



## *Strathcona County Tourism Strategy and Implementation Plan*

Final Plan Presentation Delivered By:  
Expedition Management Consulting Ltd.  
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# Presentation Overview

1. Review Final Tourism Strategy and Implementation Plan
2. Questions



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.



# Research Completed

- Resident survey (281 responses)
- Stakeholder survey (15 responses)
- In-person meetings in Strathcona County.
- Reviewed Draft Plan with public and stakeholders
- 43 unique stakeholder groups consulted
- 3 County Council presentations
- Secondary research from a variety of 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, exciting sport tourism events, authentic agritourism activities, immersive cultural experiences, and engaging festivals.*

# 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 the home base for adventure in the Alberta Capital Region for visitors looking to enjoy a variety of compelling experiences in a distinctive rural atmosphere with access to big city amenities."*

# Product Development Strategy

Develop highly engaging experiences that are easier to consume.

- Nature-Based and Outdoor Experiences

- Sport Tourism

- Agritourism and Culinary Experiences

- Festivals and Events

- Cultural Tourism

- 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 79 action items, grouped into 24 separate priority initiatives across the focus areas for the strategy.

**4**

**Overarching  
Goals**

**24**

**Priority  
Areas**

**79**

**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. Complete a COVID-19 Response Plan.
5. Deliver presentations to encourage collaboration.



# Top 10 Action Items



6. Host a tourism planning forum to kick off strategy implementation.
7. Complete a feasibility study for a Destination Management Organization.
8. Assess and address the needs of local tourism businesses.
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.



# Summary of Changes

The following changes were made to the Draft Tourism Strategy based on feedback received:

- Added a description of the market potential for tourism in Strathcona County.
- Added a trend on Culinary Tourism.
- Added a discussion on the tourism potential of the Multi-purpose Agricultural Facility.
- Added an action item to leverage the development of the Multi-purpose Agricultural facility to expand agritourism offerings.

# Summary of Changes

- Added links to the Tourism Industry Association of Alberta's Call to Action report.
- Revised vision statement to explicitly include sport tourism.
- Removed numbering from the product development streams.
- Developed a more concise Competitive Advantage.
- Adjusted the ordering of the Top 10 Action Items.
- Updated the list of Provincial Funding Programs.

# 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

1. Approve the Tourism Strategy and Implementation Plan.
2. Allocate resources and begin implementation.
3. Engage stakeholders and businesses through a Task Force.
4. Evaluate and measure results.
5. Celebrate successes.



# Questions?

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# Thank You

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