QUICK REFERENCE GUIDE

TOURISM LETHBRIDGE ACTION PLAN 2021–2025

Vision - To be the tourism leader in Lethbridge showcasing our unique sense of spaces, culture and people.

Mission - To increase visitation and Lethbridge's tourism market share, grow Lethbridge's economy and showcase Lethbridge and our region across the nation.

Economic Growth
Be a Good Host

PRIORITIES	Exhibition Park expansion - MICE development
	Lethbridge Sport Council - SPORT development
	Year-round tourism destination
OUTCOMES	Business and employment stabilization (y/y flat)
	Visitor metrics and economic impacts are developed
	Creation of tourism business development strategy

Brand Development
Tell a Good Story

PRIORITIES	Share positive Lethbridge stories
	Hub for region - 4 UNESCO sites, river valley and outdoors, food, natural resources
	Indigenous tourism experiences
OUTCOMES	Website engagement growth
	Social media engagement growth
	Engagement with visitors
	Create metrics for yearly review and benchmarking

Stakeholder Engagement
Be a Good Ally

PRIORITIES	Local organization outreach
	Pursue tourism opportunities (agrifood, natural resources, Indigenous, etc.)
	Build regional, provincial, national partnerships
OUTCOMES	# of stakeholder engagements
	Attendance at stakeholder events
	Reach of partner events and projects to external audiences
	Development of metrics for yearly review and benchmarking

Organizational Sustainability
Do Good Work

PRIORITIES	Policies, procedures and best practices
	Funding diversification
	City of Lethbridge communication
OUTCOMES	Contain costs and increase revenue
	Leveraged funding ratio increased
	Provide return on investment to City of Lethbridge and stakeholders