

MEDIA CONTACT:

Dan Gibson, [dgibson@visittucson.org](mailto:dgibson@visittucson.org)

Director of Communications

[dgibson@visittucson.org](mailto:dgibson@visittucson.org) | (520) 770-2133

## VISIT TUCSON SEEKS VISITOR AND COMMUNITY INPUT FOR 10-YEAR TOURISM MASTER PLAN

In an effort to continue the expansion of Tucson and Southern Arizona's tourism industry - \$2.35 billion of direct spending in Pima County in 2017 – Visit Tucson is spearheading a **10-Year Metro Tucson Tourism Master Plan**. The plan will incorporate opinions and perspectives from stakeholders, government funders, community and business leaders, and visitors to develop a road map for the future of tourism in the metro Tucson area. As part of this process, issues such as product development and events as well as topics not traditionally considered part of tourism, such as infrastructure needs and local quality of life, will be considered and analyzed.

Visit Tucson is working with Resonance Consultancy to create the tourism master plan. Resonance is an international leader in city and place building that has conducted more than 100 research, strategy and branding projects in cities like Portland, Vancouver and Cleveland and in more than 70 countries worldwide. Resonance conducts "World's Best Cities" surveys using proprietary research to analyze millions of online reviews to rate cities according to place, product, programming, people, prosperity and promotion – research that also will be incorporated into metro Tucson's master plan.

In the first part of the process, Visit Tucson and Resonance hosted a series of workshops soliciting feedback from stakeholders in and around the tourism industry, with 60 people participating, to create focus points and a strategy for the project as a whole.

The next phase of the project aims to gather data about the visitor experience and the quality of life for Tucsonans. First, starting this week, Visit Tucson will reach out to those who have visited our area with a survey developed by Resonance (posted at [www.VisitTucson.org/metro-tucson-tourism-master-plan](http://www.VisitTucson.org/metro-tucson-tourism-master-plan)) gathering their opinions about their time here. This survey about the visitor experience in Tucson will be available until Oct. 1.

A second survey, launching in early October, will be targeted to those who live in the Tucson area, aiming to learn how they interact with the city and region around them, what they feel are our community's strengths and weaknesses. That survey promoted via Visit Tucson's social media channels, newsletters and via our partners' communications channels, will be available online for a month.

The information provided in both surveys will guide the planning process, working to develop a strategic master plan that not only encourages economic growth in the tourism sector and elsewhere, but also enhances the quality of life for Tucsonans.

"Tucson has experienced another year of remarkable growth in both the number of visitors coming to our area and their economic impact," said Brent DeRaad, President and CEO of Visit Tucson, "so at Visit Tucson, we want to develop a plan to increase the tax dollars coming into our economy while also responsibly preserving what drew those visitors here in the first place. The aim of our collaboration with the experts at Resonance is to provide the direction for both economic growth in a competitive marketplace and also an improved quality of life here in Southern Arizona."

## **ABOUT VISIT TUCSON**

Visit Tucson's mission is to drive economic development by connecting visitors with their ideal travel & meetings experiences in Tucson. Visit Tucson is financially supported by the City of Tucson, Pima County, the Town of Oro Valley and more than 450 individual and business partners. [VisitTucson.org](http://VisitTucson.org).

## **ABOUT RESONANCE CONSULTANCY**

As leading advisors in tourism, real estate and economic development for three decades, Resonance combines business strategy and marketing creativity to shape the future of communities, cities and countries. Our services span place development strategy, place marketing, placemaking and place branding. Our team has completed more than 100 visioning, strategy, planning, policy and branding projects for destinations and developers in more than 70 countries. We work with developers, planners, architects, DMOs, economic development agencies and others to make places the best they can be. To learn more about us and our services, please visit [ResonanceCo.com](http://ResonanceCo.com).