

Explore Kingman Strategic Plan

Strategic Direction 2024-2025



Vision

Explore Kingman to feel the rush of discovery and modern nostalgia in a city with small-town charm and big adventures, iconic moments and vibrant cultural experiences.

Mission

We drive economic growth and community pride for our residents through tourism promotion, destination development and collaboration.

Position

- A convergence of landscapes and histories seen nowhere else
- Small town amenities with access to major cities and landmarks
- In the heart of some of America's most iconic natural and built sites
- A place to experience freedom of movement through outdoor recreation, driving Route 66, or taking in the vast and unique landscape.

Area of Focus

Tourism Promotion

Success Measures : How will we measure success?

- Increase RevPAR by 3% annually
- Increase in visitor traffic in downtown by 3%
- Increase in organic social media followers by 10% per year

Initiatives: What collective actions will we take?

- Support the City's initiative to improve first impressions by eliminating neglected properties, creating more appealing city entrances and thoroughfares and advocating for clean-ups or beautification projects near City access points.
- Collaborate with content creators on social media to build platform-specific marketing assets
- Participate in AOT's Marketing Co-op

Area of Focus

Destination Development

Success Measures: How will we measure success?

- Increase in attraction activities for select product development opportunities
- Increase in events supported

Initiatives: What collective actions will we take?

- Establish an internal program to attract select tourism products
- Collaborate with Parks Department to bring a tourism perspective to amenity and event development
- Expand visitor center hours
- Establish a sustainable funding mechanism for the Art in Public Places program

Area of Focus

Collaboration

Success Measures: How will we measure success?

- Improve YOY stakeholder sentiment scores by 1 point
- Year One: Establish monthly stakeholder meetings by the end of the year
- Year Two: Increase attendance at tourism stakeholder meeting

Initiatives: What collective actions will we take?

- Establish the Office of Tourism as the tourism authority and resource for the Kingman community by providing resources to the industry
- Convene monthly tourism stakeholder meetings
- Create cooperative opportunities for tourism businesses