

Proposal to NWCCOG

From Insights Collective

3/23/23



INSIGHTS COLLECTIVE
The Travel Economy Think Tank



Proposal to the NWCCOG for Work by the Insights Collective Team

This document represents a proposal from the Insights Collective (IC) to work with the NWCCOG on a multi-step project to evaluate topics related to economic forces at play in Colorado communities. Data and conversations/interviews suggest that there may be a paradigm shift in tourism from marketing to management and mitigation, and this brings with it a need and opportunity to better understand the longevity or sustainability of such a shift and the implications of implementing such changes. The IC proposal provides a sequential set of research steps to investigate the current situation and then to identify next steps by NWCCOG to address local needs. IC proposes as follows:

The IC team will conduct interviews with selected contacts to further document current conditions. Following assessment of results from Stavney interviews ('base group'). The IC team will then conduct additional in-depth interviews with selected contacts from a representative cross-section of communities to broaden the understanding of the current situation and evolving challenges and needs. IC team will evaluate and qualify the additional data, then reconcile with the 'base group' assessment above, and generate a qualitative / quantitative white paper assessment of the findings, including:

- Identify key themes and messages,
- If any, identify response cohorts based on the interviews,
- Group Test through the IC Think Tanking process the extrapolation of additional results to the 'base' group, and
- Recommend next steps and actions, which may vary by cohort.

IC drafts proposed survey questions. Based on findings to date / noted above, IC team will develop a Quantitative Survey to be used to more precisely measure and fully understand tourism and community economic trends as experienced by NWCCOG members and allied organizations such as DMOs. Draft survey will be available for internal use prior to Economic Forum.

Conduct a facilitated presentation at the Economic Forum on May 4th with interactive feedback and input from attendees. IC team will present thought-provoking discussion of information gathered to date. The session will explore initial IC ideas on a new foundation for considering the role of tourism in the eco- and sociologic structure of mountain communities. The presentation will address both broad- and such cohort-specific topics as may be uncovered in the findings and will focus largely on both the role of traditional KPIs and the introduction of new KPIs metrics developed specifically to help NWCCOG members meet their evolving demands. In-person participation at the forum is anticipated with three or more IC team members present, led by Ralf Garrison.

Refining and fielding the Quantitative Survey. IC will tabulate and analyze survey results and present findings in an action-oriented overview report. The survey will follow and build on the input to date including the Economic Forum.

Developing an Action Plan of next steps for NWCCOG as an organization, and for members. Building upon, and furthering recommendations and next steps noted above, IC will present an overview written report based on the overall findings of this investigative work; it will include the results of Stavney's interviews including the 'base group' discussions, member feedback, and actions resulting from Economic Forum, and full Quantitative Survey results. The report will include discussion of the status of Proof of Concept related to new KPIs and a different foundation for considering tourism and economic trends in the context of West Slope communities.

Proposed Schedule and Fee

It is anticipated that the IC team would begin work upon authorization to proceed. The Economic Forum on May 4th represents an important milestone and significant work is proposed to be completed before that date. Further, the work that precedes the forum will become a part of the IC team's presentation at the Forum, therefore time is of the essence to receive approval and get started.

The proposed work program would extend beyond the Economic Forum with the fielding of the Quantitative Survey and ultimately the reporting of overall findings in a deliverable report. It is proposed that the work program would likely extend through mid-July; however, if there are dates that are deliverable dates that are important to be considered from the standpoint of NWCCOG, the IC team will make an effort to meet the desired schedule.

The total fee for the work described in this proposal would be \$15,000. It is proposed that \$5,000 will be billed at the commencement of work, \$5,000 following the completion of the May 4th Forum, and \$5,000 upon delivery of the final report.

The IC team appreciates the opportunity to submit this proposal and we look forward to working with NWCCOG on this meaningful project.



About Insights Collective:

The Insights Collective is a travel economy think tank conceived in 2020 – in response to the Covid Pandemic – and formalized in 2021 as a Colorado Non-Profit corporation. Its mission:

“... At the Insight Collective, we explore big strategic issues and their impact on the tourism industry. With our collective think tank approach that integrates multidisciplinary skills and experience, we develop strategic frameworks, ask appropriate questions, and apply unique approaches to challenges facing public sector and tourism industry clients. Our goal is to provide actionable ideas for an ever-changing environment and increasingly competitive world.”

Comprised of a group of like-minded travel, research, and strategic planning leaders, the Collective brings extensive experience, a broad skill set, and well-established relationships with many NWCCOG member communities and stakeholders. In May 2021 the Collective presented a live-interactive presentation at the NWCCOG 2022 Economic Summit. The “Forces At Play” discussion was well received and prompted collaborative sessions with NWCCOG leadership about the changing marketplace, and these discussions have continued throughout 2022 and up to the present. This proposal represents a response to current conditions and opportunities for NWCCOG.

The Collective includes members who are industry veterans, generally recognized as thought leaders and subject matter experts in the destination resort community marketplace. Collective members have been instrumental in establishing destination resort-community metrics that became defacto industry standards for measuring and managing resort community tourism economies. The Collective team is uniquely qualified to lead a re-assessment of foundational metrics upon which the emerging “new realities” of the post-Covid economy are dependent.

As such, we are confident our team represents a good match for NWCCOG and that this proposal represents an actionable work program with identified deliverables to benefit the Council.

For more about Insight Collective:

[Website](#)

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