

Tourism Product Development Plan

Priorities Committee Meeting
April 20, 2021

Economic Development and Tourism

Background



Council motion

“THAT administration provide a report, for Council’s consideration by end of the second quarter of 2021, with a proposal for development of a Product Development Strategy;”

ACTION ITEMS

3.A.1 – Develop a Tourism Product Development Plan that will increase the number of market ready experiences that appeal to key visitor markets. The plan should focus on the six product development streams identified in this strategy. Note that these product streams are not necessarily listed in order of priority. It may make sense to strike separate action team for each product line.

Project Purpose

- The purpose of the project will be to identify the top tourism product opportunities for development in Strathcona County and to create tactical action plans that will enable the County and its stakeholders and partners to move forward to the next steps in making products market ready.

Research



Scope of Work

- Project work plan
- Tourism industry engagement plan
- Industry input workshops
- Stakeholder interviews



Scope of Work (cont'd)

- Product analysis
- Market analysis
- Tourism opportunity assessment
- Target market identification for each product opportunity
- Final tourism product development action plans

Final Tourism Product Development Action Plans

- Nature-Based and Outdoor Experiences
- Visiting Friends and Relatives Tourism
- Cultural Tourism
- Agritourism and Culinary Experiences

Budget



Photo credit: Sequoia Aerial Adventures



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Questions?