

# **BLOWING ROCK TOURISM DEVELOPMENT AUTHORITY STRATEGIC PLAN**

(Adopted 11-24-08)  
(Amended November 18, 2009)

## **Vision**

The Blowing Rock Tourism Development Authority (TDA) will provide leadership and primary funding, for developing and promoting tourism in Blowing Rock that will position Blowing Rock as one of the premier travel destinations in the Southeastern USA.

## **Mission**

To develop and promote travel and tourism to and within the town of Blowing Rock by executing a strategic marketing plan with the goal of increasing the numbers of overnight guest and extending the traditional tourist season.

## **Objectives**

- Maintain a strong level of tourism promotion and support for the summer season.
- Provide an increased level of tourism promotion for the Spring, Fall and Winter seasons, and conduct market tests.
- Provide short-term "focused" tourism promotion to fill the gaps and draw the targeted tourist segment, and better define "targeted tourist segment".
- Place more emphasis on establishing Blowing Rock as a destination of choice for business and focused activity groups and produce collateral for retreats and business travelers.
- Maintain a long-term tourism promotion and support plan with the objective of developing the target tourism community.
- Place more emphasis on tracking and demonstrate measurable growth in a) Winter, Spring, and Fall seasons and b) mid-week Summer season by utilizing Average Daily Rates, Occupancy, Internet and 800# hits.
- Develop and maintain strong ties and cooperative efforts with other local and regional tourism-based organizations.
- Work with the Town to provide funding for infrastructure support and advocate for continued improvements (i.e. parking, traffic flow, information availability, etc.)
- Develop, promote and support tourism in Blowing Rock consistent with the Town of Blowing Rock's Comprehensive Plan.
- Promote and support a business environment that maintains and improves quality of life in Blowing Rock and the quality of visitor we're trying to attract in accordance with the Town Comprehensive Plan.

## Values

- Promotes growth and stability in the business community.
- Supports the continuation of a high level of quality of life in Blowing Rock.
- Encourages the growth of "The Arts" in Blowing Rock.
- Encourages the utilization of Blowing Rock's recreational and natural resources.
- Provides a funding base for maintenance and improvement of the town's infrastructure.

## Strategies

- Fund all activities from a 6% Occupancy Tax to be levied on the "short term" rental business in the Town of Blowing Rock.
- Fund both tourism promotion (2/3 of the net tax revenue) and improvements to the infrastructure that supports tourism (1/3 of the net tax revenue).
- Focus the TDA on advertising and Tourist Information Center service and rely on a) other agencies to provide event management and b) the Town government for direction and management of infrastructure support (with some funding from the TDA).
- Provide strategic planning and oversight through the TDA Board and operational management through a paid staff and volunteers.
- Make strong utilization of seasonal broad image advertising, internet and PR, with packages (hotel, retail, attractions), coordination management and front line educational programs for "in-season" promotions.
- Utilize events and/or activities (packages, sales, groups, studio strolls, the arts) to focus the promotion efforts on "filling the gaps" (shoulder and off-seasons and mid-week).
- Use the results of completed surveys (ASU surveys, Smith Travel Research, AE, Visa/MC studies, ...) and other available data to develop a comprehensive understanding of Blowing Rock's current tourism community and define the target tourism community.
- Operate a Visitor Center to provide visitor support and present Blowing Rock as a quality tourism destination.
- Strengthen and expand the TDA's efforts by maintaining strong working relationships with other area, regional, state and national organizations (Chamber of Commerce, Community Arts Center, BRAHM, Advantage West, HCH, NCRHA, AHMA, etc.).
- Coordinate with "interest groups" and utilize approved projects/activities/documents (Parking Study, Comprehensive Plan, etc.) to advocate infrastructure changes/improvements with the Town.

## **Goals**

### **2009 - 2010:**

- Use the recently completed analysis of the Blowing Rock tourism environment and other available data sources to develop an understanding of the differentiated Blowing Rock tourism environment in the context of tourism in The High Country (Local), State of North Carolina (State) and the South East (Regional).
- Continue to provide funding and planning support for the development of new parking facilities and people movement in the village.
- Develop a strategic plan for synchronizing the TDA's promotional efforts with the existing and developing tourism-related businesses/activities in the community and region (i.e., The Community Arts Center, BRAHM, etc.) and take an active role in implementing the plan.
- Review current creative and develop a new approach for Fiscal Year 2009-2010.
- Participate in Retail Strategy implementation.
- Re-incorporate "Crown of the Blue Ridge" as tagline.
- Focus on opportunistically using public relations to tell the Blowing Rock story.