



Visit Tri-Valley's Destination Strategic Plan Newsletter

October 2023

We're excited to share the final newsletter of the Destination Strategic Plan (DSP) series as the project comes to a close. The DSP report has been finalized by our team at JLL, with feedback and active contribution from our Steering Committee, and will be presented to the Board of Directors on November 15th, 2023.

The DSP is a significant milestone in shaping the future of the Tri-Valley as a destination. It reflects our commitment to inclusivity, sustainability, and a long-term vision for positive change. By leveraging industry research, stakeholder input, and innovative strategies, we aim to create exceptional visitor experiences while enhancing the quality of life in our community.

Your active involvement throughout the development of the DSP has been invaluable. Together, we have explored opportunities such as developing a multiuse venue that will benefit the Tri-Valley economically and programmatically for years to come.

The DSP focuses on six priorities to guide Visit Tri-Valley and the destination through 2028:

- Destination Development: Diversify and expand tourism offerings.
- Multiuse Venue Development: Create a flexible venue to host diverse events.
- Connectivity: Improve visitor assets and expand reach into neighborhoods.
- Direct Marketing and Branding: Attract leisure travelers through targeted strategies.
- Economic Development and Business Friendliness: Foster collaboration and position Visit Tri-Valley as a resource hub for tourism-related businesses
- Organizational Development: Adjust structure to support priorities.

As an organization, we are committed to serving as stewards of our destination and working closely with our community to drive successful plan implementation over the next five years. The priorities outlined in the plan are rooted in extensive research, complete with data-driven insights, recommended actions, milestone targets, and identified partners. Visit Tri-Valley will actively convene partners, facilitate collaboration, and take a leading role in implementing the DSP strategies.

We are truly excited about the partnerships that have been formed within and beyond the hospitality industry. In particular, we'd like to thank our Steering Committee whose names are listed in [this link](#) for their dedication and active participation. Together, we can turn this visionary plan into a reality and drive positive change in the Tri-Valley.

Thank you for your ongoing support, and we extend a warm invitation for you to join us on this exciting journey towards a vibrant and prosperous destination.



Next Steps

Moving forward, we invite you to join us on this exciting journey towards a vibrant and prosperous destination. Your ideas and feedback are important to us, and we encourage you to get involved by contacting us through [this link](#). Your input will help shape the future of tourism in the Tri-Valley for years to come.

Stay Updated!

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