



THE  
**TRUAX**  
HOTEL





# Executive Summary

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- Temecula Valley is located between **Los Angeles** and **San Diego**
- One of the America's Safest Cities
- Over **3 Million** annual visitors
- Visitors spend **\$1.2 Billion** annually
- Over **20+ Award Winning Golf Courses**
- Over **52+ Award Winning Wineries**
- An hour drive for **20 Million** Southern California Residents



VISIT  
**TEMECULA**  
VALLEY

# Location

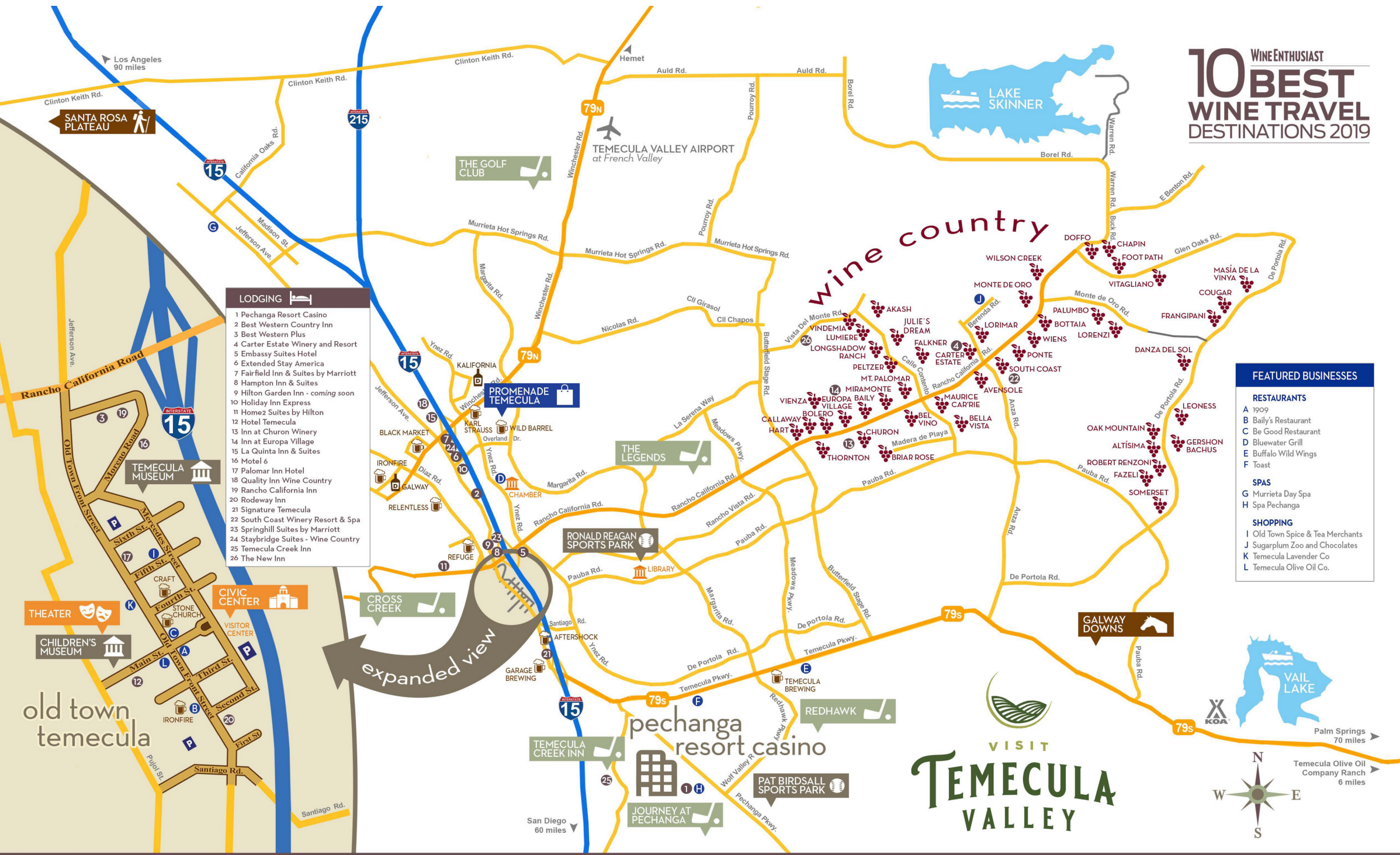
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- Southern California's Playground
- 70 miles from Los Angeles
- 70 miles from San Diego
- Freeway close
- Serviced by San Diego International Airport & Ontario International Airport
- French Valley Airport services private jets & aircrafts





**10** WINE ENTHUSIAST  
**BEST**  
**WINE TRAVEL**  
DESTINATIONS 2019



old town  
temecula





# Old Town Temecula

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- Downtown Civic Center
- Pedestrian-friendly
- Historic, 12-block neighborhood
- Spans over 65 acres
- Almost 40 dining experiences including gourmet, casual and specialty
- Over 100 unique shopping experience
- Special events



## Wine Country

- Award Winning Wineries including the Golden Bear Winery of the Year.
- Over 52 wineries in operation
- 125 approved in the Wine Country Specific Plan
- Wine Enthusiast's 10 Best Wine Travel Destinations







# Weddings

- Over 5,000 weddings & related events annually
- Average wedding spend is \$28,157
- Most venues average 4 to 5 weddings weekly





# Golf

Over 20 award-winning Courses including:

- Journey at Pechanga
- Temecula Creek Inn
- The Links at Summerly
- Canyon Lake
- Pala Mesa



# Equestrian

- Galway Downs
  - Temecula Valley National spring and fall Shows
  - California Dressage Society
- California Ranch Company
  - Hone of Hall of Fame Trainer Susie Hutchinson





A large, multi-story resort building with a modern design, featuring a prominent white facade and a curved section. The building is surrounded by numerous tall palm trees and a large, rocky waterfall structure in the foreground. The sky is blue with some clouds.

## Casinos

- Pechanga Resort & Casino
  - Voted Best Casino West of Las Vegas
- Pala Resort & Casino
- Harrah's Resort & Casino
- San Manuel Resort & Casino







# Boating & Fishing

- Diamond Valley Lake
- Lake Skinner
- Lake Elsinore
- Canyon Lake





# Extreme Sports

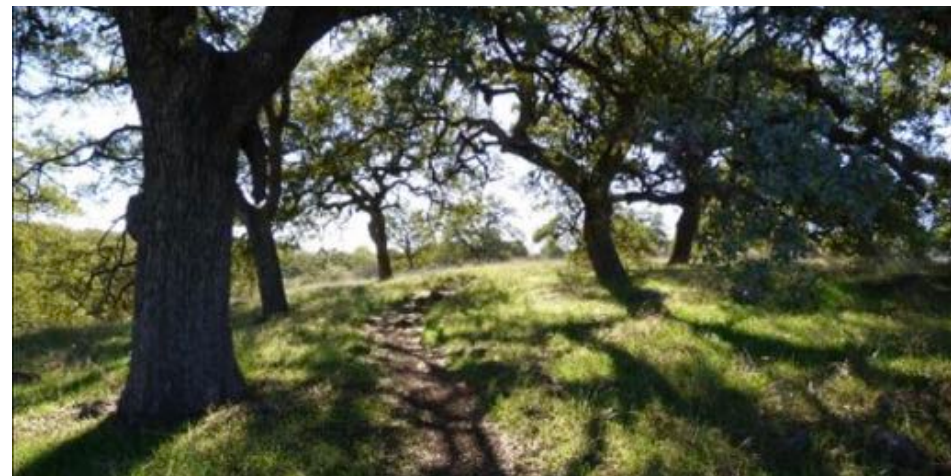
- Motocross Tracks
- Skydiving
- Water skiing
- Wakeboarding
- Air Chair





## Hiking Trails

- Cleveland National Forest
  - 110 Miles of trail
- Santa Rosa Plateau & Ecological Reserve
  - 30 Miles of trail
- Santa Margarita River Trail
  - 5 Miles of trail
- Lake Skinner Recreation Area
  - 5 Miles of trail







# Annual Special Events

- Temecula Rod Run – 80,000 Visitors
  - Temecula Valley Balloon and Wine Festival – 38,000 Visitors
  - Thomas the Tank Engine – 34,000 Visitors
  - Polar Express – 39,000 Visitors
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# Business Strategies

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- Working with key regional stakeholders, such as the City of Temecula, Southwest Riverside Economic Development Coalition, Temecula Chamber of Commerce and Visit Temecula Valley, the following strategies have been identified:
  - The Truax Hotel will be a Marriott-flag property, Autograph Collection.
  - Evolution Hospitality and Hotel Management Company has been secured. A firm having a proven track record of successful lifestyle retail management
  - Create retail tenant programming to maximize occupancy and visitor satisfaction.
  - Maintain up to date psychographics and retail analytics every two years for key data on retail strengths, weaknesses, opportunities, threats and trends.
  - Regularly attend hospitality and related tourism events to maintain relationships with meeting planners, wedding planners, and travel-related service providers.
  - Actively engage with Riverside County and the City of Temecula for sales tax trends.
  - Work with Visit Temecula Valley for on-site tours, promotion, and shared marketing efforts.