

SWOT Analysis

The SWOT analysis below is a culmination of input received and past and current research reviewed during planning process. The SWOT below represents input from the market study, benchmarking comparisons and stakeholder input throughout the planning process. This provides a foundation for the Plan priorities.

STRENGTHS

- Proximity to drive markets
- High household income
- Unique wine region offerings
- Strong presence of arts and culture
- Supportive and proud community
- Growing sports tourism demand
- Established corporate presence
- Outdoor recreation opportunities
- Safe community
- Pleasant weather and climate
- Proximity to 3 international airports/BART

WEAKNESS

- Lack of diverse and high-profile demand generators and attractions
- Limited events with overnight visitation impact
- Challenging geography and accessibility
- Lack of local engagement and vibrancy
- Inadequate micromobility options
- Limited luxury accommodation and hotel mix options
- Insufficient downtown hotel packaging
- Absence of competitive sporting venues
- Lack of high-profile corporate event spaces
- Lesser-known destination brand
- Need for more regional collaboration on major projects and economic development priorities





OPPORTUNITIES

- Development of cultural tourism offerings
- Acquisition of new high-profile assets
- Increased advocacy for new destination developments and aspirational opportunities
- Proactive event development strategy for a signature event
- Enhanced transportation infrastructure
- Establishing a unified wine region presence
- Multiuse development potential
- Strengthening direct marketing campaigns with curated content to target audiences
- Collaboration among all five cities including tapping into the rich resources and offerings of Bishop Ranch and San Ramon

THREATS

- Challenges with public sector processes
- Political influences and uncertainties
- Competition from ongoing development and innovation in other cities
- Insufficient regional collaboration and seamless relationships
- Safety and security concerns impacting the perception of the Bay Area
- Transportation challenges, including traffic and congestion
- BART not seen as a visitor amenity
- Potential impact of corporate exodus
- No-Growth movement
- Constraints in sports tourism due to inadequate facilities