



Strathcona County Tourism Strategy and Implementation Plan

Draft Plan presentation delivered by:
Expedition Management Consulting Ltd.
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Presentation Overview

1. Review Draft Tourism Strategy and Implementation Plan
2. Questions and Discussion



Strathcona County
Source: Alberta Communities in Bloom

Project Objective

The Tourism Strategy and Implementation Plan will:

- Provide a shared vision for tourism in Strathcona County, a framework for stakeholders to collaborate, and a direction for tourism development over the next 10 years.

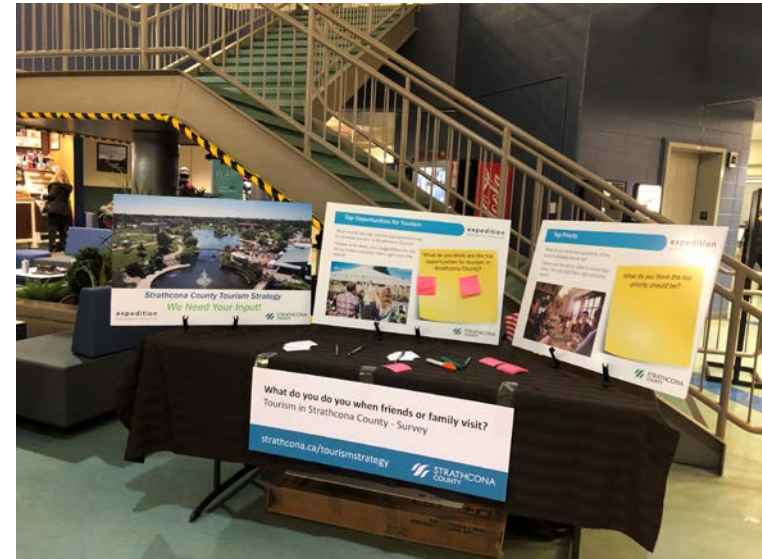


Project Status Update



Research Completed

- Resident survey (281 responses)
- Stakeholder survey (15 responses)
- In-person meetings in Strathcona County.
- 43 unique stakeholder groups consulted.
- Market research and visitation statistics.
- Secondary research from local, regional, provincial, national and international sources.



Why Invest in Tourism?

- Strathcona County has a strong base of tourism assets.
- Attractive visitor markets exist.
- Excellent support among Strathcona County stakeholders.
- Tourism is a resilient industry.
- Alignment with the County's goal to cultivate economic diversification.



Vision for the Future

10 YEAR VISION

By 2030, Strathcona County will be known as a place where visitors can come to enjoy compelling nature-based offerings, authentic agritourism activities, immersive cultural experiences, and engaging events.

Vision for the Future

By 2025, the following will be happening:

- A clear framework, organizational structure and funding model.
- Visitors are excited about new and emerging visitor experiences.
- Tourism is recognized as an important mechanism in diversifying the economy.
- The County has a compelling and unique tourism brand.
- Regional partners are being engaged.



Vision for the Future

By 2030, the following will be happening:

- Significantly enhanced tourism product available.
- The County is known for its high quality, sustainable visitor experiences.
- The tourism development system is sustainable and poised for future growth.
- Quantified economic and social benefits demonstrate a return on investment in tourism.



Focus Areas and Goals



1. ORGANIZATIONAL DEVELOPMENT

Goal: Build organizational capacity to ensure sustainable tourism development in Strathcona County.



2. DESTINATION DEVELOPMENT

Goal: Enhance the capacity of the community to develop into a compelling destination.



3. PRODUCT DEVELOPMENT

Goal: Develop highly engaging tourism experiences to attract visitors to Strathcona County.



4. MARKETING & PROMOTIONAL DEVELOPMENT

Goal: Expand the destination's understanding of its visitors and entice travellers to visit by promoting the region's experiences to key target markets.

Competitive Advantage

STRATHCONA COUNTY'S COMPETITIVE ADVANTAGE

"Strathcona County is a safe, welcoming and clean community that offers access to big city amenities while maintaining a distinctive rural atmosphere. It is the home base of adventure in the Edmonton region for those who want to stay in a smaller centre while enjoying excellent nature-based activities, a hip urban vibe, outstanding shopping, high quality sporting events and a wide variety of cultural experiences."

Product Development Strategy

Develop highly engaging experiences that are easier to consume.

1. Nature-Based and Outdoor Experiences

2. Agritourism and Culinary Experiences

3. Sport Tourism

4. Festivals and Events

5. Cultural Tourism

6. Visiting Friends and Relatives Tourism



Target Markets

1. Overnight visitors from regional markets in Alberta and Saskatchewan who are attracted to the County's offering.
2. Day-trippers from Edmonton and area seeking experiences the County has to offer.
3. Event goers from Alberta and across Canada attracted to sporting competitions, cultural festivals and other events.
4. Visiting friends and relatives looking to connect with their hosts.
5. International visitors seeking niche Alberta-based experiences.



Roles in Implementation



Strathcona County – Takes the lead role in ensuring the strategy is moving forward in the most effective and cohesive manner in the near term.

Tourism Strategy Task Force – A multi-stakeholder group that acts as a forum for consistent communication, collaboration and idea sharing related to the implementation of the strategy.

Businesses and other Stakeholder Groups – Will play a key role in growing tourism in Strathcona County and must be actively engaged in the implementation of the strategy.

Action Plan



The action plan identifies 75 action items, grouped into 24 separate priority initiatives across the focus areas for the strategy.

4

**Overarching
Goals**

24

**Priority
Areas**

75

**Action
Items**

Top 10 Action Items



1. Obtain formal commitment from Strathcona County and key stakeholders.
2. Allocate resources to implement the strategy.
3. Establish a Host Organization and Tourism Strategy Task Force.
4. Deliver presentations to encourage collaboration.
5. Host a tourism planning forum to kick off strategy implementation.



Top 10 Action Items



6. Complete a COVID-19 Response Plan.
7. Assess and address the needs of local tourism businesses.
8. Complete a feasibility study for a Destination Management Organization.
9. Complete a Tourism Product Development Plan.
10. Establish a clear and compelling tourism brand.



Results

- Increased Experiences
- Increased Awareness
- Increased Revenue
- Increased Visitation
- Increased Satisfaction



18 Key Performance Measures have been developed to measure success.

Conclusion

- The County has a strategic direction that will advance it toward its vision.
- Key indicators signal a readiness to grow tourism.
- Success will require strong collaboration.
- Results will include a higher quality of life for residents, stronger income for businesses and a diversified economy.



Next Steps

- Final Tourism Strategy and Implementation Plan
- Final Presentation to Strathcona County Council



Questions?

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Thank You

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Extra Slides

Strathcona County's Tourism Readiness

SWOT Analysis

- Key strengths to build on, and opportunities to grow tourism.
- Barriers to growth currently exist.



STEEP Analysis

- Strong support from provincial and federal governments to grow tourism.
- Tourism is a resilient industry.



Strategic Alignment Analysis

- Tourism growth is aligned with the County's goal to cultivate economic diversification.



Tourism Service Delivery Analysis

- Tourism service delivery system is underdeveloped.



Strathcona County's Tourism Readiness

Tourism Asset Inventory

- Strong base of assets to build on.
- Many assets are underdeveloped.



Community Engagement Results

- Strong support among many stakeholders to develop tourism.
- Awareness of the tourism industry appears to be low.



Market Analysis

- Strong existing visitor markets are actively seeking experiences the County has to offer.



Competitive Analysis

- Stiff competition from established destinations.
- The County has differentiated itself in the areas of nature-based tourism and sporting events.

