

## Oceanside Tourism Master Plan

### In Attendance

- Paul Ouimet, President and Partner | *MMGY NextFactor*
- Linda John, Executive Consultant | *MMGY NextFactor*
- Rob Hunden, President | *Hunden Strategic Partners*
- Jeremy Sampson, CEO | *The Travel Foundation*

### Project Purpose

Develop a 10-year Tourism Master Plan to 2033

### Project Background

Visit Oceanside has launched a Tourism Master Plan which will outline an overall vision and strategy to develop Oceanside's visitor economy. It will include strategies for stewarding tourism towards a sustainable future. This will be guided through the best practices and criteria set forth by the Global Sustainable Tourism Council.

The Tourism Master Plan will identify an overarching vision and the experiences, infrastructure and policies that will guide long-term sustainable, responsible development of Oceanside's tourism industry. The goal is to enhance the impact of the visitor economy while ensuring the long-term health of the destination and quality of life for our residents while acknowledging and incorporating the great work and plans already underway across the Oceanside region.

Visit Oceanside has engaged MMGY NextFactor, a global thought-leader in tourism and economic development, to lead the development of the Tourism Master Plan. MMGY NextFactor has proven experience in developing both Strategic and Destination Master Plans, having completed more than 75 strategic plans for DMOs worldwide, more than 30 comprehensive Destination Master Plans across North America, and detailed assessments of more than 330 destinations around the world.

MMGY NextFactor has partnered with two organizations to support this process - Hunden Strategic Partners and The Travel Foundation - who will conduct assessments in the areas of tourism development and sustainability, respectively. The research and contributions from these partners will be integrated into the final recommendations and proposed initiatives in the Tourism Master Plan.

## Key Deliverables

The key deliverables for this project include:

- Specific recommendations for growing market share and develop new markets
- Prioritized list of product development opportunities
- Policy recommendations to allow for innovation
- Identify new product and program recommendations for needs periods
- Competitive Assessment and best practices of similar destinations
- GSTC Destination Assessment of the Oceanside for sustainable management of tourism
- Identify infrastructure and beautification improvements
- Strong buy-in for plan because of meaningful engagement
- Effective implementation plan

## Engagement Plan

Throughout this project, the three organizations - MMGY NextFactor, Hunden Strategic Partners, and The Travel Foundation - will collaborate on engagement sessions with residents, community leaders, public officials, and industry stakeholders. An online resident survey will also be conducted.

- Steering Committee Meetings
- 10 in-depth one-on-one interviews
- 8 focus groups
- 1 town hall session
- Online resident survey