



## Tourism Development Master Plan

*Oceanside, California*

Hunden Partners collaborated with MMGY NextFactor to develop a Tourism Master Plan/Destination Development Plan for Visit Oceanside. The City of Oceanside is a small coastal community located in San Diego County, California. The goal of the study was to provide concrete, incremental steps for Oceanside's development as a tourist destination, driving diverse demand opportunities throughout the year and mitigating highly impacted times and locations. The Plan includes strategies for stewarding City of Oceanside tourism into a sustainable future through the guidance and criteria set forth by a VO-obtained Global Sustainable Tourism Council Destination Assessment.

Hunden executed a detailed assessment of the current and future state of VO's visitor economy. Additionally, assessments were made of the history of the City's tourism industry and assets, the City's current assets and impact, and the opportunities for growth within the market. In order to arrive at the final deliverable Product Development Recommendations and Opportunity Priorities, the Team focused on the main quality objectives as outlined by the city:

- Quality of the Economy – Shape and expand the economy in ways that ensures its long-term sustainability and vibrancy,
- Quality Visitor Experience – Continue to provide an excellent visitor experience that highlights Oceanside's sustainability values and keeps visitors coming back,
- Resident Quality of Life – Maintain and enhance the elements that make the community a truly special place to reside, and
- Quality of Environmental impact – Lead the tourism industry in implementing sustainability principals, positioning the community as a national and international leader in destination stewardship.

Recently, the board unanimously endorsed the Tourism Master Plan.

---

**Client:** Visit Oceanside

**Time Period:** 2022 - 2023