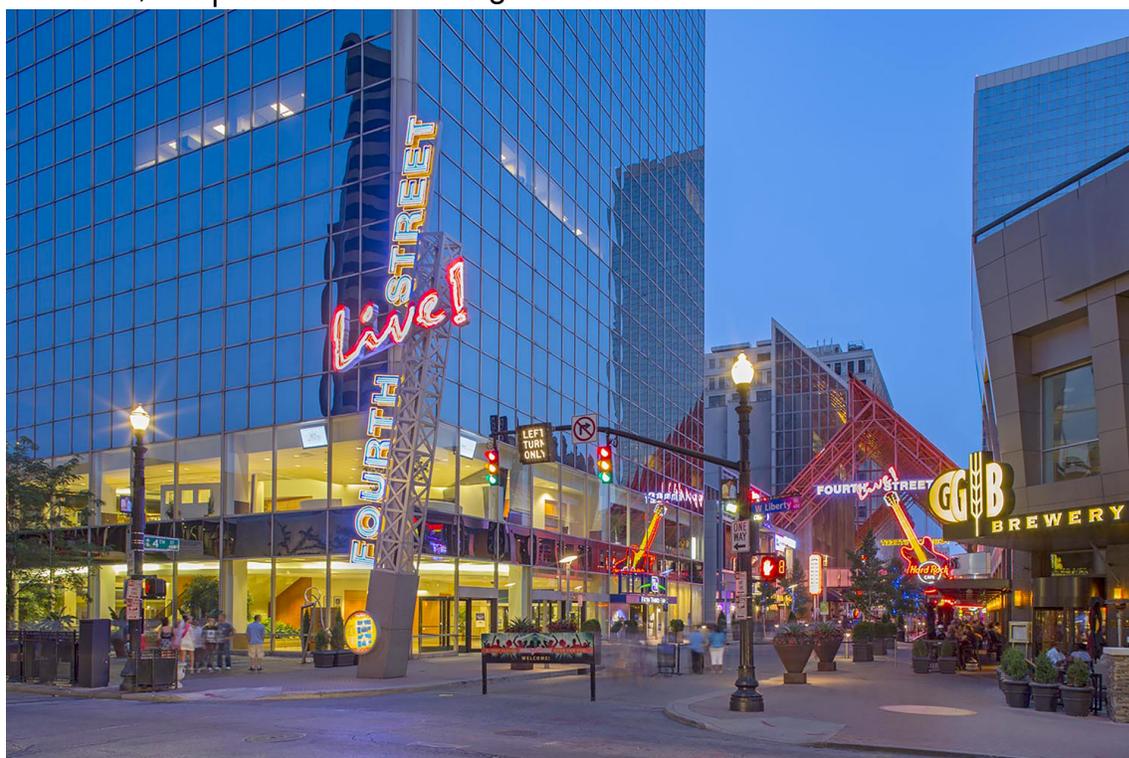


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## Stakeholder Update

Louisville, KY | Destination Strategic Plan



Dear Tourism and Hospitality Industry Stakeholders,

As you may know, [Louisville Tourism](#) has begun an exciting journey to develop a Destination Strategic Plan (DSP) to guide future tourism industry growth and development in Louisville. As the official Destination Marketing Organization for Louisville Metro, we are taking on this task to plan for the future of Louisville as a destination. To facilitate this process, Louisville Tourism has engaged [JLL's Global Tourism and Destinations](#) practice to lead the planning process. The DSP planning process is expected to last approximately 10-12 months and will include several opportunities for stakeholder input to further inform and guide the outcomes.

### DSP Goals

Ultimately the DSP process strives to create a roadmap for tourism investment, development, growth and sustainability across the industry in Louisville. This process will further establish a dynamic future vision for Louisville as a destination, find synergies between organizations and groups in connected industries working to support Louisville's future and identify expectations for Louisville Tourism over the next several years. The DSP will engage with the industry and stakeholders like yourself to gain feedback and insight on the destination's unique attributes

and potential for the future. The final Destination Strategic Plan will include recommendations for future product development, infrastructure enhancements, destination experiences, and organization and partner support to achieve Louisville's ambitions as a premier visitor destination.

### Project Kick Off

JLL has begun working closely with Louisville Tourism on beginning the initial scope items as well as a series of research items. Additionally, a key component of the DSP process is to form a Leadership Committee to participate in this planning effort with JLL. This [Leadership Committee](#) has members that represent a variety of organizations in Louisville that impact our tourism industry and broader economy. The Leadership Committee met for the first time on Friday, September 27 to learn more about their role and responsibility to the DSP in supporting the overall goals of the Destination Strategic Plan.

### Stakeholder Engagement

As part of the process, JLL will also be facilitating a series of focus groups to meet with stakeholders and community leaders on specific topics to support the DSP's development. The focus groups are being formed and organized now for the week of October 21, 2019. Those focus groups will be a critical information gathering point for JLL.

These focus groups will also lead to a stakeholder survey which will include outcomes and themes from the feedback received in the focus groups. The stakeholder survey will be distributed to a broad audience across Louisville to ensure the initial feedback received is comprehensive. These stakeholder components will help set an initial direction for the DSP.

### Next Steps

As mentioned above, the process to begin building Louisville's Destination Strategic Plan is now underway and we want to engage with you throughout. As JLL begins to work through the plan, you will continue to receive updates like this on a monthly basis to keep you informed and continue to receive input from stakeholders.

### We Want to Hear from You

If you would like to set up a time with JLL to discuss your thoughts in more detail, please complete the form on our dedicated project website [here](#) to let us schedule a time with you. We look forward to hearing from you.

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Stakeholder Update: Louisville Destination Strategic Plan

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