



**VisitEstesPark.com**

## **Strategic Plan Initiatives From the Visit Estes Park Planning Process**

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**Our Mission:**

Attract guests to the District through effective and efficient destination marketing and management in order to drive year-round economic growth.

**Our Vision:**

To be a year-round tourism, group, and event destination that supports our healthy mountain village with a balance of financial success, positive and memorable experience for guest, and quality of life for our community.

**Our Values:**

Accountable, ethical, proactive, respectful, responsive, and transparent.

## **The 12 Strategic Initiatives**

### **1. Strategic Initiative #1—Balancing Destination Marketing with Destination Management**

In order to maintain and enhance the competitive position of the Estes Park Community, VEP will balance destination marketing initiatives with destination management strategies.

### **2. Strategic Initiative #2—Winter / Spring Season Campaign**

In order to drive visitation when it's less impactful to local residents and infrastructure, we will continue to aggressively market Estes Park through a series of appropriate campaigns.

### **3. Strategic Initiative #3—Marketing of Local Marketing District**

While pursuing a wide variety of endeavors to promote visitation to Estes Park, our core mission of marketing the local marketing district will remain as the primary focus of our mission.

### **4. Strategic Initiative #4— Staying Competitive with Other Destinations with Larger Budgets and Staff**

In order to remain competitive with better-funded local marketing districts, we will operate in an efficient manner and demonstrate effective stewardship of the resources entrusted to us.

### **5. Strategic Initiative #5— Increasing Overnight Stays**

In order to maximize the financial impact of visitation to Estes Park, we will continue to focus our attention on increasing the number of overnight stays.

### **6. Strategic Initiative #6— Maintain and Enhance our Destination Management Endeavors**

In addition to our marketing endeavors, VEP is committed to maintaining and enhancing our broader role in destination management.

### **7. Strategic Initiative #7— Stakeholder Service Development**

In order to ensure we are meeting the needs of our stakeholders, we will consistently survey them and develop services to address their needs.

### **8. Strategic Initiative #8—Board Development**

In an effort to ensure the governing board is performing at its highest level and within appropriate roles, we are committed to ongoing board development initiatives.

### **9. Strategic Initiative #9— Developing a Comprehensive Strategic Plan**

In order to establish clear direction, generate alignment and prioritize the allocation of our resources, we will develop and maintain a comprehensive strategic plan.

### **10. Strategic Initiative #10— Communicating the Return on Investment VEP Provides**

In an effort to document the value that VEP provides to the Estes Park community, we will communicate key performance metrics to demonstrate the return we are providing for the investment we receive.

### **11. Strategic Initiative #11— Advocating and Receiving an Increase in Lodging Tax**

In order to remain competitive with other local marketing districts, we will advocate for an increase in the lodging tax that will enable VEP to maintain and enhance our service to the community.

### **12. Strategic Initiative #12— Encouraging Leadership Within the Community**

Through our active engagement in the community, we will strive to constantly strengthen relationships, demonstrate leadership and build trust.