



**TO:** Palm Beach County Stakeholders

**FROM:** Emanuel Perry, Executive Director  
Tourist Development Council

**SUBJECT:** Palm Beach County Tourism Master Plan Summary

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## Overview

The Tourism Master Plan (TMP) is designed to be a 20-year visionary roadmap that aims to maintain and enhance Palm Beach County's (COUNTY) competitive position among other top tourism destinations. This process will take place over an 18-month period and the TMP will serve several key purposes:

- **Consensus Building:** It will help create agreement among stakeholders involved in tourism-related development.
- **Guidance for Investors and Businesses:** It will help stakeholders understand where to direct their efforts as the tourism vision is realized.
- **Balancing Supply and Demand:** It will help align the experiences desired by residents and visitors, with the activities and experiences offered by stakeholders.

## Goals and Aspirations

The TMP aims to anticipate future development needs and identify opportunity markets, positioning the COUNTY as a leading destination in Florida, nationally, and internationally. The plan supports the aspirations of the COUNTY and community leadership to:

- **Enhance Residents' Lives:** Provide economic opportunities for residents.
- **Develop infrastructure:** Spearhead the creation of destination-enhancing infrastructure.
- **Promote Culture and Sports:** Encourage cultural and sport activities.
- **Attract Transformational Events:** Draw and create significant events.
- **Champion DEIA and Sustainability:** Promote Diversity, Equity, Inclusion, Accessibility (DEIA), and sustainable tourism practices as guiding principles for future tourism marketing.

A handwritten signature in black ink, appearing to read "E. Perry".

Emanuel J. Perry  
Executive Director

