

# Strathcona County

## *Tourism Strategy and Implementation Plan*

County Council Update Presentation  
(Phase 2 Community Engagement) by:

Expedition Management Consulting Ltd.

April 28, 2020

**expedition**  
MANAGEMENT CONSULTING



# Presentation Overview

1. Key Findings from Community Engagement
2. Questions



*Strathcona County  
Source: Alberta Communities in Bloom*

# A Little About Expedition Management Consulting

**expedition**  
MANAGEMENT CONSULTING

We are a team of destination development specialists.

- Red Deer Major Event Strategy
- County of Vermilion River Tourism Opportunity Assessment
- Canmore Kananaskis Community Tourism Strategy
- Lac La Biche Tourism Strategy and Product Development Plan
- Wood Buffalo Region Tourism Asset Inventory and Product Development Plan
- Tourism Business Start-up Workbook
- Visitor Friendly Assessments and Action Plans



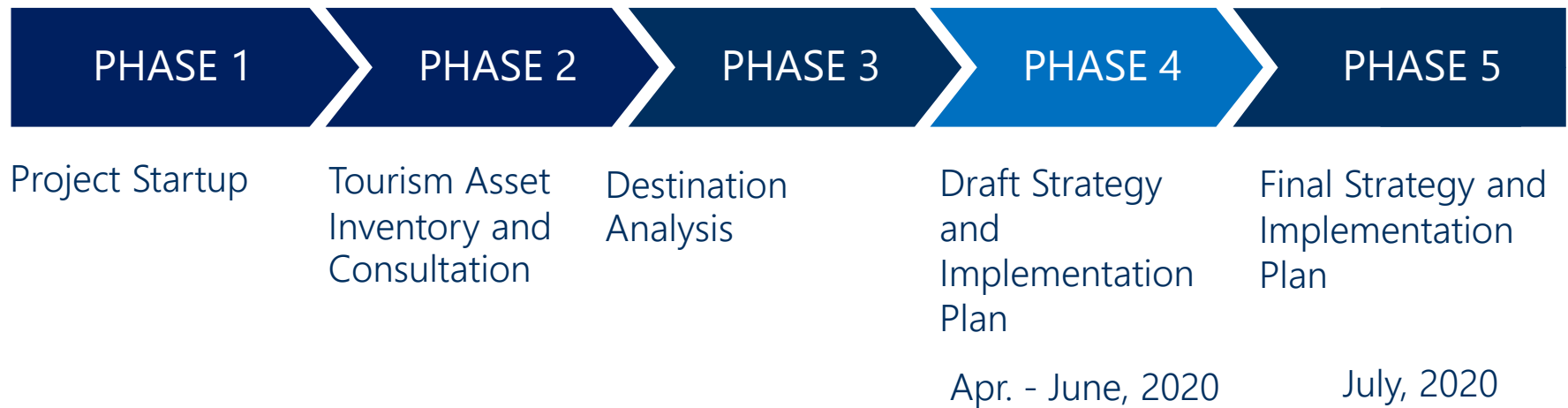
# Project Objective

1. A strategy that provides a clear framework for collaboration, a shared vision for tourism in Strathcona County and sets a clear direction for development over the next 10 years.



*Beaver Hills Dark Sky Preserve  
Source: Travel Alberta*

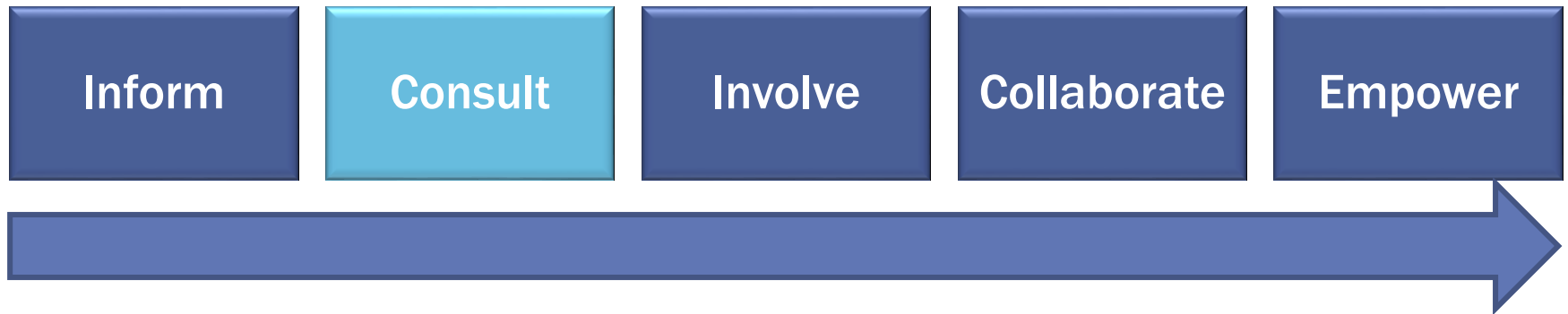
# Project Status Update



- The project is currently in Phase 4, however today's presentation is focused on the community engagement results from Phase 2.

# Level of Community Engagement

The level of community engagement is “Consult”.



*Source: IAP2 International Foundation. (2014).*

- The engagement goal is to obtain public feedback on analysis, alternatives and decisions.
- We will keep the public informed and provide feedback showing how public input influenced decisions.

# Main Research Questions

We asked the community for input on:

1. The opportunities, challenges and priorities for tourism development in Strathcona County.



*Stakeholder Input Tourism Café at the Strathcona County Community Centre*

*Source: Expedition Management Consulting Ltd.*

# Summary of Engagement Process

PUBLIC ENGAGEMENT ACTIVITY	NUMBER OF PARTICIPANTS
Resident Survey	281
Stakeholder Survey	15 groups represented
Stakeholder Interviews	18
Stakeholder Input Tourism Cafés	23 attendees and 16 groups represented
Public Engagement Station	21
Councillor Interviews	9
Staff Input Sessions	26
<b>Total</b>	<b>393</b>

# Resident Survey

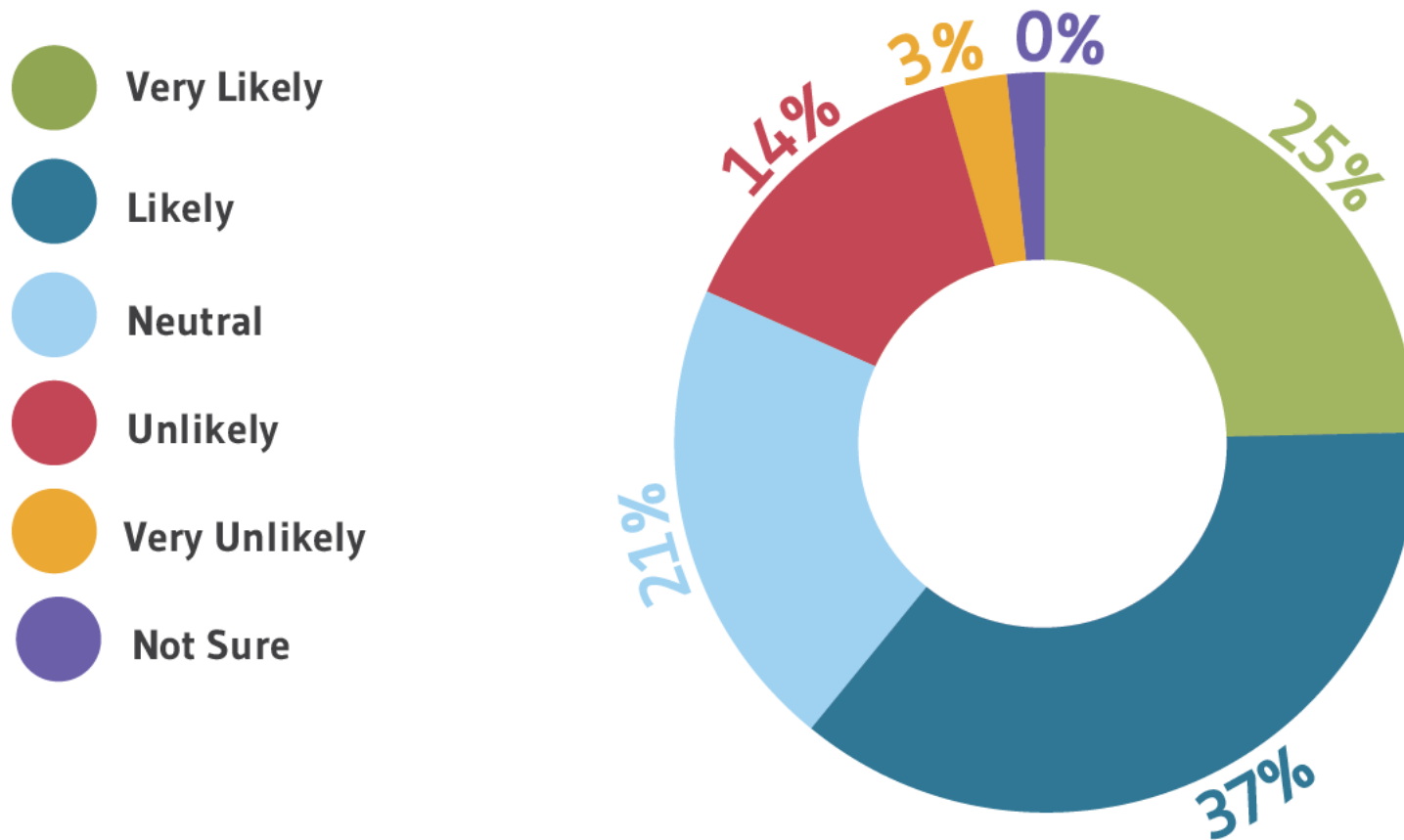
- Survey ran from Oct. 30 – Nov. 20, 2019.
- Online surveys were collected through the County's SurveyGizmo and SCOOP platforms.
- In total, 281 responses were collected.



*Elk Island National Park  
Source: Travel Alberta*

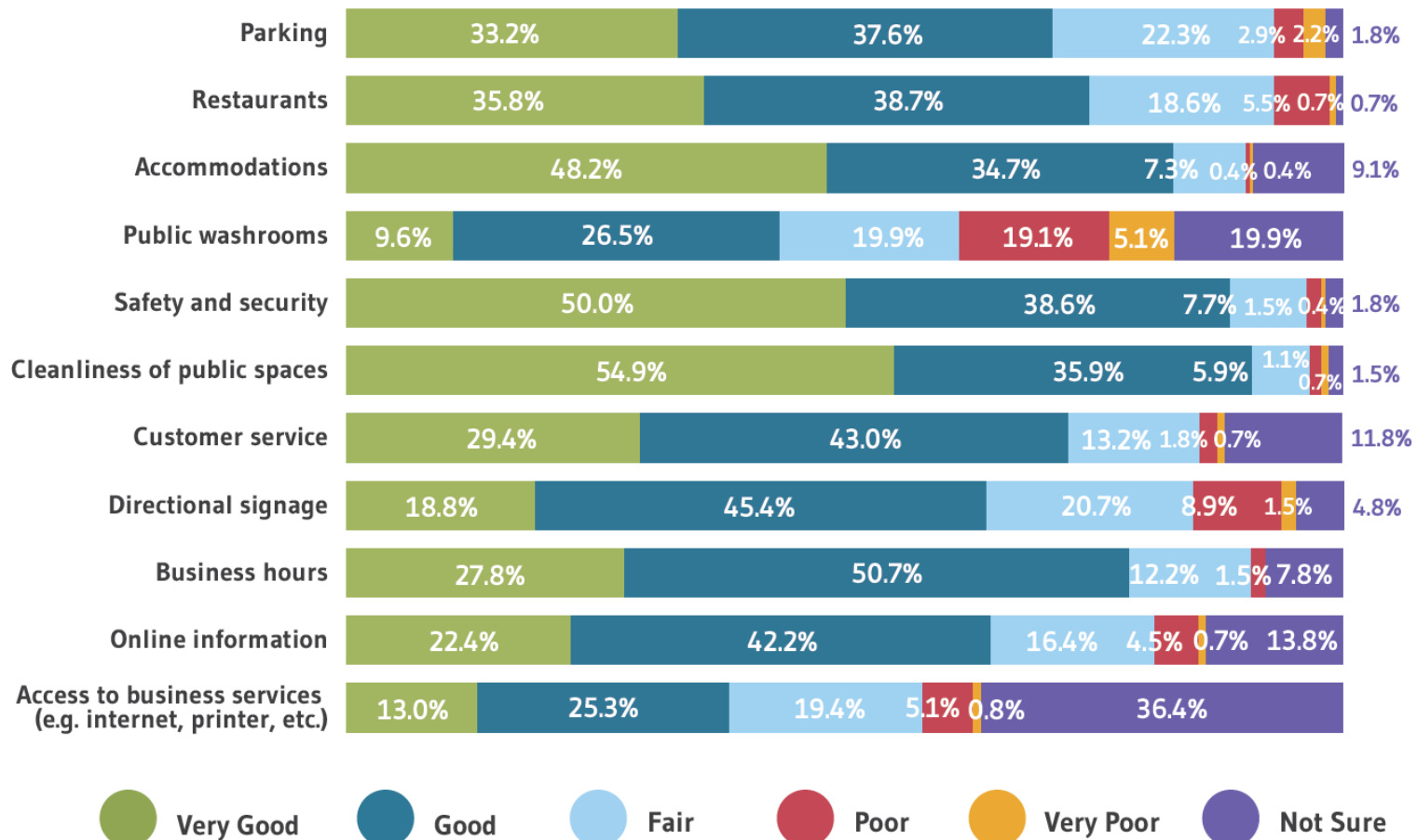
# Likelihood to Recommend

The majority of respondents to the resident survey were likely to recommend Strathcona County as a place for others to visit (62%).



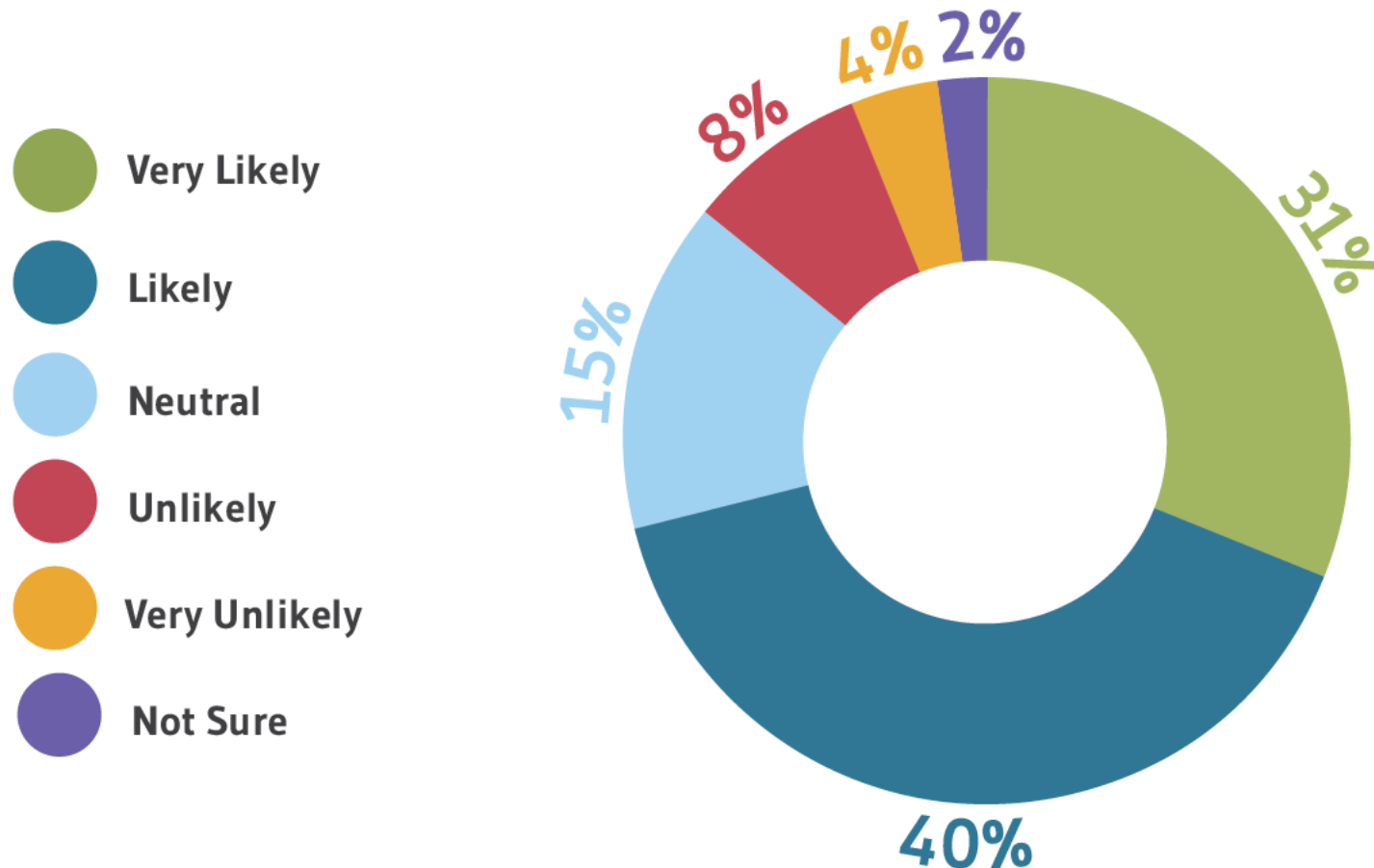
# Visitor Amenities

Respondents to the resident survey were mostly satisfied with services/amenities in the County with some areas for improvement.



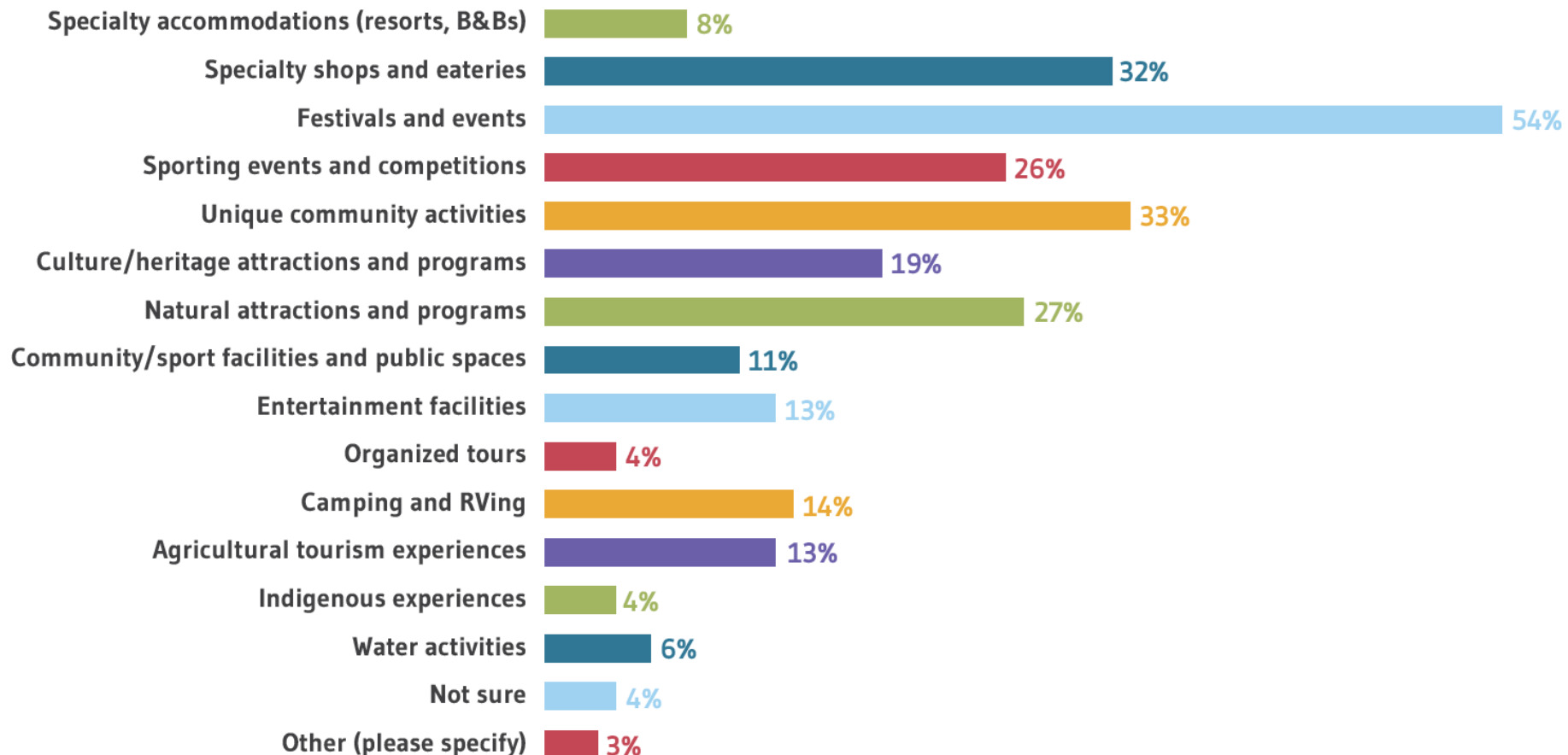
# Visiting Friends and Family

71% of respondents to the resident survey are likely to invite their friends/family to visit the County within the next 2 years.



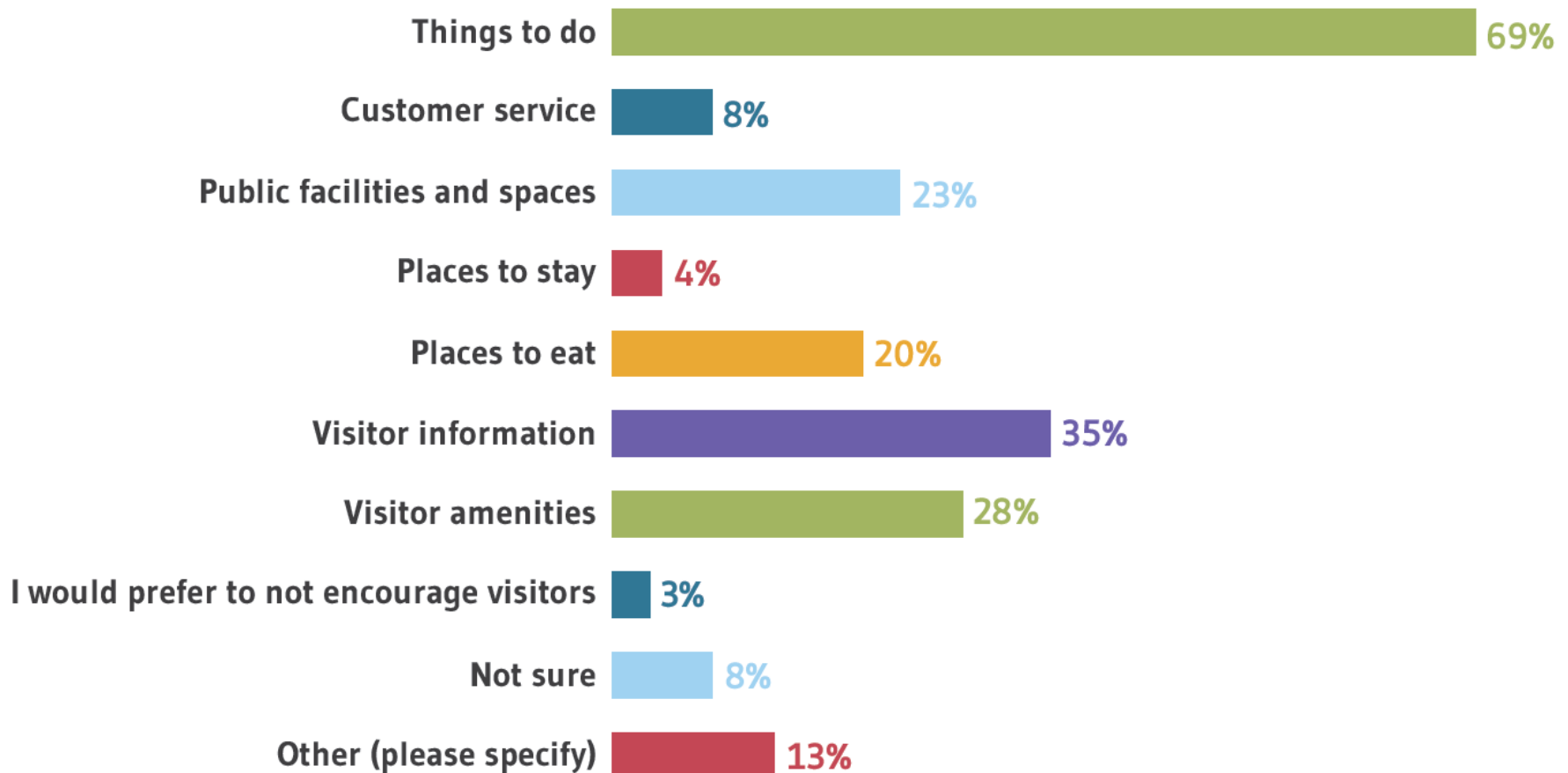
# Activities for Development

Respondents to the resident survey chose the following activities as having the greatest potential to be developed to encourage visitation:



# Encouraging Visitation

Respondents to the resident survey thought the community could most improve on the following things to encourage more visitation:



## Other Key Findings from the Resident Survey

- 84% of respondents felt they knew enough about the County to answer basic visitor questions.
- The biggest barriers to participating in activities with visiting family and friends included activity not offered (27%).
- 39% of respondents said they have not encountered any barriers to participating in activities with visiting friends and family.



*Canadian Birkebeiner Ski Festival at Cooking Lake  
Source: Travel Alberta*

# Stakeholder Survey

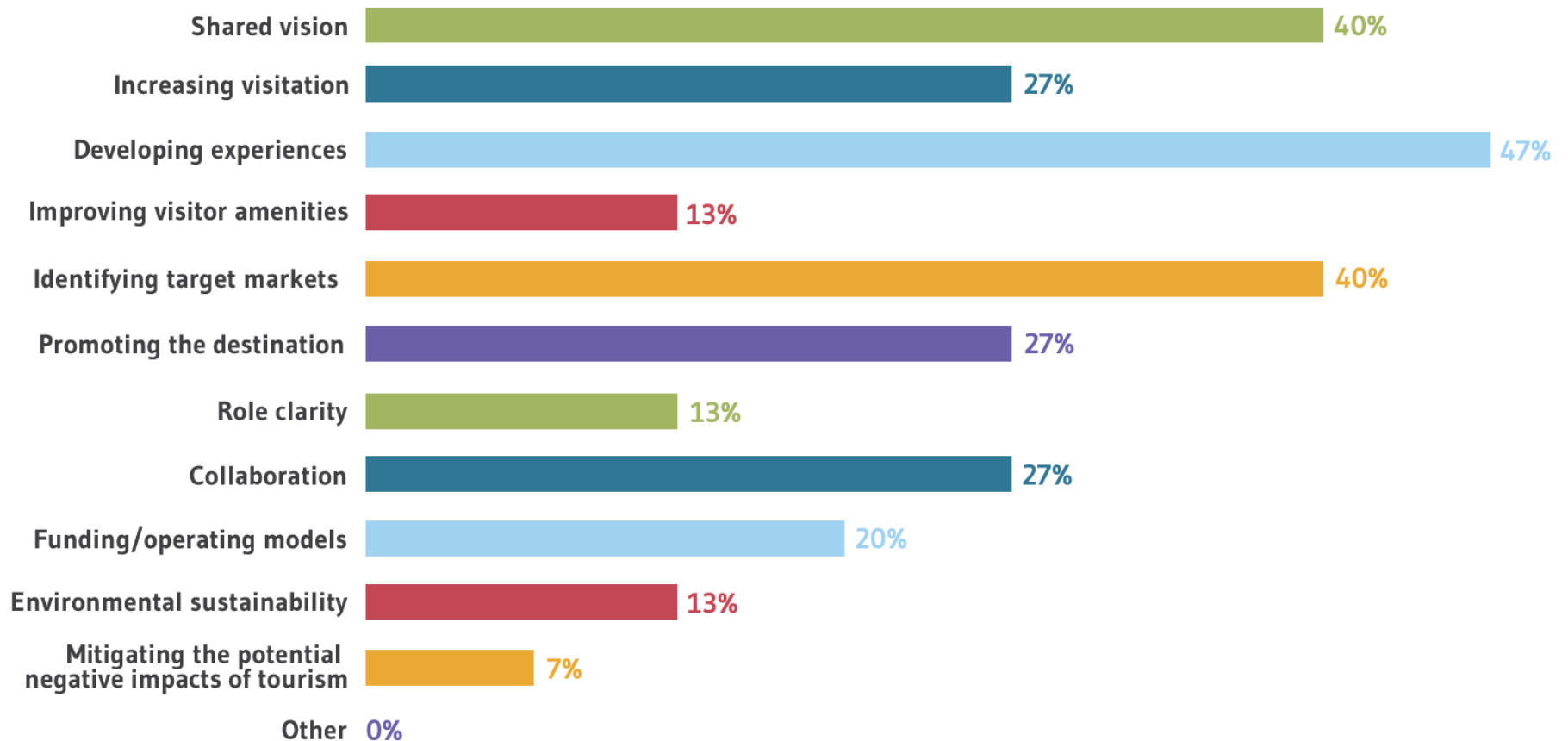
- Survey ran from Oct. 30 – Nov. 20, 2019.
- Online surveys were collected through the County's SurveyGizmo and SCOOP platforms.
- In total, 15 groups responded.



*Barr Estates Winery  
Source: Travel Alberta*

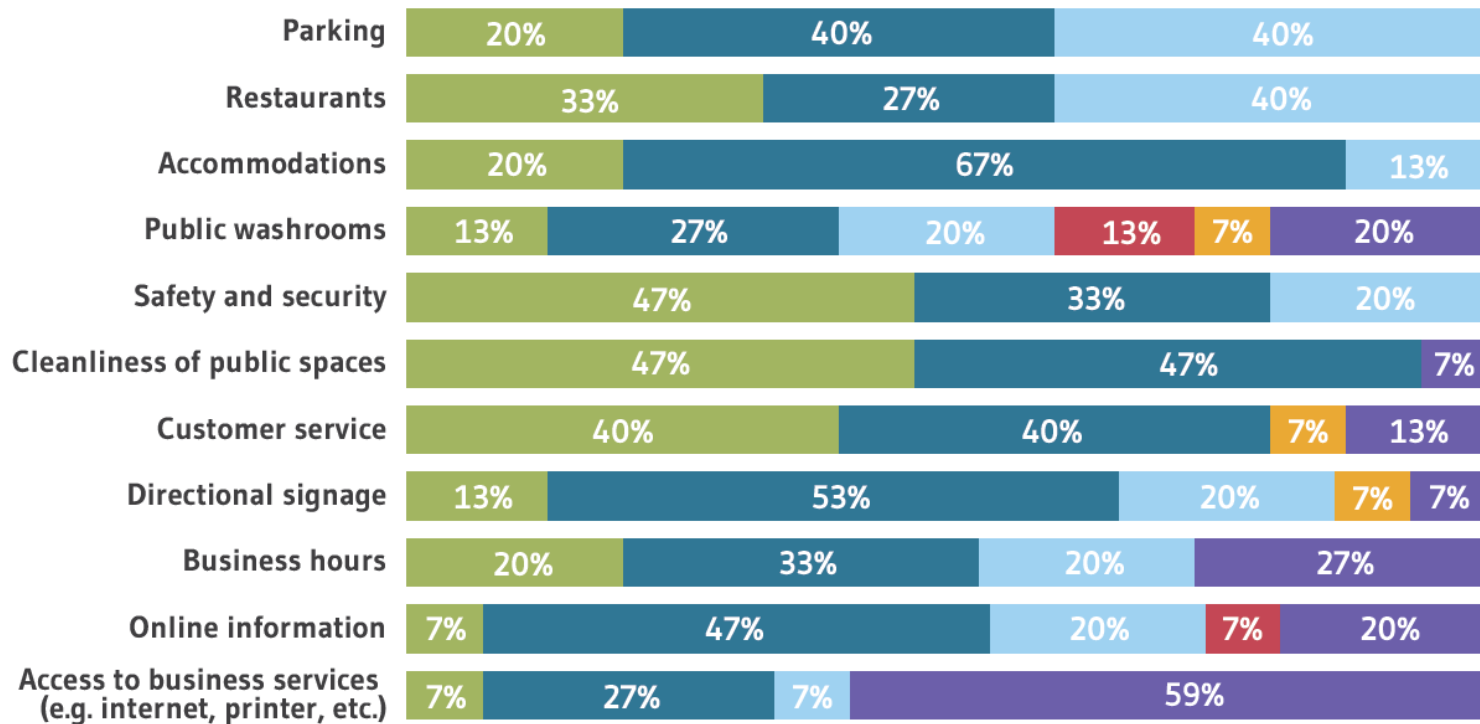
# Tourism Strategy Focus

Respondents to the stakeholder survey wanted the tourism strategy to focus on the following areas:



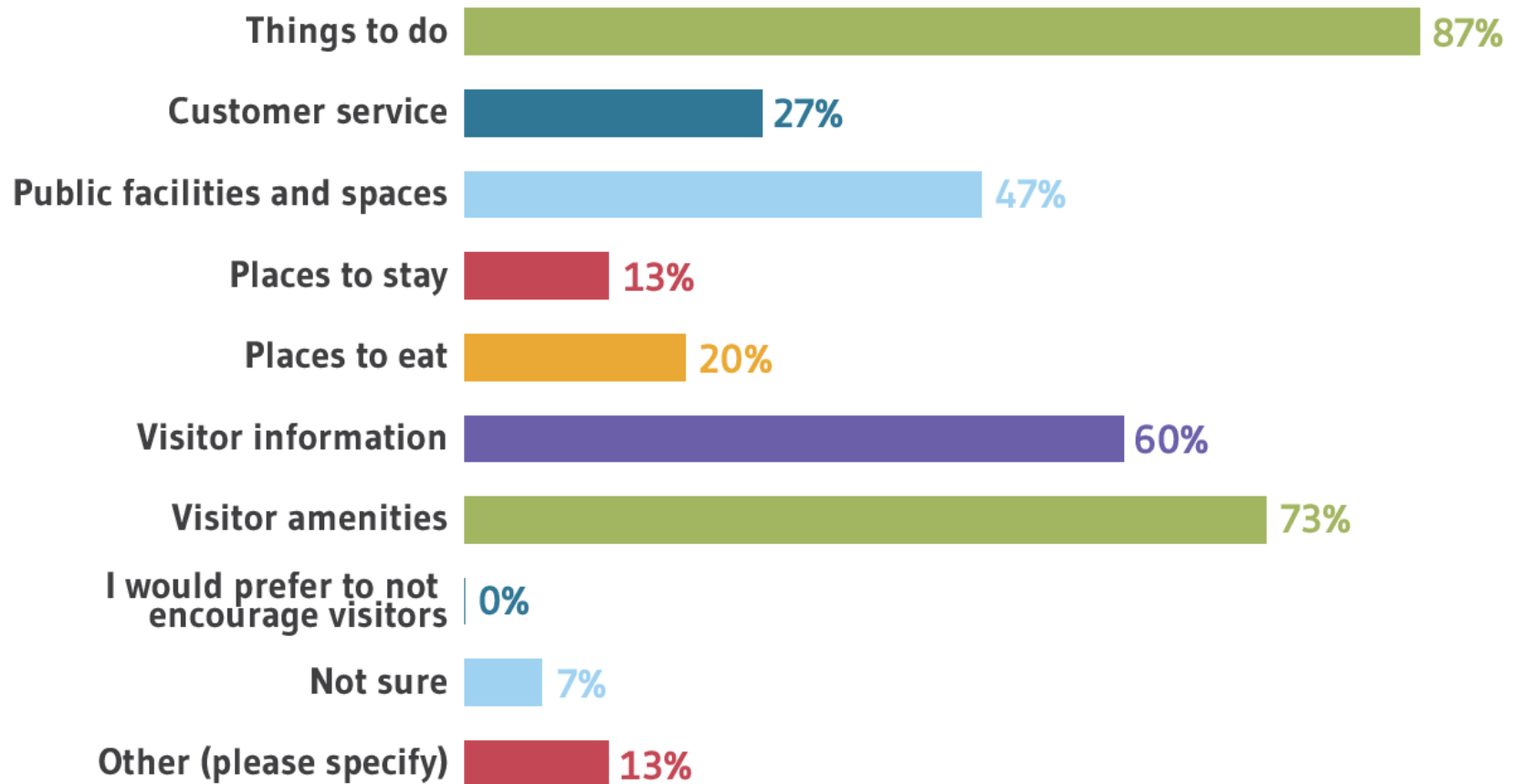
# Visitor Amenities

Respondents to the stakeholder survey were mostly satisfied with services/amenities in the County with some areas for improvement.



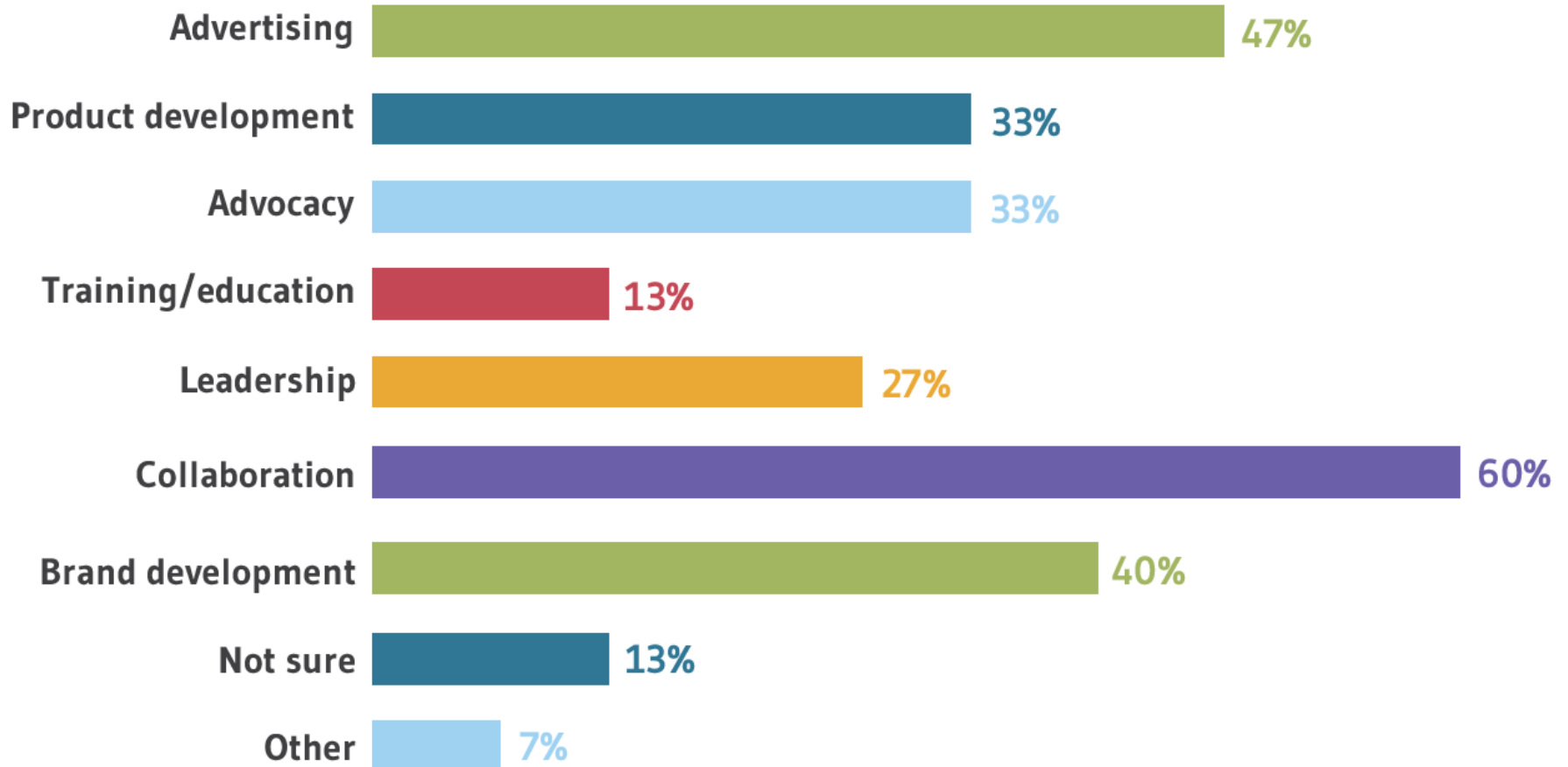
# Encouraging Visitation

Respondents to the stakeholder survey chose the following activities as having the greatest potential to be developed to encourage visitation:



# Destination Development Services

Respondents to the stakeholder survey identified the following destination development services as the most needed in Strathcona County:



# Key Themes from the Engagement Process

Eight key themes were synthesized from all of the inputs received from the community engagement process (including interviews, group sessions and surveys).

1. Strong support for tourism development among many stakeholder groups.
2. Lack of awareness of tourism among some segments of the population.
3. Need for a unifying vision for tourism development.
4. Need to organize for tourism development.
5. Willingness to collaborate and partner.
6. Lack of tourism products and operators.

# Key Themes from the Engagement Process

## 7. Opportunities for product development:

- a. Nature-based tourism
- b. Sport tourism
- c. Festivals and events
- d. Culture and heritage
- e. Agritourism/culinary
- f. Visiting friends and relatives



## 8. Enhanced tourism marketing.

*Elk Island National Park  
Source: Travel Alberta*

# Conclusion

- We were happy with the response from the community during Phase 2 consultations.
- The information gathered is being used to help inform the next phases of the project.



# Next Steps

1. Develop the Draft Strategy and Implementation Plan
2. Public Review of Draft Strategy
3. Final Strategy and Implementation Plan



# Questions?

Presentation by:

Justin Rousseau

Expedition Management Consulting Ltd.

April 28, 2020

**expedition**  
MANAGEMENT CONSULTING

  
**STRATHCONA**  
COUNTY



# Thank You

Contact: Justin Rousseau

[justin@expeditionconsulting.ca](mailto:justin@expeditionconsulting.ca)

780-266-7888

[www.expeditionconsulting.ca](http://www.expeditionconsulting.ca)

**expedition**