

# DESTINATION MASTER PLAN: 2025-2028 STRATEGIC ROADMAP

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Visit Colorado Springs







# BACKGROUND

Visit Colorado Springs revisited its 10-year Destination Master Plan (DMP) created in 2018.

## Goal:

Identify focused initiatives to guide the Visit COS strategy for a healthy visitor economy in the Pikes Peak Region through the remainder of the DMP timeline.

## Result

Three-year Strategic Roadmap for 2025-2028





# PROCESS & PEOPLE

1. Better Destinations LLC
2. DMP Working Group
3. 2018 DMP Assessment
4. Priorities
5. Strategic Roadmap

## PARTICIPANTS

- Visit COS leadership team
- Flying Horse Resort & Club
- El Paso County
- U.S. Olympic & Paralympic Museum
- Pikes Peak Region Attractions
- Pikes Peak Outdoor Recreation Alliance
- Colorado Springs Airport
- Colorado Springs Chamber & EDC







# THREE IMPERATIVES

1

**Secure additional promotional funding for Visit COS to build year-round visitation and increase the length stay.**

2

**Grow overnight visitation in the off-season to create a more balanced and sustainable visitor economy.**

3

**Increase the average length of stay to enhance economy impact and better support local businesses.**



# COLLABORATION IS KEY

**Identify the VCOS role for each initiative:  
Lead, Advocate or Support.**

- Each Tourism Sector Entity (COPPR, Chamber & EDC, Sports Corp, Parks) to lead for their area of expertise.
- Clarifies where it makes the most sense for Visit COS to support/advocate and preserve resources to lead initiatives.
- Continuous collaboration and communication among the TSEs to ensure a streamlined, united approach.





# VISIT COS LEADS

1. **FUNDING.** Lead development of a shared strategy to increase the LART.
2. **YEAR-ROUND & ICONIC ADVENTURES.** Build the brand on the region's strongest attributes.
3. **GROW OFF-PEAK VISITATION.** Create a winter/spring task force to create a shared strategy.
4. **STEWARDSHIP.** Advance destination stewardship to ensure the long-term viability of tourism.





# VISIT COS LEADS

**5. ACTIVITY PACKAGING.** Collaborate to develop experiential packages for targeted travelers.

**6. CTO COLLABORATION.** Hosmer Visitor Center being an official Colorado Welcome Center.

**7. CENTERS OF EXCELLENCE.** Focus outreach for meetings and conferences on local superlatives.

**8. COORDINATED PLANNING.** Seek out ways to drive tourism through other regional initiatives.





# VISIT COS SUPPORTS

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1. **INCREASED AIR SERVICE.** Support the Airport's work to develop, expand and retain flights.
  2. **SIGNATURE EVENTS.** Collaborate on year-round events strategy to drive overnight stays.
  3. **ARTS & CULTURE.** Collaborate with promoters and lodgers to offer experiential packages.
  4. **PARKS, TRAILS & ROADWAYS.** Support connecting visitors with iconic outdoor experiences.
  5. **SPORTS & ENTERTAINMENT.** Support creation, expansion and retention of key venues.



# SUCCESS MEASURES

1

Growth in LART  
revenues

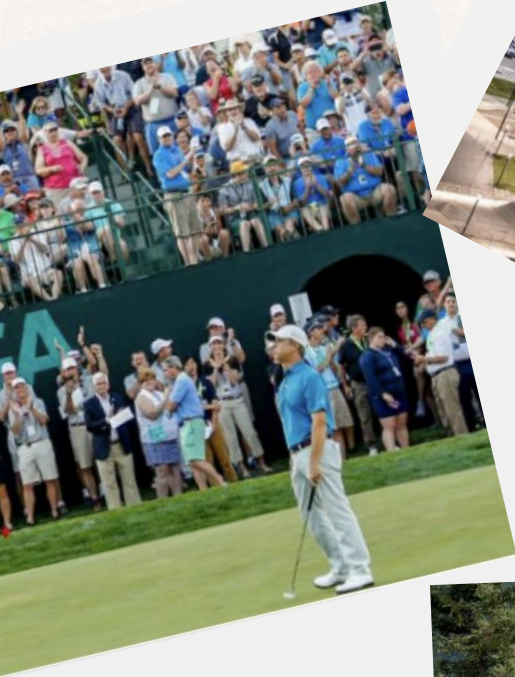
2

Growth in local sales  
tax revenue

3

Growth in overnight  
visitors





# RESIDENT SENTIMENT SURVEY

Findings (from summer 2024) helped support the strategic roadmap plan.

- **60%** of respondents agreed the positive impacts of tourism outweigh the negatives; **only 17.2%** disagreed
- **78%** of respondents saw increased tourism as a way of enhancing economic opportunity
- **65.2%** of respondents showed support for visitors to pay "a tourism tax that adequately compensates for the impact they create on our infrastructure and outdoor rec areas"
- **80%** of respondents support the idea that the tourism industry should educate visitors on how to be responsible and respectful travelers





# LONGWOODS 2024

Visitor profile findings (from 2024) indicate progress is being made toward the strategic roadmap key initiatives.

- **25.5M** visitors brought in **\$3.1B** to the region. Visitation increased by **2.7%** and spending by **5.7%**, indicating that the efforts to bring more economic impact (through increasing length of stay rather than simply more visitation) are effective.
- Length of stay increased from **2.2 nights** to **2.7 nights** spent in the Pikes Peak Region.
- The percentage of visitation among the seasons are – Spring (March-May) **26%**, Summer (June-August) **30%**, Fall (September-November) **24%** and Winter (December-February) **20%**.



# ALREADY IN ACTION

## Locals Corner

Result of resident sentiment survey;  
VisitCOS.com page that encourages  
transparency and buy-in from locals.

## Pikes Peak Neighborhoods

CTO grant funded project; showcases  
robust region that requires longer  
stays and spreading out.

## Winter Leisure Campaign

First-ever winter campaign to  
showcase mild, sunny winters and  
enjoyable snowy experiences.

## Board Volunteers

Visit COS Board Members are  
volunteering to participate in various  
working groups that align with strategic  
roadmap initiatives.





# ALREADY IN ACTION

## State Welcome Center

Supporting state and U.S. Air Force Academy on Hosmer Visitor Center opening, tentative for Q2 2026.

## Community Initiatives

Partnering with Chamber & EDC on Source COS (regional storytelling) and Downtown Partnership on Clean & Safe Program.

## Pikes Peak Comms Group

Brings together regional PR pros quarterly to collaborate on campaigns and outreach angles.

## Pikes Peak Destination Stewardship Group

Brings together entities around the region quarterly to align on stewardship initiatives and messaging.



# NEXT STEPS

1

**BOARD, COMMITTEE &  
STAFF ALIGNMENT**

2

**TOURISM SECTOR  
ENTITY ALIGNMENT**

3

**EXECUTE  
& REPORT**





# QUESTIONS?