

NWCCOG

2023 Regional Economic Summit

The Changing Resort Community

***Forces At Play in Today's Resort Community:
Identifying, Managing, and Measuring
a New Framework for Moving Forward
In Changing Resort Communities***

THE INSIGHTS COLLECTIVE TEAM



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“None of us is as smart individually as all of us, together....”

THE STARTING PLACE: A THEORY

Economic, performance, and survey/interview data depict a paradigm shift in tourism economies from marketing to management and mitigation. They also indicate a commensurate need to better understand and measure the degree of those shifts, the implementation of pro- and reactive strategic plans that address the shifts, and the overall longevity and sustainability of the changes.

THEN TO NOW: THE EVOLVING EVOLUTION

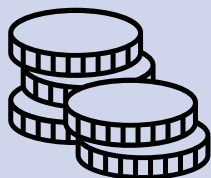
2021

PRIORITY ISSUES & DRIVERS	FORCES AT PLAY
Covid 19 Restrictions Pent-Up Demand	Remote Work In-Migration Pricing

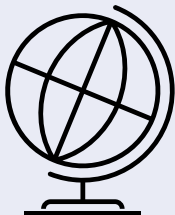
NOW

PRIORITY ISSUES & DRIVERS	CONSEQUENCES aka NEW FORCES AT PLAY
Economic Crisis Geo-Political Uncertainty Supply Side Pressure	Downward Consumer Pressure Shifting Local Sentiment

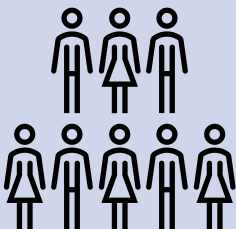
CONSEQUENCE & CHANGE: MACRO



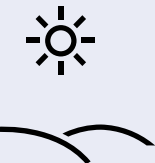
ECONOMY UNCERTAIN; UNPREDICTABLE



GEOPOLITICS/SOCIAL THREAT TO PEACE OF MIND



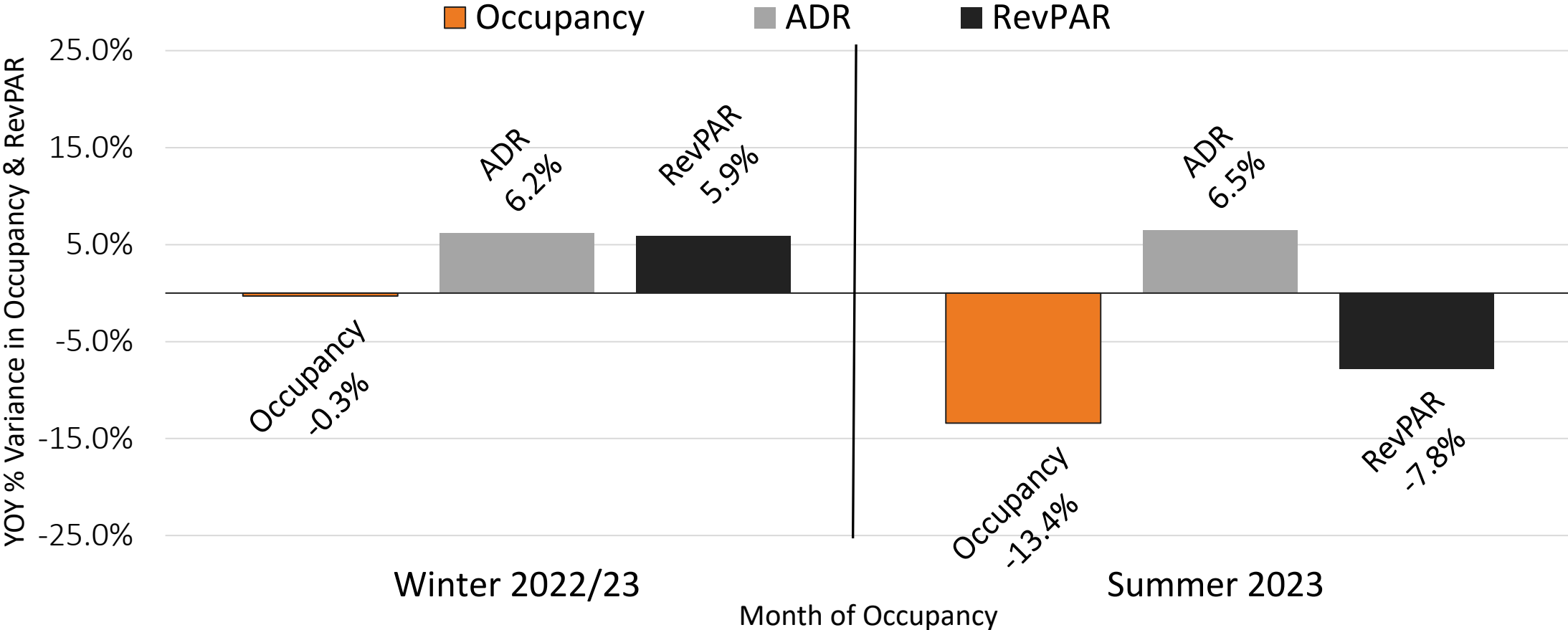
SOCIAL PARTISANSHIP, CULTURE WARS



ENVIRONMENT GROWTH TO SUSTAINABILITY

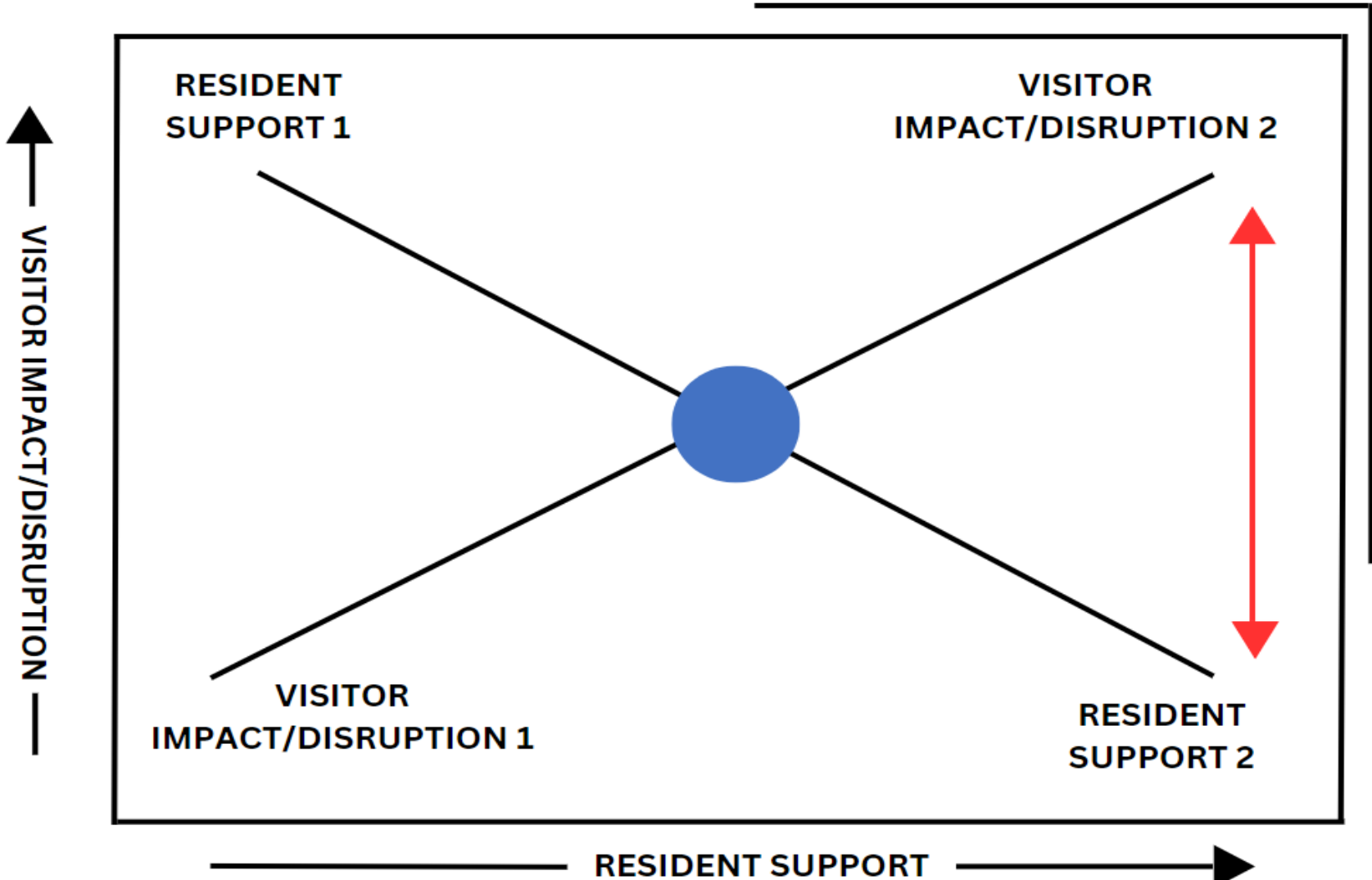
CONSEQUENCE & CHANGE: MOUNTAIN TOWN VISITATION

Year-over-Year % Change in Seasonal Occupancy, ADR & RevPAR as of March 31



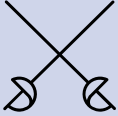


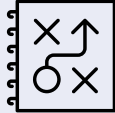



Source: Inntopia Business Intelligence

CONSEQUENCE & CHANGE: SEEKING EQUILIBRIUM?



NWCCOG CONVO: EMERGING TRENDS & THEMES

	APPROACH	PURE MARKETING TO MANAGEMENT
	PERCEPTION	A NEW "FEEL"
	TENSION	LIFER v VISITOR; RESIDENT v MARKETER, GOV'T
	ACCELERATION	PRE-EXISTING CONDITIONS EXACERBATED
	PENDULUM	STILL SWINGING
	THE PLAN	HOW TO EXECUTE?
	THE RESULT	HOW TO MEASURE SUCCESS (& FAILURE)?

INSIGHTS COLLECTIVE

The Travel Economy Think Tank



United Nations SDG



Foundation Pillars:

- Economic
- Social
- Environmental



- 17 Integrated Goals