



QUICK REFERENCE GUIDE TOURISM LETHBRIDGE ACTION PLAN 2024

Vision–To be the tourism leader in Lethbridge showcasing our unique sense of spaces, culture and people.

Mission–To increase visitation and Lethbridge’s tourism market share, grow Lethbridge’s economy and showcase Lethbridge and our region across the nation.

Impact Statement–We participate in destination management and marketing to enhance quality of life which increases both resident and visitor experiences. We elevate Lethbridge and Region as a premium destination.

 Economic Growth Be a Good Host		 Brand Development Tell a Good Story		 Stakeholder Engagement Be a Good Ally		 Organizational Sustainability Do Good Work	
PRIORITIES	Sport & meeting development	PRIORITIES	Showcase natural attractions (river valley, trails, plants, wildlife)	PRIORITIES	Local organization outreach	PRIORITIES	Policies, procedures and best practices
	Support and promote arts, culture, heritage and agricultural experiences		Indigenous/Sustainable tourism development		Pursue tourism opportunities (agrifood, natural resources, Indigenous)		Funding diversification
	Support and leverage opportunities for residents to explore Lethbridge		Support partners who are or aspire to be market-ready		Build regional, provincial, national partnerships		City of Lethbridge communication
KEY SUCCESS MEASURES	Increase number of business & sporting event leads generated through event attendance	KEY SUCCESS MEASURES	Implement paid promotion on web and social of natural attractions with a focus on environmentally conscious tourism experiences	KEY SUCCESS MEASURES	Maintain # of stakeholder engagements	KEY SUCCESS MEASURES	Review and have each staff & board member sign off on policies and procedures
	Increase visitation at Lethbridge attractions		Increase Indigenous experiences and events		Create 3 new Driftscape Tours and increase public use of Driftscape		Apply for 3 grants to ensure diversification
	Create a baseline of tourism statics to track increased resident sentiment (3 year time period)		Increase tourism businesses & tourism employment growth		Maintain # of Tourism Lethbridge news media stories		2 council presentations and 2 outcome infographics will be shared with the public