



Strategic Plan

Explore Whitefish

Whitefish Convention and Visitors Bureau

FY22 - FY24

Mission & Vision: November 2021

Mission

Fostering sustainable tourism through inspiration, education, and partnerships to enhance, protect and preserve our viable year-round community.

Previous Version of Mission

Build a high level of visibility and increase our name recognition as a premier year-round destination

Vision

Achieving long-term economic and community sustainability through steadfast destination stewardship.

Previous Version of Vision

Enhance the economy of Whitefish by emphasizing its desirability as a travel and recreation destination to visitors who appreciate and respect the character of place.

Destination Stewardship:

Invest in Whitefish through community engagement and sustainable tourism efforts

Objectives	FY2022	FY2023	FY2024
Develop and implement community relations plan to educate and create awareness of the positive impacts of the work done by Explore Whitefish	X	X	X
Work with Sustainable Tourism Management Plan Committee (STMP) on high priority action items (short term rentals, recycling, legislative outreach, wildfire, transportation).	X	X	
Engage in tourism advocacy efforts at local, regional, state and national levels	X	X	X
Invest in local infrastructure and build partnerships which have a direct impact on community sustainability.	X	X	X
Promote, support, and monitor initiatives in the area of equity, diversity and inclusivity in Whitefish	X	X	X
Advocate for and support expanded transportation links and solutions	X	X	X
Lead and support updates to the Whitefish Sustainable Tourism Management Plan including benchmarking tools (STMP)			X

Marketing & Communications:

Raise awareness of Whitefish as a travel destination and drive destination visitation during the non-peak seasons.

Objectives	FY2022	FY2023	FY2024
Create and adopt the new annual marketing plan informed by updated mission and vision and changes to state bed tax rules and regulations	X		
Continue to develop, refine, and support safety and recreate responsibly messaging	X	X	X
Pursue opportunities for media partnerships with specific calls to action to inspire visitors and create positive impacts on the community	X	X	X
Create opportunities for destination stewardship storytelling through the PR/earned media program	X	X	X
Continue to enhance cooperative marketing efforts with local, regional, and state partners	X	X	X
Continue to adapt and enhance group sales initiatives during the fall, winter, and spring	X	X	X

Sustainable Organization: Drive continued financial stability for the organization

Objectives	FY2022	FY2023	FY2024
Rebrand, Reposition, and Reallocate Funding from the Tourism Promotion Assessment (TPA) to the Community Sustainability Fund (CSF)	X	X	
Continue opportunities for collaboration among local partners (City, Chamber, non-profits)	X	X	X