Destination Management Planning provides tourism organizations with the tools to produce sustainable and competitive tourism in the destination. It is organized around a destination’s unique tourism assets and unique development, marketing and management needs.

Destination Management Planning goes beyond destination marketing and provides a more holistic and integrated approach to understanding the tourism potential of the destination and the best methods of maximizing that potential.

Destination Management Plans (DMPs) are developed after a comprehensive process of research within the destination (e.g., markets and market potential, inventory of assets and unique attributes, capacity of organizations, regulations and bylaws, etc.), significant consultation, feedback, planning and review. Grass roots level participation from local tourism organizations, tourism boards, local government, Aboriginal communities and tourism operators is essential in the preparation of DMPs. The DMP should be linked upward to Alberta’s Tourism Framework and Travel Alberta’s marketing plan.
Key Features of a Destination Management Plan

Best practice DMPs establish a vision and set strategic objectives.

- Clearly contribute to achieving the vision
- Are realistic, achievable and measurable
- Take a holistic and integrated approach
- Identify global forces that may impact the destination
- Include short, medium and long term actions
- Deliver economic benefits
- Align with community aspirations
- Strengthen environmental management
- Facilitate continual improvement (capacity building)
- Encourage innovation and facilitate collaboration
- Support the development of risk management
- Encourage political support for an ongoing, progressive and innovative approach