**THE WAY FORWARD AT A GLANCE**

**Vision**

By 2026 Lethbridge will be...

Southern Alberta’s premier destination for sport, tourism and business events. Visitors from across Canada and the world whom come to Lethbridge, whether it be for sport, business or leisure travel will experience the city’s warm welcome, rich history, vibrant culture and dynamic urban experiences.

**Outcomes**

To achieve this vision, the city will...

- Be recognized as one of Alberta’s premier sport and business event hosting destinations.
- Grow the city as a regional gateway and hub for the Canadian Rockies, Crossroads Grass and Cattails attractions.
- Increase unique travel experiences honoring the city’s history, arts, culture, nature, adventure and economic opportunities.

**Experiences**

- Increase annual visitation by target markets.
- Increase the length of time visitors stay at the city.
- Increase the visitor spending and tourist economic impact to the city trend pattern.
- Increase private and public sector investment in tourism projects.
- Increase community and stakeholder support for the city.

**Economic Growth & Diversification**

- Create destination leadership and management organization.
- Maximize the positive benefits travelers bring to the city while reducing the negative social cultural and environmental impacts.

**Unified Destination Governance & Management**

- Create destination leadership and management organization.
- Maximize the positive benefits travelers bring to the city while reducing the negative social, cultural and environmental impacts.

**Strategies & Priority Initiatives**

**Destination Development**

- Enhance the diversity & quality of experiential leisure travel opportunities.
- Enhance the city’s cultural, artistic and historical attractions.
- Enhance the city’s ability to attract and host large-scale events.
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**Destination Management**

- Improve accessibility.
- Create and promote platforms to enhance the city’s image, marketing and destination experiences.
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**Destination Marketing**

- Build community and stakeholder support for tourism growth.
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**Destination Leadership**

- Create destination leadership and management organization.
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**To achieve these outcomes we will...**

- Strengthen the tourism industry capacity.
- Maintain the competitiveness & enhance the sustainability of the city’s tourism industry.
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**BID & COMMUNITY STAKEHOLDER SUPPORT FOR TOURISM GROWTH—INTERNAL MARKETING**

- Align the vision, mission and strategic direction.
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**BID & MARKET ENGAGEMENT & EVENT ORGANIZERS & VISITORS TO EXPERIENCE LETHBRIDGE**

- Align the vision, mission and strategic direction.
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