**GOALS AND OBJECTIVES 2020-2025**

**GOAL 1. Sustainability**

Focus on responsible tourism actions that positively impact the economic growth and environmental priorities of the region.

**Objectives:**

* 1. Increase visitation across the region throughout the year at a sustainable rate through events.
	2. Ensure that the board is sustained overtime
	3. Increase awareness of our environmental needs related to tourism - lake and mountains
	4. Improve understanding of visitor needs

**GOAL 2. Research**

Gather data to capture the tourism experience and economic influences throughout the region.

**Objectives**

2.1 Improve the methods and increase the amount of data on visitors throughout the year

2.2 Increase awareness of impacts of tourism

2.3 Increase awareness of social responsibility actions amongst stakeholders

2.4 Stay informed about marijuana licensing

2.5 Increase knowledge of the visitor experience and needs

2.6 Increase awareness of what our small communities offer compared to big cities

2.7 Evaluate MRDT for online platforms

2.8 Recognize if there is a ceiling to tourism. Overtourism?

2.9 Review outside funding sources to increase revenue

**GOAL 3. Visitor Experience**

Through innovative marketing and communications ensure potential visitors have the tools and knowledge for a positive experience.

**Objectives**

3.1 Meet expectation of visitor to align with the marketing message

3.2 Increase exposure of special offers from partners

3.3 Increase awareness of the indigenous tourism experience

3.4 Encourage visitors all year round through events

3.5 Increase media exposure

3.6 Monitor relationships with travel trade media

3.7 Improve accessibility to tourism information once visitor arrives in the area

3.8 Improve takeaways for visitors

3.9 Increase awareness of ALL there is to do

3.10 Evolve Travel Book and flat map annually focusing on our values: sustainability, visitor experience, research