

# Colorado Springs & Pikes Peak Region Destination Master Plan

## Overview

*June 19, 2018*





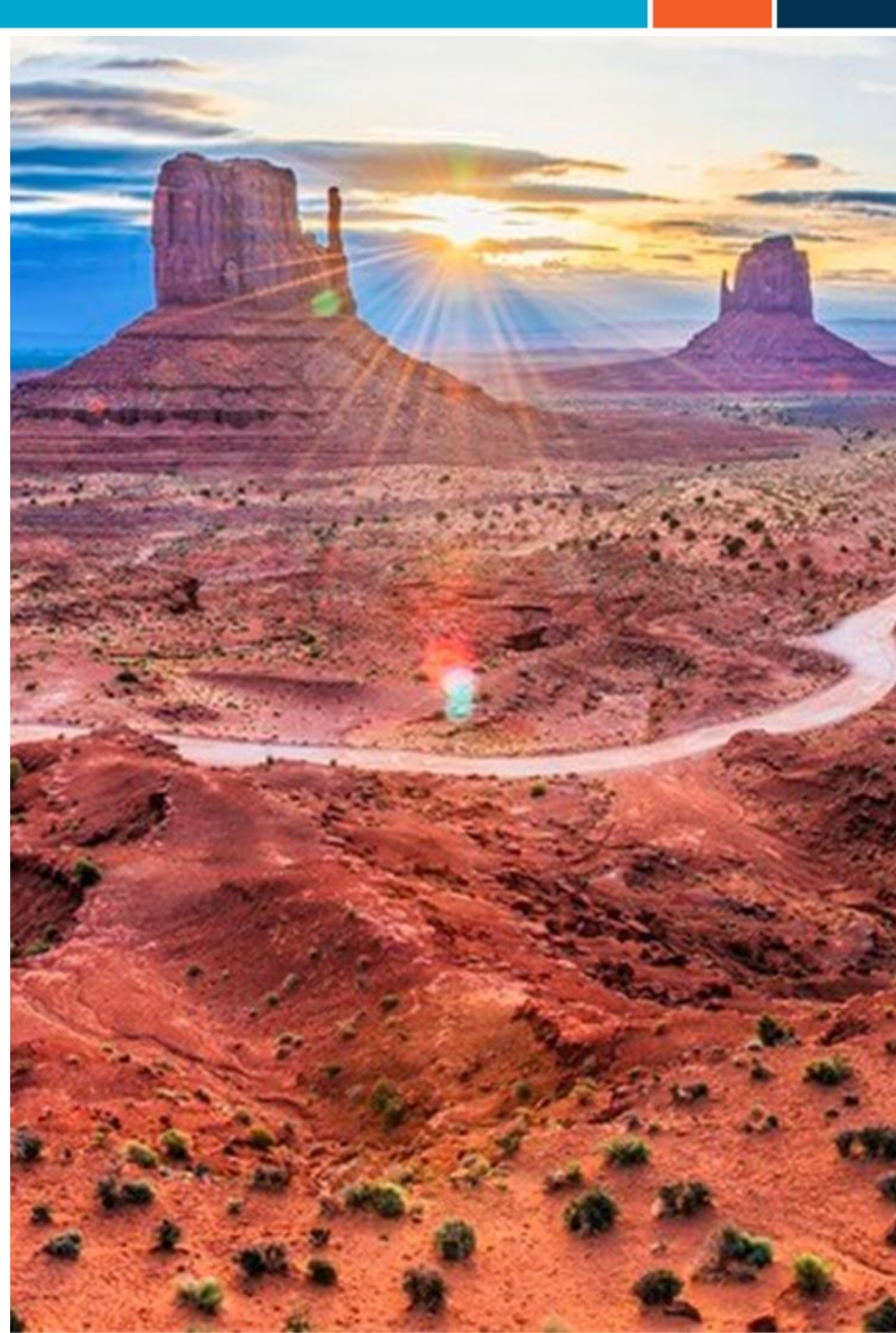
# DESTINATION MASTER PLAN

## What is Destination Master Planning?

- Focus on infrastructure, facilities, services, attractions & events which need to be developed to improve overall visitor offering & experience
- Time frame of 10 years and beyond
- Coordinated with and integrated into other planning initiatives underway

## Why Now?

- Fierce global competition
- Consumers demanding authentic, local and unique experiences and services



# DESTINATION MASTER PLAN CORE ELEMENTS

## Objective:

Develop a clear, action-oriented, 10-year Destination Master Plan for Colorado Springs & Pikes Peak Region.

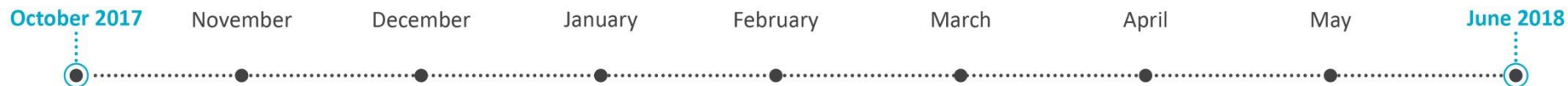
Vision

Targets

Strategic  
Goals

Initiatives

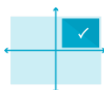
# PROJECT PLAN



## Strategic Assessment



**Reviewed 1,000+ Pages of Internal and External Documents and Data Summaries**



**DestinationNEXT Online Diagnostic Review**



**National & International Trend Analysis**



**Visitor & Industry Research**

# PROJECT PLAN



## Strategic Assessment

## Community Engagement



**14 Focus Groups**



**Key Meeting Planners, Travel Trade & Sports Organizers Input**



**30+ One-on-One Interviews**



**1,700+ Residents Completed Public Sentiment Survey**

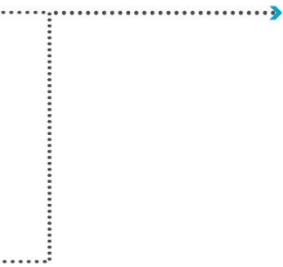
# PROJECT PLAN



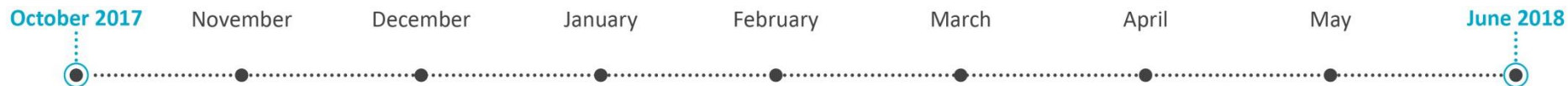
Strategic Assessment

Community Engagement

Visioning Workshop



# PROJECT PLAN



Strategic Assessment

Community Engagement

Visioning Workshop

Plan Development and Validation

Plan Writing  
Validation

- Steering Committee
- CVB Board of Directors
- Plan Partners
- Mayor & City Council
- County Commissioners

Ratification

# CURRENT TOURISM IN THE PIKES PEAK REGION



**23M**

Visitors in 2016



**\$2.25B**

Total Visitor Spend



**17,000**

Jobs from Tourism



**\$835**

Taxes Saved per  
Household Annually



# KEY TAKEAWAYS

1. Impressive natural assets are a tremendous foundation.
2. With significant population growth, it is a pivotal time to align plans for the visitor economy.
3. A unified brand for Colorado Springs and the Pikes Peak Region would be extremely valuable.
4. The U.S. Olympic Museum will help transform downtown's appeal for visitors.
5. An event venue is lacking – whether it serves the sports or meetings market must be determined.
6. Collaboration would be enhanced through more stakeholder networks and greater regional cooperation.



# VISION

**A DESIRED FUTURE STATE**

## OBJECTIVE

**MAKE COLORADO SPRINGS & THE PIKES PEAK REGION  
A SUSTAINABLE, MUST-VISIT DESTINATION**

# **TWO UNIQUE DESTINATION SIGNATURES HAVE EMERGED...**



A large, layered red rock formation, possibly a natural arch or overhang, dominates the center of the image. The rock has distinct horizontal strata and a weathered, reddish-brown surface. In the foreground, several green, coniferous trees are scattered across the base of the rock. The background shows a vast landscape with distant mountains under a dramatic, overcast sky with dark, heavy clouds. The overall scene is rugged and natural.

***Iconic and accessible  
natural experiences***



*Site and spirit of the  
U.S. Olympics & Paralympics*



## DESTINATION VISION

*Colorado Springs and the Pikes Peak Region  
will be the leading U.S. destination for experiential travel,  
inspired by the majesty of Pikes Peak;  
iconic, accessible natural wonders;  
and the Olympic spirit.*

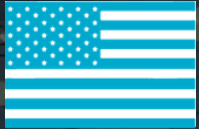




## BIG IDEAS



Make Colorado Springs & the Pikes Peak Region the most desirable place for urban and outdoor experiential travel in the U.S.



Further leverage the presence of the Olympic organizations and the new U.S. Olympic Museum



Develop the right sports-event and meeting venues for the city and region to attract out-of-town events



Make the region the place for four-season arts, culture, and festivals in Colorado



Establish a regional , sustainable transportation system

# DESTINATION GOALS



Provide Unique  
Experiences



Enhance  
Regional  
Collaboration



Deliver Priority  
Infrastructure



Strengthen the  
Destination Brand



Improve  
Connectivity

A stylized blue mountain range icon with three peaks of varying heights.

# PROVIDE UNIQUE EXPERIENCES – INITIATIVES

**A) Signature Events:** Expand existing events/festivals and introduce new signature events/festivals throughout the year to develop visitor markets on a four-season basis.

**B) Iconic Trail System:** Complete the iconic Pikes Peak “Ring the Peak” trail system and the downtown Colorado Springs “Legacy Loop.”

**C) Olympic Experiences:** Animate downtown Colorado Springs by using the U.S. Olympic Museum as a catalyst to develop unique, connected experiences such as athlete interactions, Olympic sports demonstrations/participation and an Olympic “Walk of Fame.”

**D) Experiential Tours:** Continue to create a series of multi-seasonal experiential tours to profile uniqueness and diversity of the region and to encourage year-round visitation from a wide variety of interest groups.

**E) Unique Performance Venue:** Establish a unique and iconic outdoor location/venue for music events and other arts/cultural performances.

**F) Centers of Excellence:** Create centers of excellence for idea incubation and development in areas such as entrepreneurship, IT, space, health and wellness, cybersecurity and aging to build business/education travel markets.

**G) Multi-Generational Travel:** Foster and increase multi-generational family travel by providing tailored activities and choices for all ages and interests.





# DELIVER PRIORITY INFRASTRUCTURE – INITIATIVES



**A) Parks & Trails Maintenance:** Improve funding for maintenance and sustainability of regional and city parks and trails, including increased security measures.

**B) Sports & Entertainment Venues:** Pursue the development of indoor and outdoor venues for sports events, festivals and entertainment like an outdoor amphitheater, bicycle park and city auditorium, leveraging City for Champions funding where appropriate.

**C) Basecamp Facility:** Develop a Pikes Peak basecamp facility to provide services/ products and promote the unique range of nearby natural attractions and experiences immediately accessible to visitors and residents.

**D) Convention Center:** Determine the feasibility of a public or private downtown Colorado Springs convention center.

**E) Sustainability:** Provide short- and long-term solutions to ensure the viability of key regional attractions (e.g. Garden of the Gods Park, Cog Railway, Pikes Peak Summit Complex and Manitou Incline).

**F) Pikes Peak Planning:** Ensure Pikes Peak – America’s Mountain is further planned and utilized as a significant visitor asset with the collaboration of all key stakeholders.

**G) Arts & Culture:** Leverage momentum of the newly introduced Ent Center for the Arts as well as the Creative Corridor to showcase connected arts & culture facilities and events throughout the region while also improving coordination among them.



# IMPROVE CONNECTIVITY – INITIATIVES



- A) Highway Improvements:** Ensure that road improvements such as Highway 24 and Interstate 25 are completed to connect visitors to key facilities and experiences.
- B) Internet Connectivity:** Increase reliable cellular service and Wi-Fi coverage throughout the region to eliminate dead spots and to enhance safety, navigation between attractions and sharing of experiences on social networks.
- C) Biking & Hiking Trails:** Complete a biking and walking trail system that connects Colorado Springs to key natural experiences in the region.
- D) Public Transit:** Establish sustainable intra-regional transportation options, including a frequent, hop-on/hop-off shuttle service to attractions, more bus routes throughout Colorado Springs and public transit to and from the Colorado Springs.
- E) Wayfinding:** Develop extensive branded wayfinding signage system on highways, streets and trails to effectively orient car, bike and pedestrian traffic to attractions, venues and service providers.
- F) Air Service:** Continue to support increased air access at the Colorado Springs Airport.



# STRENGTHEN THE DESTINATION BRAND – INITIATIVES



**A) Olympic City USA Brand:** Further establish and leverage the Olympic City USA brand with the various agencies promoting Colorado Springs to differentiate the destination.

**B) Year-Round & Iconic Experiences:** Position Colorado Springs & the Pikes Peak Region as a unique and dynamic four-season destination nestled among iconic essential-visit natural experiences (e.g. Royal Gorge Region, Pikes Peak – America’s Mountain, Garden of the Gods Park, Cripple Creek).

**C) Shoulder & Off-Season Marketing:** Elevate winter, spring and fall brands in the marketplace to build off-peak visitation.

**D) Funding:** Increase tourism promotion funding to support four-season marketing.



# ENHANCE REGIONAL COLLABORATION – INITIATIVES



**A) Coordinated Plans:** Maximize coordination and alignment opportunities of Destination Master Plan initiatives with existing and emerging city and regional plans.

**B) Parks & Roadway Connectivity:** Build relationships and cross-collaboration with outdoor recreation, parks and roadway agencies to maximize connectivity and wayfinding to enhance the visitor and resident experience.

**C) Olympic Experience Coordination:** Partner with the U.S. Olympic Committee and other Olympic-related organizations to coordinate and enhance the visitor experience as it relates to the Olympic City USA brand, the Colorado Springs Olympic Training Center, the U.S. Olympic Museum and new Olympic-related experiences.

**D) U.S. Air Force Academy Experience Coordination:** Partner with USAFA to coordinate and enhance the visitor experience as it relates to the renovated planetarium, new visitor center, renovated Cadet Chapel and areas open to the public.

**E) Activity Packaging:** Establish more formal, ongoing collaboration among tourism industry organizations to package experiences such as an activity passport.

**F) CTO/DMO Collaboration:** Explore formal collaboration with the Colorado Tourism Office (CTO) and other Colorado DMOs to generate new traffic from long-haul markets.

**G) Military Installations:** Improve communication with the military installations in and around Colorado Springs to provide information for visitors and support military families with information about the region.

# TARGETS 2028

COLORADO SPRINGS ONLY

**20.9**  
million visitors

Number of Visitors



**+25%** over 10 years

ENTIRE REGION

**29.3**  
million visitors

Visitor Spending



**+100%** over 10 years

**\$3.6**  
billion spending

**\$4.9**  
billion spending



Thank You!

