

Three-Year Strategic Destination Plan

FY 2024-2028

Our DO Purpose & Direction

MISSION

Optimize Gaston County brand experiences to drive visitation and partner economic growth.

PURPOSE

Provide quality of place for Gaston County residents through tourism.

DESTINATION ORGANIZATION

VISION 2030

Realize the destination vision through effective collaborative execution of impactful priority promotion, product development and partnership initiatives.

DESTINATION VISION 2030

Be the Piedmont's premier outdoor recreation destination.



Our Destination/DO Challenges

HEIGHTENED TOURISM PARTNER COMMUNICATIONS:
Formalized strategy to enhance ongoing dialogue and form mutually-beneficial industry and community partnerships

ENHANCED DESTINATION DEVELOPMENT GROWTH:
coordinated partner-vested tourism product strategy/ master plan with agreed-to activated destination vision

INCREASED PUBLIC RELATIONS AND MEDIA ENGAGEMENT:
proactive tourism and DO value messaging with regular media communications programming

DESTINATION BRAND STRATEGY ALIGNMENT:
consumer research results strategy to provide consistent and differentiated positioning and organization identify platform

FOCUSED ADVISORY BOARD LEADERSHIP:
increased influential support with agreed-to community relations and industry input roles and responsibilities

Our DO Culture

ALIGNED COUNTY GOVERNMENT VALUES

- Inclusive Relationships
- Employee Well-Being
- Transparent Accountability
- Creativity & Innovative Quality
- Sustainable Resources & Resiliency

Visitor Promise





Provide on-demand destination guidance on Gaston County brand experiences.

Partner Promise

Facilitate Gaston County tourism business development opportunities and education.



Mission, Strategic Goals & Priority Initiatives

 <p>Our Mission Focus</p>	 <p>Drive Visitor Demand</p>	 <p>Enhance Visitor Experience</p>	 <p>Communicate Relevancy and Viability</p>	
<p>Our Strategic Goals</p>	<p>Targeted Destination Sales and Marketing Presence</p>	<p>Impactful Destination Management</p>	<p>Influential Destination Partnership</p>	<p>Effective DO Performance</p>
<p>Our Priority Initiatives</p>	<ul style="list-style-type: none"> • Integrated leisure marketing, promotion and sales strategy formulation (FY24) • Dedicated utilization of digital/social media marketing platforms (FY24-28) • Continued sports tourism marketing investment (FY24-28) • Proactive VFR/locals and alumni program development (FY24-25) • Expanded community tourism partnerships with municipalities (FY22-FY24) • Continued support to visitor/resident database management promotional programming (FY24-28) • Agreed-to multiyear visitor research program execution (FY24-28) 	<ul style="list-style-type: none"> • New Community Tourism Action Plan development as needed (FY24-28) • Support to themed trail programming (FY24-28) 	<ul style="list-style-type: none"> • Increased stakeholder communications & programming (FY24-28) • Proactive research-based tourism advocacy strategy execution (FY24-28) • Ongoing Community Tourism Action Plan liaison with municipal TDAs (FY24-28) • Formation of a volunteer corps (FY24-28) 	<ul style="list-style-type: none"> • Enhanced Advisory Board and Tourism department, professional development programming (FY22-FY24) • Advisory board reset on meetings, orientation, and DEI policies (FY24-25) • Ongoing evaluation of department staffing needs (FY24-28)

Our 2028 Strategic Results Coverage

- County estimated annual visitor expenditures of \$322 million
- Leisure visitor contact database total of 12,000 with estimated 45% conversion rate
- Selective destination website metrics with a 2:00 average time on site
- Social media annual engagement interactions of 7,000
- Earned travel media annual engagements of 30,000
- Value of annual group visitor business specific to meetings/conferences, sports and social events of \$7.6 million
- Lodging demand estimated growth to 18,000 total annual room nights
- Stakeholder tourism/DO awareness of 75%
- Client satisfaction rating of 90%

