

Who we are and where we're going

MISSION

To stimulate economic growth for New Castle County and elevate Greater Wilmington as a tourism destination by attracting visitors for leisure travel, events, and conferences.

VISION

A well-recognized and highly valued small tourism destination with big offerings, delivering unforgettable experiences based in history, culture, and the natural world.

VALUES

MOTIVATION

We are passionate about our destination and what we do. We want to spread our passion and positivity at every opportunity.

PARTNERSHIP

We connect and collaborate very well as a team, bringing respect and integrity to our work. We also have a vested interest in connecting – and connecting with – our tourism partners so we all may succeed in bringing our industry to a higher level.

KNOWLEDGE

We know Greater Wilmington and the Brandywine Valley intimately. We are motivated by curiosity and are always wanting to learn and experience what's new ... and then share that knowledge out.

INCLUSION

We believe that our strength as a team and as a destination comes from the diversity of our people, experiences, and perspectives, and this carries through in everything we do.

PILLARS

Our areas of focus for the strategic plan

PROMOTER

Elevate the awareness of Greater Wilmington as a competitive choice of destination for Mid-Atlantic getaways, events, and conferences.

CONVENER

Create a forum for moving our tourism industry forward and stimulating connections.

ADVOCATE

Serve as a respected and valued champion of the tourism industry, regionally and state-wide.