

THE WAY FORWARD AT A GLANCE

Vision

By 2026 Lethbridge will be...

Southern Alberta's premier destination for sport tourism and business event hosting. Visitors from across Canada and the world who come to Lethbridge, whether it be for sport, business or leisure travel, will experience the city's authentic nature, arts, culture, heritage and Indigenous stories.

Outcomes

To achieve the city's new tourism vision, the city will:

Experiences

- Be recognized as one of Alberta's premier sport and business event hosting destination
- Grow its role as a regional gateway and hub for the Canadian Badlands, Crowsnest Pass and Castle destinations.
- Increase leisure travel experiences featuring the city's history, arts, culture, nature, adventure and ecotourism opportunities.

Economic Growth & Diversification

- Increase year-round visitation by target markets.
- Increase the length of time visitors stay in the city.
- Increase the visitor spending and total economic impact to the city from tourism.
- Increase private and public sector investment in tourism projects.
- Increase community and stakeholder support for tourism in the city.

Unified Destination Governance & Management

- Establish a unified and effective destination leadership model.
- Maximize the positive benefits tourism brings to the city while minimizing the negative social, cultural and environmental impacts.

Strategies & Priority Initiatives

To achieve these outcomes we will...

Destination Development

CULTIVATE & DIVERSIFY THE CITY'S BUSINESS EVENT SECTOR

- Attract and host business events targeting the city's most competitive industries and knowledge capital.
- Extend business travellers stay beyond the business event.

GROW THE CITY'S SPORT TOURISM PORTFOLIO

- Increase the number and diversity of sporting events delivered annually.
- Attract, organize and deliver a major competitive multi-sport event every 5 years.

ENHANCE THE DIVERSITY & QUALITY OF EXPERIENTIAL LEISURE TRAVEL OPPORTUNITIES

- Strengthen the city's nature based, adventure and ecotourism opportunities.
- Enhance the city's role as a regional gateway to the Canadian Badlands and Crowsnest Pass and Castle destinations.
- Enhance the city's arts, culture and history experiences.
- Enhance and create Indigenous tourism experiences.

PROVIDE THE RIGHT MIX OF PLACES TO STAY

- Diversify and enhance the supply of accommodations for sport, business and leisure travellers.

Destination Leadership

CREATE DESTINATION LETHBRIDGE—A SINGLE, UNIFIED, DESTINATION MANAGEMENT ORGANIZATION

- Identify the optimal governance structure under which to develop Destination Lethbridge.

Destination Management

PROVIDE EASIER ACCESS

- Make it easier for visitors to access and travel within the city.

STRENGTHEN TOURISM INDUSTRY CAPACITY

- Prepare the industry to deliver exemplary visitor experiences.
- Develop the tools to enable the tourism industry and partners to grow tourism.
- Enable informed and timely destination decision-making and reporting.

MAINTAIN THE COMPETITIVENESS & ENHANCE THE SUSTAINABILITY OF THE CITY'S TOURISM INDUSTRY

- Integrate the needs of tourism in regional and local land use planning and decision making.
- Plan for and proactively manage undesirable impacts associated with growing tourism.
- Encourage sustainability practices in the planning, design, construction and operations of tourism businesses.

Destination Marketing

BUILD COMMUNITY & STAKEHOLDER SUPPORT FOR TOURISM GROWTH—INTERNAL MARKETING

- Strengthen buy in and sustain endorsement and commitment to implementing the DMP.

BUILD MARKET AWARENESS & INSPIRE EVENT ORGANIZERS & VISITORS TO EXPERIENCE LETHBRIDGE

- Develop a tourism brand and storytelling framework inspired by the city's unique selling proposition and promote it to stakeholders and target markets.