

# 2020 – 2024 STRATEGIC PLANNING

## GOAL 1. Research

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

### Objectives:

- a. Improve the methods and increase the amount of data on visitors throughout the year
- b. Increase awareness of impacts of tourism
- c. Increase awareness of social responsibility actions amongst stakeholders
- d. Stay informed about marijuana licensing and marketing
- e. Evaluate MRDT and OAP
- f. Recognize if there is a ceiling to tourism. Overtourism?
- g. Review outside funding sources to increase revenue

## GOAL 2. Visitor Experience

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

### Objectives

- a) Meet expectation of visitor to align with the marketing message
- b) Increase exposure of special offers from partners
- c) Increase awareness of the indigenous tourism experience
- d) Increase media exposure - FAM and influencers
- e) Monitor relationships with travel trade media
- f) Improve accessibility to tourism information once visitor arrives in the 200km region
- g) Improve takeaways for visitors
- h) Increase awareness of ALL there is to do
- i) Deliver a better online experience for visitors
- j) Evolve Travel Book and flat map
- k) Promote Winter Shuttle to and from Spokane Airport
- l) Promote WH2O Skihill
- m) Increase visitation across the region throughout the year through events

## GOAL 3. Sustainability

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

### Objectives

- a) Ensure that the board is sustained overtime
- b) Increase awareness of our environmental needs related to tourism assets - lake and mountains
- c) Ensure tourism experiences meet visitor needs