



Destination Management Plan

Review of the process



The Aspen Challenge

How Can Aspen survive its reputation economically, environmentally and socially?

STAFF SHORTAGES

A shortage in the labour force has been exacerbated by the COVID-19 pandemic on both the demand and supply side.

MOUNTAIN MIGRATION AND GENTRIFICATION

Residents from many urban centers across the country are attracted to more natural locations, particularly during the pandemic.

VISITOR PRESSURE

Visitor volume and behaviour are the key contributors.

SOCIAL INEQUALITY

Many people feel that the value generated by tourism is not adequately trickling down to them.

TRANSPORTATION MANAGEMENT

Regional increases in rubber tire traffic is pushing road capacity to its limits.

LACK OF ECONOMIC DIVERSIFICATION

There are city plans to diversify the economy, but Aspen still operates as and is perceived as a tourism town.

Tourism Plan Pillars

Aspen's Challenges have been synthesized into 3 pillars representing the main categories of the challenges and the related strategic efforts needed to address them.

The strategic priorities provide guidance for solutions, supported by an action with impact to build momentum and community support.



Address Visitor Pressure



Enhance The Aspen Experience






Preserve Small Town Character



Lead + Partner + Advocate

Knowing our Role

STRATEGIC PRIORITIES

PILLAR	STRATEGIC PRIORITIES	START DATE	ROLE
 ADDRESS VISITOR PRESSURE	1. Engage in 360-degree feedback with residents and industry	Phase I	Lead
	2. Enhance visitor education	Phase I	Lead
	3. Address traffic and congestion issues	Phase I	Advocate
	4. Preserve and regenerate the natural environment	Phase II	Lead + Partner + Advocate
	5. Accelerate the carbon footprint reduction of tourism	Phase III	Lead + Partner + Advocate
 ENHANCE THE ASPEN EXPERIENCE	6. Improve the visitor and resident experience	Phase I	Lead + Partner
	7. Diversify visitor markets	Phase II	Lead
	8. Catalyze sustainable choices	Phase II	Lead + Advocate
	9. Redefine visitor economy opportunities	Phase III	Lead + Partner
 PRESERVE SMALL TOWN CHARACTER	10. Advocate for housing crisis solutions	Phase I	Advocate
	11. Develop resident ambassador program	Phase II	Lead + Partner