



STEWARD VAIL
Vail's Destination Stewardship Plan

Steward Vail

Vail's Destination Stewardship Plan

May 5, 2022



Why a Destination Stewardship Plan?

1. Designation as a certified Sustainable Destination
2. Over-visitation impacts
3. Marketing



TOURISM STAKEHOLDERS

VAIL COMMUNITY

VISITORS



Vail Destination Stewardship Plan



Town Council

Stewardship Core Team

Economic Development, Environmental, Communications, Town Manager
Meets Biweekly



Stewardship Project Team

Mayor & 6 MOU Partners
Meets Bimonthly

Destination Alignment
Working Group

Values-Based Marketing
Working Group

Sustainable Development
Working Group

3 Transformational Opportunities

1. DESTINATION ALIGNMENT

Aligning the public, private and civic sectors drives destination performance

2. SUSTAINABLE DEVELOPMENT

Destination and product development should marry people, planet, profit and policy

3. VALUES BASED MARKETING

Community values, goals and energy are the new competitive advantage

Extensive Community Consultation

- Community Perception Survey
- Up to 20 1:1 interviews
- Up to 12 Focus Groups
- Community-Wide Public Engagement Workshops
 - April 27-28: Input
 - June 28-29: Feedback
 - October 19-20: Validation
- Virtual engagement workshops
- Creation of Optimal Value Framework
- Town Council consideration and approval: December 2022



Thank you
engagevail.com/stewardship



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VAIL**
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TOWN OF VAIL