



FOR IMMEDIATE RELEASE

Visit Oceanside Spearheads Creation of Destination's First Sustainable Tourism Master Plan

Oceanside is one of the first in California to use criteria from the Global Sustainable Tourism Council

Oceanside, Calif.- January 4, 2023— Recognizing the importance of smart tourism growth that aligns with environmental and community priorities, [Visit Oceanside](#) is collaborating with the City of Oceanside to develop the destination's first ever Sustainable Tourism Master Plan. The plan will provide a 10-year blueprint for stewarding tourism growth towards a sustainable future to benefit the economy, environment, residents and visitors.

Oceanside is the first destination in San Diego County, and one of the first in California, to utilize best practices and criteria established by the [Global Sustainable Tourism Council](#) (GSTC) in developing its plan. The destination will be evaluated against GSTC standards, which aim to help tourism fulfill its potential as a vehicle for social, cultural, and economic good while removing and avoiding any negative impacts from its activities in terms of environmental and social impacts.

"The pandemic shed a light on the importance of a holistic approach to tourism that balances economic benefit with quality of life for residents and health of the destination," said Leslee Gaul, Visit Oceanside CEO. "We are proud that Oceanside has not only taken a lead in formalizing this effort, but also committed to measuring our future product development, policies and achievements against the leading standard for sustainability in the world."

Visit Oceanside's Sustainable Tourism Master Plan will identify an overarching vision as well as provide an action plan for pursuing the experiences, product, infrastructure and policies that align with the plan's four objectives: visitor quality experience, quality of economy, environmental quality and resident quality of life. The initial phase of the project includes a sustainability assessment, destination assessment, competitive analysis and stakeholder engagement. Input from residents, businesses and city leaders will be gathered through a series of online surveys, focus groups and town halls in the first quarter of 2023. The plan is expected to be completed by the end of the year.

"Over the last 10 years, Oceanside has realized so much of its potential as a visitor destination, and our goal is to nurture future progress in a way that continues to impact the community for

good,” says Gaul. “This process is really a reflection of our love for this city and our desire for it to thrive for many years to come. We are excited about having a roadmap and achievable recommendations that are designed to protect our coastal environment and benefit locals as well as those who come to visit.”

To learn more about the tourism master plan process and upcoming stakeholder engagement opportunities, visit LoveOceanside.com.

About Visit Oceanside

Visit Oceanside Conference and Visitors Bureau is the official tourism marketing organization in Oceanside, Calif., promoting travel to the city for both leisure and group visitors. The organization influences about one-third of the \$415 million that is generated by visitor spending in Oceanside each year, which supports nearly 3,500 jobs. Visit Oceanside also operates one of the state’s official California Welcome Centers. With just one stop, visitors can find local, regional and state maps, purchase discount tickets to major Southern California attractions, make hotel reservations or shop for the perfect California keepsake. The Visit Oceanside CVB and California Welcome Center- Oceanside are conveniently located just off Interstate 5 at 928 North Coast Highway, Oceanside, Calif. For more information, please call (800) 350-7873 or visit www.visitoceanside.org

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