

Final Tourism Strategy and Implementation Plan**Report Purpose**

To present the final Strathcona County Tourism Strategy and Implementation Plan to Council.

Recommendations

1. THAT the 10-year Vision and the Focus Areas and Goals of the Strathcona County Tourism Strategy and Implementation Plan, as set out on pages 97 and 109, respectively, of Enclosure 2 to the September 8, 2020 Economic Development and Tourism report, be approved.
2. THAT administration provide a report, for Council's consideration by end of the third quarter of 2021, with a proposal for development of a Product Development Strategy.
3. THAT administration prioritize and provide recommendations to Council for implementation of the Action Plan, as set out in Enclosure 2 to the September 8, 2020 Economic Development and Tourism report, annually through the multi-year budget and business planning process.

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 report recommends approval and implementation of the Strathcona County Final Tourism Strategy and Implementation Plan – a 10-year community-owned vision, based on what was heard from community residents, organizations, stakeholders and Council. The external consultant, Expedition Management Consulting Ltd., provided research documentation, which demonstrates that:

- There is strong support for tourism development among many stakeholder groups
- There is a lack of awareness of tourism among some segments of the population
- There is a need for a unifying vision
- There is need to organize for tourism development
- There is a willingness to collaborate and partner
- There are a lack of tourism products and operators
- There are opportunities for product development
- There is a desire for enhanced tourism marketing
- Tourism is a major economic driver in Alberta and the Edmonton region (including Strathcona County) and the community could see annual tourism expenditures rise from \$136 million to \$220 million – a \$83 million increase in annual visitor spending

Within the report, Expedition Management Consulting Ltd. also outlines a comprehensive action plan and performance measures.

The final tourism 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 that 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.

Council and Committee History

Jul. 14, 2020	Priorities Committee Meeting, Economic Development and Tourism Draft Review
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

- 1 Final Strathcona County Tourism Strategy presentation
- 2 Final Strathcona County Tourism Strategy and Implementation Plan