



Grand County Sustainable Tourism Strategic Planning Survey

Introduction

Thank you for taking the time to participate in Grand County Tourism Board's Strategic Planning Survey. Your input will be valuable to the planning team tasked with setting the strategic direction for tourism in Grand County over the coming years. The Board is committed to creating a plan that positively impacts Grand County's economy while at the same time preserving the unique quality of life for all residents and respecting the natural environment that makes Grand County so special.

Please keep in mind:

- **The survey will take approximately 15 minutes to complete.**
- **Please complete the survey in one session. If you exit the survey or leave the survey window open for an extended period, your partial response will be submitted, and you will be unable to retake the survey.**
- **Once you press "Done", your input will be sent directly to Coraggio Group, the consulting firm that Grand County Tourism Board has partnered with to develop the Strategic Plan. A final report will be developed and shared with the Grand County Tourism Board once all survey responses are received.**
- **Please do your best to answer all questions to the best of your ability. Your insight and perspective on all questions are important to the development of the Strategic Plan.**
- **Please submit your candid responses by end of day Friday, May 27, 2022.**

If you have any questions about the development of this Strategic Plan, please contact Lindsey Morrow at lindsey@visitgrandcounty.com.

If you encounter any issues with the survey or have questions regarding it, please contact Yahya Haqiqi at yahya@coraggiogroup.com.

Thank you once again for your participation. Your input is both important and valuable to this work.

~ Coraggio Group



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Affiliation

* 1. Please choose the category that best describes your primary relationship with the tourism industry in Grand County:

- Grand County Tourism Board
- Attractions
- Community Organization/Non-Profit
- Culture & Heritage Experience
- Events
- Food & Beverage
- Government Agency/Elected Official
- Local DMO/Chamber of Commerce
- Lodging & Accommodations
- Media & Marketing Partner
- Other (please specify)
- Nightlife & Entertainment
- Outdoor & Recreational Activity
- Retail & Shopping
- Resident: Full time/Permanent (more than 75% of the year)
- Resident: Part-time/Second Home
- Transportation
- Travel Service
- Tribal Organization
- Visitor/Tourist



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Primary Location

* 2. Based on your answer to Question 1 (relationship to Grand County's tourism industry), what is the primary location in which you conduct your business or reside?

- Fraser
- Granby
- Grand Lake
- Hot Sulphur Springs
- Kremmling
- Parshall
- Tabernash
- Winter Park
- Prefer not to disclose
- Other (please specify)



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Role Importance

This section seeks input on destination marketing and management roles that the Grand County Tourism Board is playing, or could play, to improve the success of Grand County as a destination.

3. Using the scale below, please rank how important the following **destination marketing activities** are to you and the success of Grand County as a destination.

	1 - Not at all Important	2	3	4	5 - Very Important
Engaging and coordinating with stakeholders on destination tourism initiatives and promotions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing effective cooperative marketing partnerships, programs and/or grant opportunities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Building awareness of the destination through effective marketing campaigns, branding efforts and PR	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Driving visitor demand through effective engagement with travel trade programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing relevant travel & tourism research and data (trends, visitor profiles, markets, economic impact, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate on any of your answers above

4. Using the scale below, please rank how important the following **destination management activities** are to you and the success of Grand County as a destination.

	1 - Not at all Important	2	3	4	5 - Very Important
Providing best practices to the tourism industry sector on tourism marketing and hospitality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing industry advocacy and guidance on tourism policy issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Providing strategic direction and counsel for the tourism industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Managing visitor volume and distribution to provide a sustainable destination experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facilitating the development of tourism products, experiences, and events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate on any of your answers above



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Tourism Sustainability

5. Please choose the **three** areas of emphasis you believe are most important for the long-term success or sustainability of Grand County's tourism industry:

- Enhance and enrich the visitor's experience of Grand County
- Contribute to a quality of life for residents of Grand County that cannot be sustained by local communities alone
- Respect the history, natural beauty, and unique culture of every community in Grand County
- Contribute to Grand County's economy in ways that are equitably distributed across the County and support stable employment
- Honor and preserve the natural beauty of Grand County
- Ensure that our natural resources are used responsibly and cared for by locals and visitors alike
- Influence the appropriate and effective dispersal of visitors across Grand County
- Influence the appropriate and effective dispersal of visitors over the entire year

Please elaborate where necessary



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Tourism Opinions

6. Using the scale below, please select your level of agreement with the following statements:

	1 - Strongly Disagree	2	3	4	5 - Strongly Agree
I believe the tourism industry in Grand County has a bigger role to play than just economic growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe more tourism in Grand County would benefit its residents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the impact tourism will have on our community culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am worried about the impact tourism will have on Grand County's natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am excited about the possibility that increased visitor spending could result in more funding for community services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am excited about the possibility that increased visitor spending could result in more support and growth for local businesses and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe Grand County is ready for more tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate where necessary



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Strategic Guidance for Grand County's Vision

This section seeks your input about the vision for tourism in Grand County.

7. What concepts or ideas would you like to see included in the **vision** for Grand County as a travel destination? *(please provide one-word answers)*

Word 1

Word 2

Word 3



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Grand County's Reputation

This section explores Grand County's current and future reputation as a destination.

8. What three words do you believe describe Grand County's **current** reputation as a destination?

Word 1

Word 2

Word 3

9. Fast forward 10 years to 2032. What three words would you use to describe the **ideal** reputation of Grand County as a destination?

Word 1

Word 2

Word 3



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Tourism Drivers, Assets & Experiences

This section explores the quality of Grand County's tourism offerings that draw visitors to the county.

11. Using the scale below, please rate your perception of the quality of the tourism drivers of Grand County:

	1 - Very poor	2	3	4	5 - Excellent	No Basis for Opinion
Arts, Culture & Heritage Experiences (museums, art galleries, historical sites, theaters, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conventions, Conferences & Meetings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Destination Information (website, travel guide, visitor center, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Events & Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food & Beverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Vibe or 'Feel'	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lodging & Accommodations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nightlife & Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoor Experiences (biking, hiking, rafting, kayaking, fishing, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recreational Activities (skiing, golf, tubing, ice skating, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail & Shopping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate on any of your answers above



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Tourism Support & Enablers

This section explores the quality of Grand County's tourism support structures that make tourism viable and successful throughout the county.

12. Using the scale below, please rate your perception of the quality of the tourism support structures in Grand County:

	1 - Very poor	2	3	4	5 - Excellent	No Basis for Opinion
Government/elected official support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inbound transportation options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-market transportation options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
International tourism readiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Investor/stakeholder/partner support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pro-tourism policies and regulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public health policies and regulation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public infrastructure (telecommunications, transit, roads, utilities, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resident support	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourism funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wayfinding/destination information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate on any of your answers above



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Strategies to Strengthen Grand County's Tourism Industry

This section explores potential strategies to strengthen Grand County's tourism industry.

13. What are the **top three** specific strategies or actions from the list below that you believe will best help strengthen Grand County's tourism industry over the next 12 to 18 months:

- A marketing focus on regional drive markets
- A marketing focus on domestic flight markets
- Coordinated events planning and group sales
- Recovery grant programs for tourism-oriented infrastructure
- Technical assistance for tourism-oriented businesses
- A focus on increasing marketing co-ops
- Advocacy support for pro-tourism business regulations
- Coordinated communication programs to educate visitors on Grand County being "open for business"
- County-wide strategy workshops to align limited resources
- Workforce development programs or initiatives

Please elaborate where necessary



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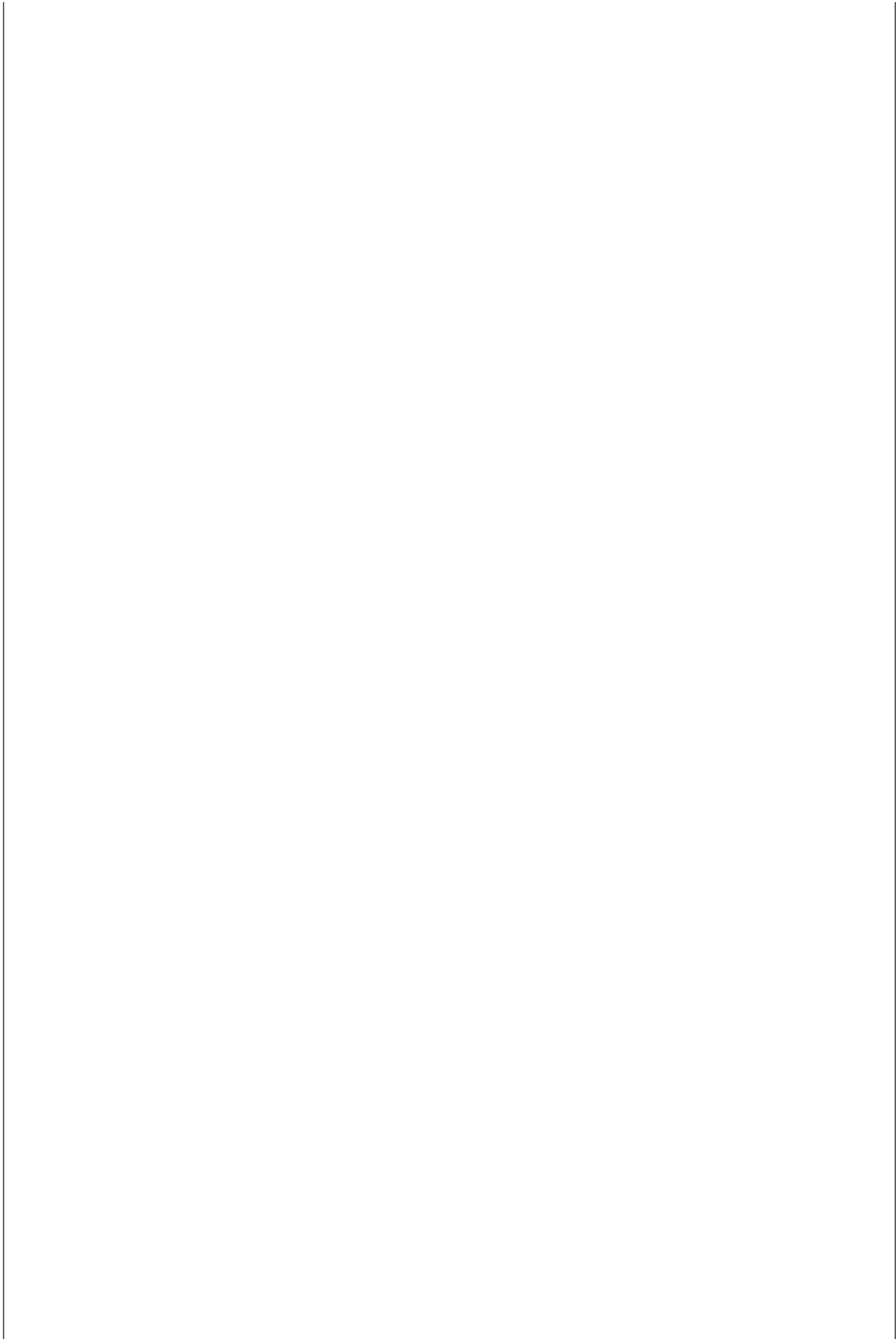
Strategic Opportunities and Challenges

This section explores challenges and opportunities facing Grand County as a destination.

14. What do you believe are the **top three** challenges currently facing Grand County as a destination?

- Climate change & natural disasters
- Economic downturns
- Homesharing & vacation rentals
- Increased competition
- Insufficient destination information & wayfinding
- Insufficient digital presence
- Insufficient diversity, inclusion, or accessibility
- Workforce recruitment
- Workforce retention
- Insufficient public infrastructure (roads, bathrooms, parking, etc.)
- Insufficient tourism funding
- Limited brand awareness
- Limited dining/food & beverage
- Limited lodging & accommodations
- Other (please specify)
- Limited nightlife & entertainment
- Limited product/experience development
- Limited shopping & retail
- Limited transportation options (inbound flights, ride shares, etc.)
- Local government support/collaboration
- National politics
- Overtourism
- Poor quality of experiences
- Public health threats
- Resident/community resistance
- Safety concerns
- Shifting travel patterns and demographics/segments
- Workforce housing
- Inflation

15. What do you believe is the greatest strategic opportunity for Grand County as a destination?





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Closing Thoughts

16. Is there anything else you would like to share that you feel would be important for the planning team to consider as it develops Grand County's Sustainable Tourism Strategic Plan?