



STRATEGIC PLAN

2021-2025



4 YEAR STRATEGY

Our four-year strategy is to cultivate conditions for a prosperous tourism economy. Our plan outlines four goals with strategic directives for each. We will grow our tourism economy by presenting Lethbridge as an attractive year round destination with unique experiences.





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.

CORE VALUES

- Love Lethbridge
- Celebrate our arts, culture, sports and history
- Develop partnerships
- Cultivate a prosperous tourism sector





GOALS

I. Tourism economy growth

The growth of our tourism industry helps Lethbridge businesses succeed and grow, which benefits residents through stable, year-round employment and contributes to our GDP.

- We will promote Lethbridge as a year-round tourism destination.
- We will support and leverage opportunities to encourage Alberta residents to explore Lethbridge and region.
- We will promote the Exhibition Park expansion, which will allow Lethbridge to attract larger conferences and events.
- We will collaborate with Lethbridge Sports Council and others to successfully attract and host sporting events.
- We will support local attractions and promote arts, culture, heritage and agricultural experiences.



II. Lethbridge's tourism brand development

Brand development ensures Lethbridge's attractiveness as a destination in order to increase tourism revenues.

- We will showcase our river valley, home to unique geography, plants, wildlife, trails and the iconic High Level Bridge.
- We will promote Lethbridge as the hub for day trips to world-class attractions in our region.
- We will raise awareness of Lethbridge cost effectiveness as a meeting and sporting event destination
- We will work with Indigenous partners to pursue opportunities for authentic visitor experiences in Indigenous tourism.
- We will support partners who are or aspire to be market-ready or export-ready.



III. Tourism stakeholder engagement and support

Stakeholder engagement and support is essential for a strong and successful tourism sector. Building partnerships to grow year-round tourism with a focus on ROI is the key.

- We will work with organizations such as Lethbridge Lodging Association, Downtown Business Revitalization Zone and Lethbridge Sports Council to ensure tourism growth aligns with our industry partners' capacities.
- We will pursue opportunities for agri-culinary tourism.
- We will represent Lethbridge's tourism interests at the regional, provincial and national levels.



IV. Organizational sustainability

A solid foundation and a focus on the future are the keys to the long-term success of Tourism Lethbridge.

- We will develop and maintain clear up-to-date policies, procedures and best practices.
- We will seek and leverage additional funding opportunities.
- We will explore a membership-based model.
- We will collaborate with the City of Lethbridge to meet common goals.



This plan is a living document and will be reviewed regularly to ensure that it remains relevant and reflects the current evolving nature of the industry. As our team establishes objectives, content and deliverables for each strategic directive, performance metrics will be created to measure and track progress against the goals of the plan.



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