

CRAFTING A
**Tourism
Strategic Plan**
Summary of Planning Process



Goals and Objectives

Develop a Tourism Strategic Plan to optimize the visitor economy of the city and generate activity for the local hospitality industry while aligning with the community's vision for the destination.

- Data to drive future policy decisions
- Strategies to connect Broken Arrow's hospitality infrastructure and attractions
- Comparison to competing destinations



Project Phases



Comparative Set

- Similar size and rate of recent population growth
- Proximity to larger destination/city
- Mix of quality-of-place assets; sports facilities



Thank you!



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