



Discover Coronado 3-Year Strategic Plan Advisory Services

Coronado, California

Discover Coronado recently retained Hunden Partners to provide advisory services for the development of a 3-Year Strategic Plan ("Plan"). This Plan will focus on supporting hotel occupancy growth in Coronado, with the goal of creating an updated roadmap to drive hotel revenue, enhance the destination's desirability, and contribute to community enrichment.

The process will build upon the work completed as part of the 2022-2024 Strategic Business Plan, incorporating a mix of historical destination performance data, Hunden's research, and input from Discover Coronado's board of directors and stakeholders. The outcome will be a comprehensive strategic plan deliverable that outlines actionable steps for achieving the organization's goals.

Hunden's approach follows a four-phase process:

- Phase 1 & 2: These initial phases will include a stakeholder survey, an assessment of the destination's current positioning, an analysis of hotel performance, and a full-day strategic planning session. This session will review the organization's past priorities and future needs, informed by survey responses and industry trends. Hunden will evaluate the current state of organizational operations, processes, sales, and marketing efforts to understand the organization's position relative to future priorities.
- Phase 3: A SWOT analysis will be conducted, as well as a priority identification, drawing on information gathered in phases one and two. This analysis will help prioritize key destination areas and focus areas based on the insights gathered.
- Phase 4: Hunden will provide a 3-Year Business Plan deliverable. This document will include a series of actionable recommendations, a timeline, and clear implementation steps to guide Discover Coronado's strategic initiatives moving forward.

Client: Discover Coronado

Time Period: 2024 - Present