

Subject: Stakeholder Survey Invitation

Dear San Francisco Bay Area Tourism Industry Stakeholder,

As you may be aware Visit California has begun an exciting process to create Regional Tourism Strategic Plans (RTSP) for all 12 regions across the state. You are receiving this email as a stakeholder for the SF Bay Area Region to get your feedback on key issues through a brief questionnaire.

The goal of [this survey](#) is to guide the development of the plan for the SF Bay Area Regional Strategic Plan by gaining a greater understanding about the following:

- The existing strengths of the tourism economy in SF Bay Area
- Opportunities that the SF Bay Area region can take to enhance their tourism ecosystem
- Identify future areas of focus for the strategic planning process
- Market research needs of tourism stakeholders

This feedback will directly inform the regional plans and give direction for priorities and recommendations. As such, we invite and strongly encourage you to participate in the survey and share with your industry partners. Please note that the deadline for the survey is **December 8th 2023**

The survey should take 15-20 minutes to complete. Please answer questions where you are familiar with the subject matter. If you are not familiar with the content, or don't have an opinion on a particular subject, please skip to the next question.

These plans will be developed individually for each California region. This initiative was funded by Economic Development Administration (EDA) grant dollars and the planning process is expected to conclude at the end of 2024. You can learn more about the overall process [here](#).

This effort is being facilitated by JLL's Tourism and Destination Advisory Practice, in cooperation with Ernst & Young. All responses will be confidential and only shared in the aggregate.

For technical questions, please contact Edmond Nana (Edmond.NanaJimngang@ey.com). For all other questions, please send an email to Shirin Jafari (shirin.jafari@jll.com). If you decide to take the survey in multiple sittings and would like to pick up where you left off, you'll need to re-access the survey via the same IP address and browser. If you started the survey and re-accessed it via a different browser or IP address, your previously provided responses won't be saved.

Thank you,