

# DESTINATION DEVELOPMENT PLAN 2-Year Priorities

September 2022





## **NEW VISION**

Where travelers are welcomed from around the world to find adventure, inspiration, and rejuvenation.

## **NEW MISSION**

We promote our unique and diverse destination to the world while advancing regional collaboration to improve the quality of life for our residents and partners.



## 2-YEAR PRIORITY AREAS OF FOCUS

Air Service

DEI/Sustainability/Accessibility/

Cultural Heritage

International Business

Meetings, Conventions & Sporting Events

Regional Collaboration

Wayfinding

Workforce Development/Higher

Education



## BOARD & JPA

- Develop **international terminal** capabilities
- Create destination awareness along the **I-10 corridor** for key attractions and experiences
- Enhance **wayfinding** to improve visitor experiences
- Grow **nightlife** & entertainment
- Attract **new events & attractions**
- Enhance visitor experience/**summer shade** initiative
- Support **sustainability** and **DEI** efforts
- Develop **affordable housing** solutions
- Promote the importance of **work visas**
- Establish hospitality **mentorship** programs
- Grow hospitality **internship** program