

Colorado Springs & Pikes Peak Region Destination Master Plan

Overview

May, 2018



THREE CORE DRIVERS



2028 TARGETS

COLORADO SPRINGS ONLY

20.9
million visitors

Number of Visitors



+24% over ten years

ENTIRE REGION

28.5
million visitors

Visitor Spending

\$3.6
billion spending



+103% over ten years

\$4.7
billion spending

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.*

DESTINATION GOALS



Enhance
collaboration in
region



Strengthen the
destination brand



Provide unique
experiences



Improve
connectivity



Deliver priority
infrastructure

Big Ideas

The background of the slide features a scenic view of several hot air balloons floating in the sky during a sunrise or sunset. The sky is a mix of soft pinks, oranges, and blues. The balloons are in various colors and patterns, including blue and black, red and blue checkered, and multi-colored stripes. The ground below is a flat, golden-brown landscape, possibly a desert or a plain, with a greenish tint on the left side. A large, semi-transparent blue circle is overlaid on the left side of the slide, partially covering the text area.

1. Make Colorado Springs and the Pikes Peak Region the most desirable place for urban and outdoor experiential travel in the U.S.
2. Further leverage the presence of the Olympic organizations and the new Olympic museum.
3. Develop the right sport and meeting venues for the city and region to attract out-of-town events.
4. Make the region the place for four-season arts, culture and festivals in Colorado.
5. Establish a regional, multi-attraction visitor transportation connector.

KEY INITIATIVES

The following are examples from the total of 30 initiatives identified in the plan.



Animate downtown by using the Olympic Museum as a catalyst to develop unique connected experiences such as athlete interactions, Olympic sports demonstrations/ participation, and an Olympic Walk of Fame.



Determine the feasibility of a public or private downtown convention center.



Develop extensive thematic signage and wayfinding system on highway, regional, and downtown roads to effectively flag and orient drive traffic to attractions and services.



Further establish and leverage the Olympic USA brand with the various agencies promoting the area in order to differentiate the destination.



Maximize co-ordination and alignment opportunities of Destination Master Plan outcomes with existing and emerging city and regional plans.

Thank You!

