





QUICK REFERENCE GUIDE TOURISM LETHBRIDGE ACTION PLAN 2023

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.

Impact Statement - We participate in destination management and marketing to enhance quality of life which increases both resident and visitor experiences. We elevate Lethbridge and Region as a premium destination.

 Economic Growth Be a Good Host		 Brand Development Tell a Good Story		 Stakeholder Engagement Be a Good Ally		 Organizational Sustainability Do Good Work	
PRIORITIES	Exhibition Park expansion - MICE development	PRIORITIES	Share positive Lethbridge stories	PRIORITIES	Local organization outreach	PRIORITIES	Policies, procedures and best practices
	Lethbridge Sport Council - SPORT development		Hub for region - 4 UNESCO sites, river valley and outdoors, food, natural resources		Pursue tourism opportunities (agrifood, natural resources, Indigenous, etc.)		Funding diversification
	Year-round tourism destination		Indigenous tourism experiences		Build regional, provincial, national partnerships		City of Lethbridge communication
KEY SUCCESS MEASURES	Tourism business and employment growth	KEY SUCCESS MEASURES	Website engagement growth	KEY SUCCESS MEASURES	Increase # of stakeholder engagements	KEY SUCCESS MEASURES	Contain costs and increase revenue
	Increase the number of events that attract visitors to Lethbridge and region by 10%		Social media engagement growth		Increase attendance at stakeholder events		Increase leveraged funding ratio
	Creation of tourism business development strategy		Engagement with visitors growth		Track the reach of partner events and projects to external audiences		Provide return on investment to funding partners
	Increase in highway and airline traffic		Balance paid and organic sources for website growth		Track funded partnerships		Provide strategy, plan and outcomes to the public