

Three-Year Strategic Destination Plan

FY 2022-2024

Our DO Purpose & Direction

MISSION

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

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

VALUES

- Collaborative
- Civil
- Adaptable
- Productive
- Hospitable
- Resourceful

Visitor Promise





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

Partner Promise

Facilitate business development opportunities and education.



Mission, Strategic Goals & Priority Initiatives

 Our Mission Focus	 Drive Visitor Demand	 Enhance Visitor Experience	 Communicate Relevancy and Viability	
Our Strategic Goals	Targeted Destination Sales and Marketing Presence	Impactful Destination Management	Influential Destination Partnership	Effective DMO Performance
Our Priority Initiatives	<ul style="list-style-type: none"> Digital/social media marketing program investment (FY22-FY24) Meetings and sports market pipeline update (FY22-FY24) Leisure travel focus on outdoor recreation (FY22-FY24) Dedicated VFR and Alumni program (FY22-FY24) Expanded community tourism partnerships with municipalities (FY22-FY24) Revised segmented/measurable destination sales and marketing plan execution (FY22-FY24) Permanent virtual visitor inquiry center 	<ul style="list-style-type: none"> Tourism product development opportunity tracking in conjunction with county departments, community non-profits and municipalities (FY22-FY24) Community Tourism Action Plan development and execution with municipal TDAs (FY22-FY24) Themed trail creation, planning and review (FY22-FY24) Website event/content/trip itinerary updates (FY22-FY24) 	<ul style="list-style-type: none"> Stakeholder communications (FY22-FY24) Proactive research-based tourism advocacy strategy (FY22-FY24) Partners in Tourism regularly scheduled events (FY22-FY24) Earned media coverage focused on destination partners (FY22-FY24) Gaston Sports Travel Alliance growth and event support (FY22-FY24) 	<ul style="list-style-type: none"> Strategic plan updates aligned to annual destination marketing recovery plan with budget allocation (FY22-FY24) Advisory Board and Travel & Tourism department, professional development program (FY22-FY24) Advisory board orientation, bylaws and policies update (FY22-FY24) Update results coverage and reporting (FY22-FY24)

Our 2022 Strategic Results Coverage

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| <ul style="list-style-type: none"> County estimated total visitor expenditures | <ul style="list-style-type: none"> Key destination website analytical metrics reporting | <ul style="list-style-type: none"> Earned travel media exposure value estimate | <ul style="list-style-type: none"> Lodging demand estimated growth projections |
| <ul style="list-style-type: none"> Leisure visitor inquiry contact database total with estimated conversion rate | <ul style="list-style-type: none"> Social media engagement interactions reporting | <ul style="list-style-type: none"> Volume of group visitor business specific to meetings/conferences, sports events and group/student tour leads with estimated occupied room nights | <ul style="list-style-type: none"> Stakeholder tourism/DO awareness indices |

