



## Visit Tri-Valley's Destination Strategic Plan Newsletter

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June 2023

Greetings, Tri-Valley Community!

We are happy to share with you the latest developments on the ongoing process for the Tri-Valley Destination Strategic Plan and the study for a potential multiuse sports and events complex.

### **Research and Analysis**

Over the past month, our consultants with JLL have been working on the analysis of the Tri-Valley area's demand drivers and attractors, evaluation of current events, and reviewing current data from our hotels, meeting venues, sporting events, and other tourism-related data to provide a comprehensive tourism landscape for the region. In addition, they have spoken to over 40 stakeholders between one-on-one interviews and focus groups. As you have followed and participated in this exciting process, please continue to suggest names of leaders in our community that would be insightful for JLL to talk to. Please use the fillable form on this webpage to provide us with your suggestions and we will follow up from there. The level of interest from the stakeholder community has been excellent and has added perspectives that will certainly help shape the outcome.

One of the key aspects of our analysis has been understanding the "demand drivers" that contribute to the Tri-Valley area's tourism industry and visitation. A "demand driver" is defined as destination assets or experiences that drive visitation to a destination and contribute to the tourism economy. By closely examining over 30 assets across the Tri-Valley and the factors that motivate visitors to choose our region as their destination, we have gained valuable insights into the current demand and positioning, as well as opportunities for growth for our tourism products. The process includes using JLL's Demand Driver Scorecard, which assesses destination assets and ranks it on the scale from causing international, national, or regional visit, to an asset being a "nice to see" experience when visitors are in destination. This assessment of inventory can be used to determine asset investments and how they work within the destination system.

Additionally, the steering committee has recognized the importance of developing and event strategy as a key component of the mater plan. We have been closely reviewing 30+ current events and their potential to grow and impact the tourism industry in our region by increasing overnight visitation. This enables us to proactively work with event planners on determining current event positioning as well as growth and focus area opportunities for each individual event. This process will also include one on one interviews with event planners to learn more about their priorities as well as their organizations.

To provide a comprehensive overview, our consultants at JLL have diligently reviewed data from a wide range of sources, including STR reports for hotels and lodging, past plans and documents related to our hotels, meeting venues, sporting events, and other tourism-related sectors. This extensive data collection process ensures that our analysis is robust and informed.



## **Overall Themes and Priorities**

In addition to the research and analysis, our stakeholder engagement sessions, including focus groups and interviews, have yielded valuable insights. Following these sessions and subsequent Steering Committee meetings, JLL has compiled overall themes and priorities derived from these interactions. The preliminary priorities have been presented to the Steering Committee, fostering productive discussions around each priority, and paving the way for future decision-making and planning.

## **Next Steps**

We remain committed to providing comprehensive and valuable insights into the Tri-Valley area's tourism landscape. As we move forward, our JLL consulting team will finalize the demand and site analysis for a multiuse venue development in the Tri-Valley and will continue to analyze the data collected from the research, site visits, focus groups, and interviews. This information will help us refine our plans and ensure that both the Destination Strategic Plan and the multiuse complex meets the needs and expectations of the Tri-Valley community.

## **Get Involved!**

Your input is crucial to the success of this project. We encourage you to get involved and provide your feedback by contacting us through [this link](#). We value your input and want to ensure that this plan serves the needs of our community for years to come.

## **Something to Think About**

We'd love to hear from you! Knowing the current focus of the planning process around events and assets, tell us in one word or one sentence what is your favorite thing to do in the Tri Valley Area? Please send your responses through [this link](#). This will help us confirm that we haven't left any stone unturned.

## **Stay Updated!**

On behalf of our [steering committee](#), we will continue to keep you updated on the progress of our research and planning for the Tri-Valley Destination Strategic Plan and the multiuse complex. Be sure to follow [our website](#) and social media channels for the latest news and announcements. If you have any questions or would like to share your feedback, please do not hesitate to reach out to our team.

Thank you for your continued support!

Sincerely,

Visit Tri-Valley