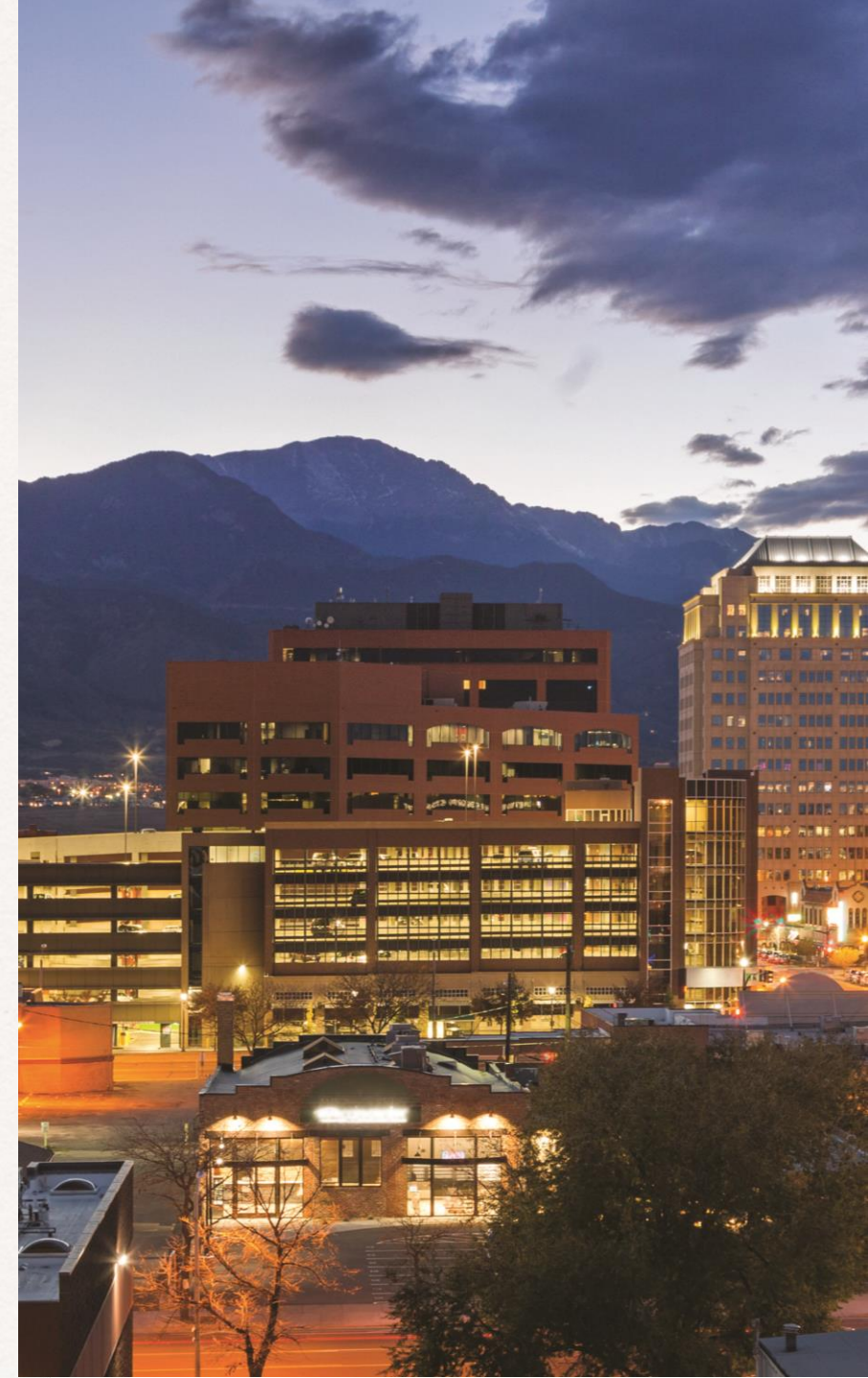


DESTINATION MASTER PLAN: 2025-2028 STRATEGIC ROADMAP

Presented by Doug Price and Amy Long
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

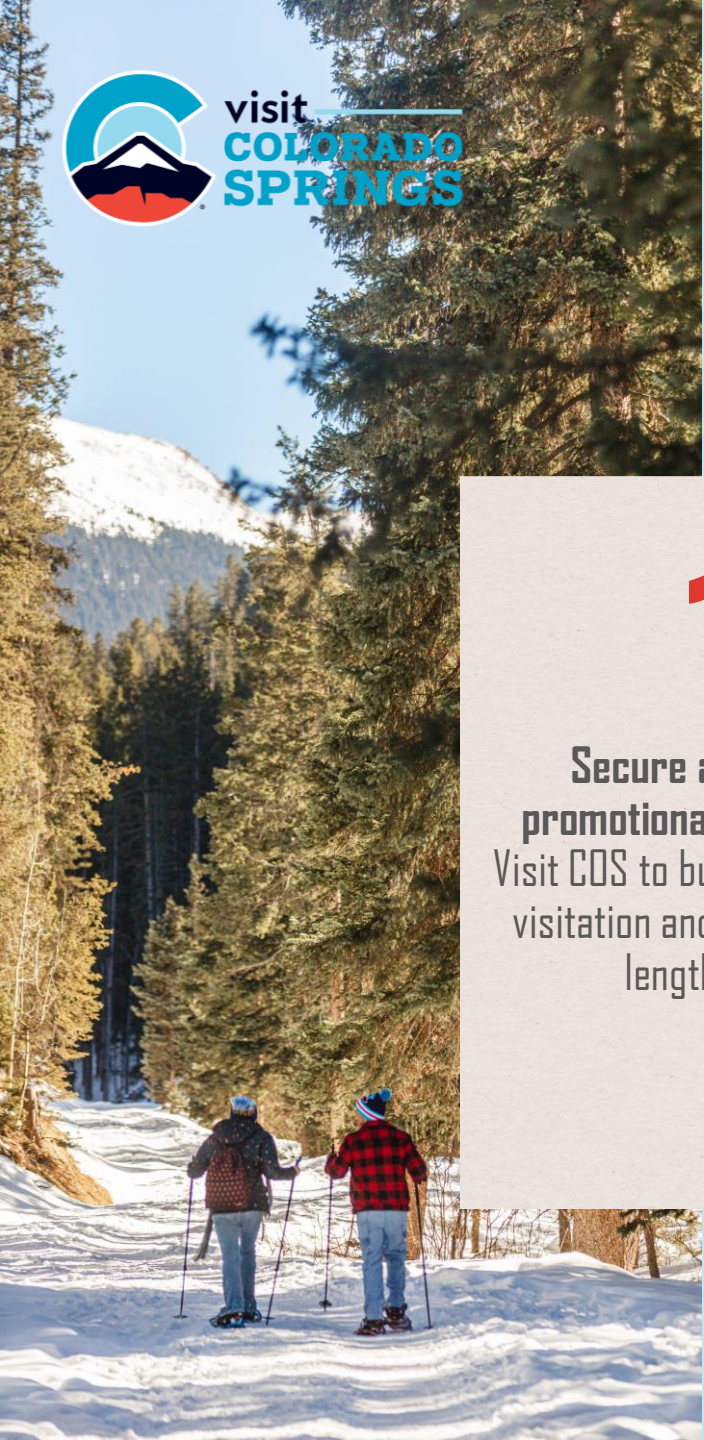
Secure additional promotional funding for Visit COS to build year-round visitation and increase the length stay.

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

- 
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

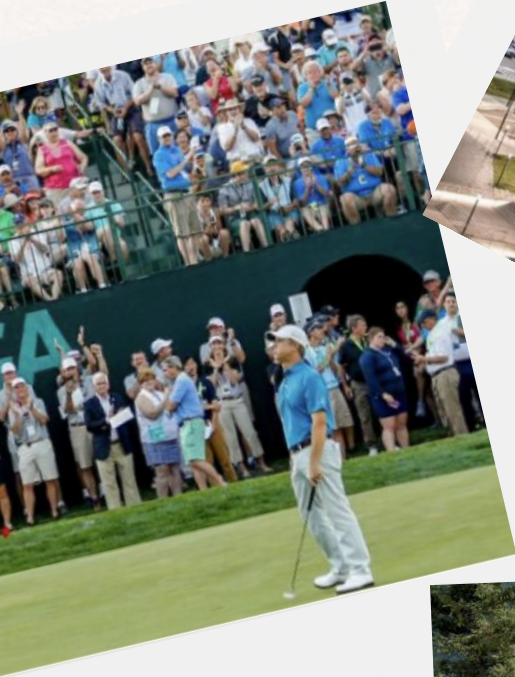
Growth in LART
revenues

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?