



Three Year Strategic Destination Plan FY 2020 – FY 2022





Timeline

January 31, 2019 Special Meeting

Strategic Planning Workshop with Tourism Advisory Board

March 18, 2019

Staff Review of Draft

March 19, 2019 Regular Meeting

Tourism Advisory Board Review of Draft

April 16, 2019 Regular Meeting

Tourism Advisory Board Endorsement of Strategic Plan

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Our DMO Purpose & Direction

Mission

Optimize Gaston County brand experiences to drive visitation and partner economic growth.

Destination Vision 2030

Become the Piedmont's premier outdoor recreation destination.

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Our DMO Culture Values

Collaborative
Productive
Civil

Hospitable
Adaptable
Resourceful

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Visitor Promise

Provide on-demand destination guidance on Gaston County brand experiences.

Partner Promise

Facilitate business development opportunities and education.

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Our Destination/DMO Challenges

Heightened Tourism Partner Communications

Enhanced Destination Development Growth

Increased Public Relations Media Engagement

Destination Brand Strategy Alignment

Focused Advisory Board Leadership

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Mission Focus

Drive Visitor Demand

Enhance the Visitor Experience

Communicate Relevancy and Viability

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Strategic Goals

Targeted Destination Sales & Marketing Presence

Impactful Destination Management

Influential Destination Partnership

Effective DMO Performance

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Priority Initiatives

Targeted Destination Sales & Marketing Presence

Impactful Destination Management

Influential Destination Partnership

Effective DMO Performance

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