

Explore Pinal County Strategic Plan

Strategic Direction 2023-2024



Vision

Pinal County ignites the senses through the excitement of travel, delivering world-class recreation, thrilling scenic vistas, and wide-open opportunity while honoring our distinct histories.

Mission

We build a strong economy and quality of life by showcasing memorable experiences, connecting communities, and promoting Pinal County's wide array of unique attractions to visitors and residents alike.

Position

Uniquely situated adjacent to the Phoenix metro, but a world away, Pinal County offers adventure seekers, history enthusiasts, and international visitors: • Reliably beautiful weather, an abundance of sun, and some of the nation's best sunset vistas • A world-class destination to experience the sky, with exceptional skydiving, gliding, birdwatching, and stargazing • A rich and colorful history of exploration through stories of lore of the region's Indigenous People, Western pioneers, and mining prospectors • Stunning mountain and desert landscapes found near the Superstition, Estrella, and Catalina Mountains • Protected but accessible open spaces such as the Arizona Scenic Trail, Apache Trail, and the oldest and largest botanical garden in Arizona at Boyce Thompson Arboretum

Area of Focus

Strengthen tourism brand and amplify awareness of the destination

Success Measures : How will we measure success?

- Increase direct visitor spending
- Increase owned media engagement and interaction

Initiatives: What collective actions will we take?

- Develop a media strategy and channels to enhance destination reputation
- Develop and launch a promotional video to market Pinal County's top attractions, events, and experiences
- Revisit and update Pinal County's destination brand

Area of Focus

Connect communities and build strategic partnerships with industry stakeholders, local communities, and Indigenous groups

Success Measures: How will we measure success?

- Increase the number of community outreach activities and engagements
- Increase community participants and stakeholders in Travel and Tourism Week initiatives

Initiatives: What collective actions will we take?

- Establish a county-wide tourism advisory board
- Explore opportunities to further engage with industry stakeholders and organizations to increase outreach and engagement
- Convene community and industry stakeholders to jointly plan for 2024 Travel & Tourism Week

Area of Focus

Explore opportunities to enhance resources and funding to grow Pinal County's tourism industry and products

Success Measures: How will we measure success?

- Increase in tourism-related activity which reduces the per-household tax burden
- Increase in other, non-local funding resources

Initiatives: What collective actions will we take?

- Communicate to key stakeholders the economic impact of tourism in Pinal County
- Inventory existing external funding sources and amounts and pursue those with strategic opportunity as a means to supplement available County funding
- Perform a survey of national best-practices specific to tourism funding approaches and tools and work with the state to develop best practices