

# EXPLORE TUALATIN VALLEY STRATEGIC PLAN OVERVIEW FY25—FY27



## VISION

Tualatin Valley is known as a diverse and inspiring Oregon destination where urban sophistication and rural authenticity meet

## VISION

Tualatin Valley is known as a diverse and inspiring Oregon destination where urban sophistication and rural authenticity meet

## MISSION

Explore Tualatin Valley cultivates a thriving destination through approachable and inclusive visitor experiences, sustainable economic impact, and exceptional quality of life

## CORE VALUES

### Foundation

We serve as a platform for cultural and economic growth

### Inspiration

We spark big ideas and big experiences

### Relevance

We focus on what truly matters to our visitors and our communities

### Tomorrow

We propel our destination forward with vision and agility

### Heart

We are rooted in—and connected to—our place

## POSITION

Explore Tualatin Valley is the recognized leader of the tourism industry in Washington County, Oregon, by:

- **Building the visitor-facing brand** of Explore Tualatin Valley to raise consumer awareness
- **Inspiring travel to Washington County**, increasing overnight stays, extending length of stay, increasing travel spend, and encouraging repeat visitation
- **Fostering group travel to Washington County** through meeting and sports sales
- **Developing our destination** through strategic investment, education, and collaboration with tourism industry stakeholders and residents
- **Promoting investments, policies, and regulations that support the visitor economy** in Washington County, in collaboration with County and Municipal governments

## OBJECTIVE 1

Elevate our Brand Position Through Innovative Marketing

## OBJECTIVE 2

Build a High-Performance Sales Program

## OBJECTIVE 3

Develop a Great Place to Visit and Live

## OBJECTIVE 4

Engage our Communities, Stakeholders, and Partners

## OBJECTIVE 5

Develop and Retain a Skilled and Engaged Team

## INDICATORS

- Year-over-year growth in total overnight stays
- Three-year growth in targeted demographics, from FY25 baseline
- Three-year growth in RevPAR

## INDICATORS

- Three-year improvement of bottom line for Wingspan
- Year-over-year growth of meeting, conference, and tour room nights
- Year-over-year growth of youth & amateur sports room nights

## INDICATORS

- Three-year growth in TLT collections
- Three-year growth in average party spend
- Demonstrable three-year growth in visitation from target markets

## INDICATORS

- Three-year growth of stakeholder satisfaction score over FY25 baseline
- Year-over-year growth in attendance at key stakeholder event(s)
- Three-year growth in resident sentiment over FY25 baseline

## INDICATORS

- Year-over-year growth in employee Net Promoter Score over FY25 baseline
- Year-over-year growth in Employee Engagement score
- Growth in participation on tourism industry and community boards and committees

## STRATEGIES

- Establish brand equity as a comprehensive wine destination through marketing and events
- Perform an analysis of other wine destinations to pinpoint Tualatin Valley competitive advantages
- Leverage data to define and precision-target aspirational markets for Tualatin Valley
- Increase the cultural competence of our marketing efforts
- Designate a portion of marketing budget specifically for exploring innovative approaches

## STRATEGIES

- Define and grow relevant markets for the Wingspan Conference & Event Center
- Support our hotels in developing relevant meeting and tour group business
- Define and grow relevant markets to create an actionable sports marketing and sales plan
- Leverage destination services to retain and grow sports market groups

## STRATEGIES

- Elevate wine tourism by partnering with our arts communities to pair arts and wine experiences
- Support the strategic expansion and promotion of dining, recreation, cultural, and agritourism assets that enhance the visitor experience
- Invest to support stakeholder development of strategically-aligned events and experiences
- Support initiatives that highlight and enhance the accessibility of Tualatin Valley
- Leverage innovative itineraries and inspirational promotions to support the diversification of our tourism product

## STRATEGIES

- Develop an intentional awareness, engagement, and communications campaign for stakeholders and residents
- Emphasize strategic partnership opportunities with tourism-industry partners and local governments
- Strengthen our capabilities to advocate for and convene an interconnected tourism industry in Washington County
- Develop an annual or biannual signature event to inspire, educate, and engage stakeholders

## STRATEGIES

- Cultivate a values-driven, high performing, equity-forward culture at ETV
- Perform a skills, capabilities, and compensation assessment to optimize and align the ETV team to future needs
- Strategically reinvest in staff professional development
- Reimagine our performance assessments to align to ETV Mission