

STRATEGIC INITIATIVE AND UPDATE**Review Draft Tourism Strategy and Implementation Plan****Report Purpose**

To present the draft Strathcona County Tourism Strategy and Implementation Plan to the Priorities Committee.

Our Prioritized Strategic Goals

Goal 1 - Build strong communities to support the diverse needs of residents

Goal 3 - Cultivate economic diversification, within the petro-chemical industry and beyond, through a business-friendly environment

Goal 6 - Provide facilities and services that are available and accessible to residents

Report

This is a report for information regarding the Strathcona County Preliminary Draft Tourism Strategy and Implementation Plan – a 10-year vision. This report provides a summary of what was heard from community residents, organizations, stakeholders and Council. Based on the feedback received to date and the proposed tourism development suggestions from the external consultant, Expedition Management Consulting Ltd., the research shows that:

1. There is strong support for tourism development among many stakeholder groups
2. There is a lack of awareness of tourism among some segments of the population
3. There is a need for a unifying vision
4. There is need of organizing for tourism development
5. There is a willingness to collaborate and partner
6. There are a lack of tourism products and operators
7. There are opportunities for product development
8. There is a desire for enhanced tourism marketing

The strategy has four focus areas and goals:

1. Organizational development – build organizational capacity to ensure sustainable tourism development in Strathcona County
2. Destination development – enhance the capacity of the community to develop a compelling destination
3. Product development – develop highly engaging tourism experiences to attract visitors to Strathcona County. Six product streams have been identified which show the greatest potential (order does not determine importance):
 - nature-based and outdoor experiences
 - agritourism and culinary experiences
 - sport tourism
 - festivals and events
 - cultural tourism
 - visiting friends and relatives tourism
4. Marketing and promotional development – expand the destination’s understanding of its visitors and entice travellers to visit by promoting the region’s experiences to key target markets

Priorities Committee Meeting_Jul14_2020

Council and Committee History

Topic of tourism has been raised and/or discussed with Council on the following dates:

Apr. 28, 2020	Priorities Committee Meeting, Economic Development and Tourism What We Heard Report
Mar. 10, 2020	Priorities Committee Meeting, Economic Development and Tourism Business Plan Update
Feb. 11, 2020	Priorities Committee Meeting, Economic Development and Tourism Advisory Committee (EDTAC) Annual Report
Jan. 21, 2019	Economic Development and Tourism Advisory Committee Meeting
Dec. 4, 2018	Council Budget Meeting, 2019 Multi-Year Budget
Nov. 13, 2018	Priorities Committee Meeting, Economic Development and Tourism Advisory Committee (EDTAC) Annual Report
Nov. 21, 2017	Priorities Committee Meeting, Economic Development and Tourism Advisory Committee (EDTAC) Annual Report
Jan. 24, 2017	Priorities Committee Meeting, Economic Development and Tourism Advisory Committee (EDTAC) Update
Nov. 22, 2016	Priorities Committee Meeting, Economic Development and Tourism Advisory Committee (EDTAC) 2016 Council Update

Other Impacts

Policy: n/a

Legislative/Legal: n/a

Interdepartmental: Economic Development and Tourism; Recreation, Parks and Culture; Planning and Development Services; Transportation and Agricultural Services; Communications.

Master Plan/Framework: n/a

Communication Plan

Communication objectives are to create resident, organization and stakeholder awareness of the tourism strategy purpose and objectives; to create resident, organization and stakeholder understanding of the implementation process and timelines; and to generate general awareness and interest.

Enclosures

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| 1 | Tourism Strategy Presentation |
| 2 | Draft Strathcona County Tourism Strategy and Implementation Plan |