

BRECKENRIDGE DESTINATION MANAGEMENT PLAN

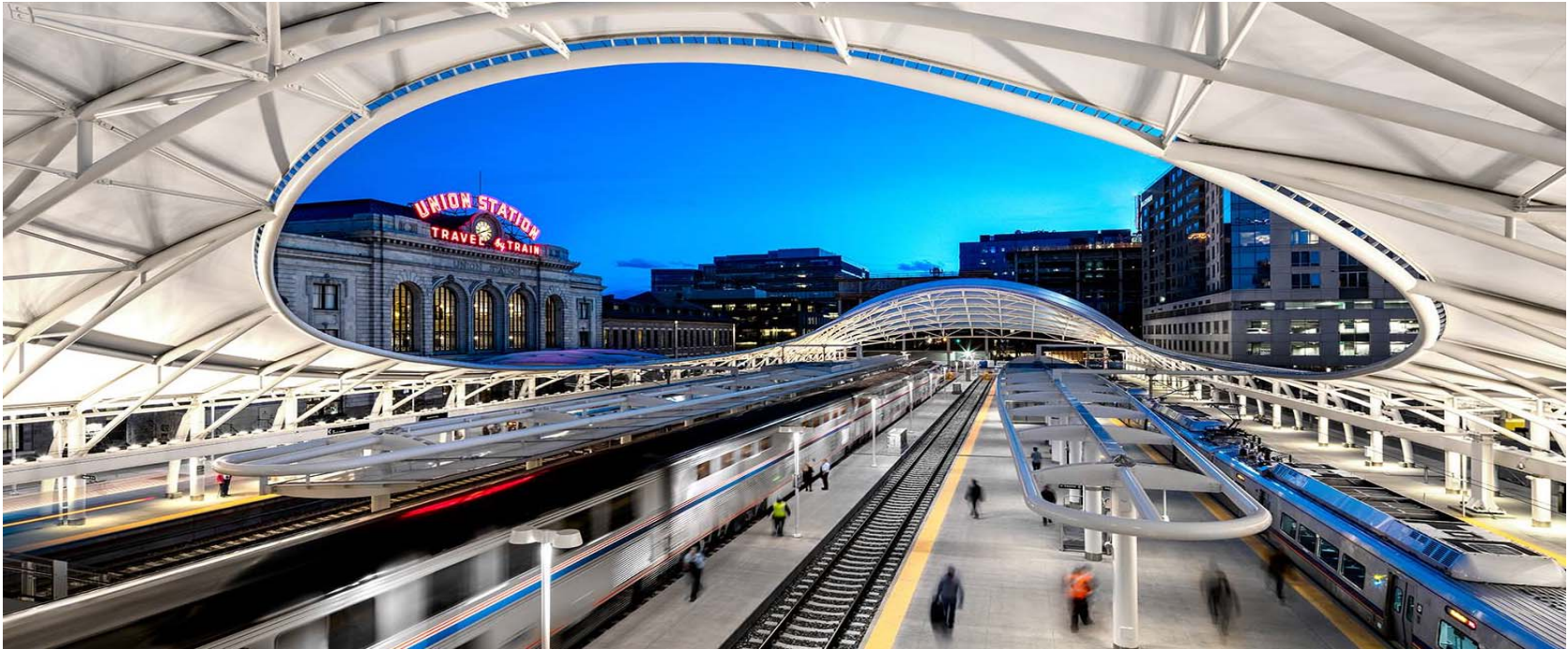


Last five years...



- 190 DestinationNEXT assessments in 11 countries
- 30 Strategic Plans
- 8 Destination Master Plans

Sustainability



Economic | Environmental | Social



Breckenridge Free Ride

Breckenridge, Colorado

(<250,000)

- *Free public transit system operated by the town since 1997*
- *6 routes- includes summer schedule*
- *Testing new electric busses*
- *Free app with bus locations*
- *1 million riders in 2017*
- *Over 11 million riders since 1997*



Section

ToC

NEXTFACOR

MASTER PLANS



**Regional Indianapolis
Tourism Master Plan**



**Madison Destination
Visioning**



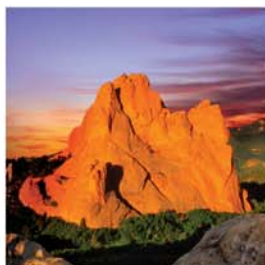
**Denver Tourism Roadmap
- 2025 Destination Plan**



**Greater Birmingham 2025
Destination Master Plan**



**Destination: Fort Worth -
A Master Plan**



**Colorado Springs &
the Pikes Peak Region
Destination Master Plan**



**Provincial Tourism
Strategy for Manitoba**



**Breckenridge Destination
Management Plan**

ENGAGEMENT



35+
1-on-1 Interviews

3
Town Halls



13
Focus Groups

250+
Engagements



© Town of

Longwoods Public Sentiment Survey

- 63% believe tourism is good for their community
- 55% believe that tourism can actually help the environment as local governments and people seek to protect sensitive and scenic areas
- 60% believe careful planning can ensure tourism development is environmentally friendly
- 12% believe tourism benefits do not outweigh the negatives
- 40% of respondents do not believe that residents are informed or consulted regarding major tourism development projects



Section

ToC

NEXTFACTOR

VISION

*Harmony of
Quality of Life
for Residents and
Quality of Place
for Visitors*



*"My goal for the future of Breckenridge is that my daughter can
continue
to live and thrive in the community
she grew up in."*

GOALS



Deliver a balanced year-round economy driven by destination tourism by 2024



More boots and bikes, less cars

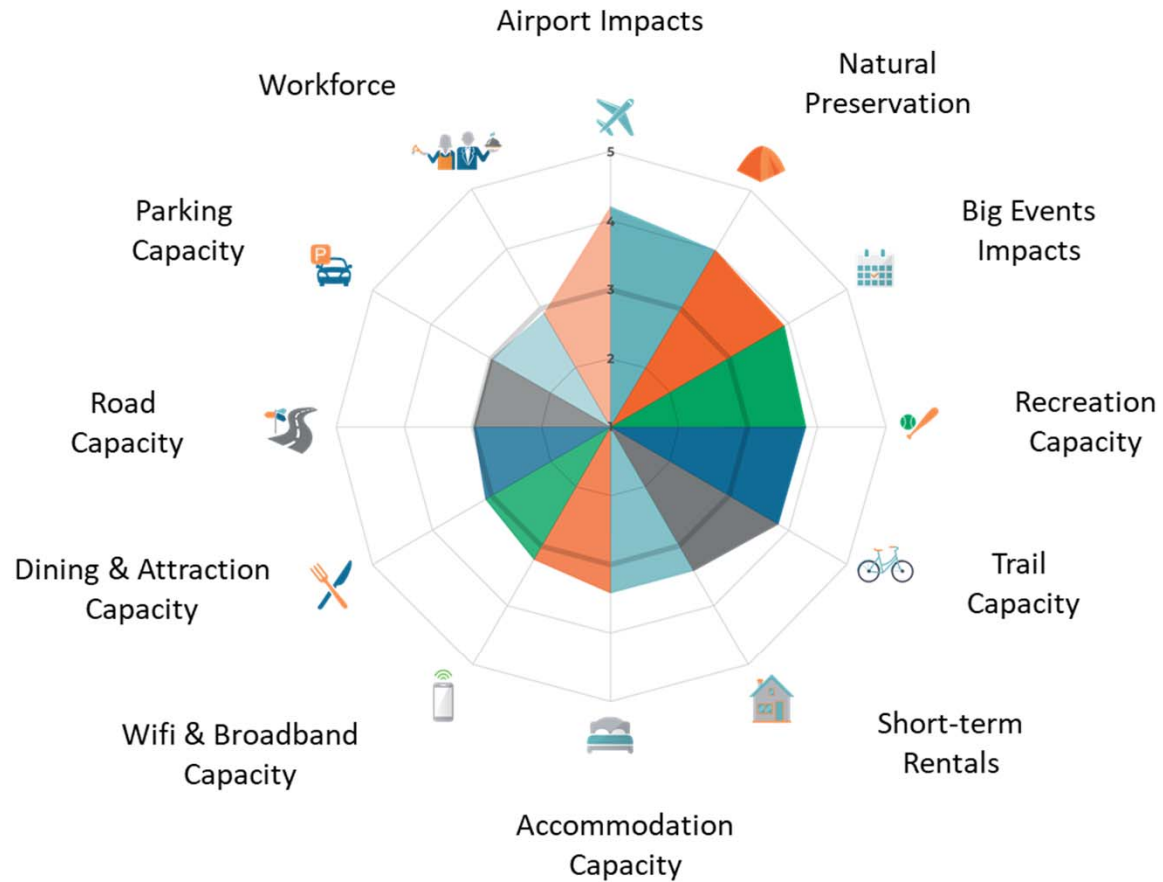


Elevate and fiercely protect Breckenridge's authentic character and brand – our hometown feel and friendly atmosphere



Establish Breckenridge at the leading edge in mountain environmental stewardship and sustainable practices

Sustainability Index



A scenic view of a town at sunset. In the foreground, there are colorful buildings, including a red brick building with teal accents and a yellow building with red trim. The middle ground shows a dense forest of green trees. In the background, there are large, rugged mountains under a dramatic sky with orange, yellow, and purple clouds. The text "THANK YOU!" is overlaid in the center of the image.

THANK YOU!