

A unique, must-experience destination offering visitors authentic, affordable and sustainable experience year round.

- Central Alberta Destination Management Plan

JOINT
OUTCOMES

GROWTH &
DIVERSIFICATION

EXPERIENCES

ENVIRONMENT &
HOST COMMUNITIES

Tourism Red Deer & The City of Red Deer

This demonstrates how Tourism Red Deer and CORD interact within the regional tourism system to provide visitor experiences.



TOURISM DEVELOPMENT

To be recognized as the collective voice of tourism stakeholders and the lead entity for innovative tourism marketing in central Alberta resulting in a vibrant and healthy hospitality and tourism community.

Red Deer is an economic leader: We have a strong, dynamic economy, fostered by entrepreneurship and innovation. Leveraging our central location, Red Deer is an economic hub with a revitalized downtown and diverse local economy.

A chosen destination: We are a four-season destination where visitors and residents enjoy our parks, trails and distinctive amenities, all within our "city in a park". Centrally located in the province, we attract events that generate investment and enhance our community identity.

VISION

EXPERIENCES

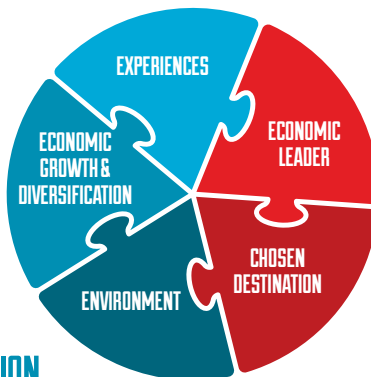
- ✓ Increased leisure travel experiences featuring the city's food, nature / outdoor recreation and arts, culture & heritage opportunities
- ✓ Grow our role as a regional gateway and base camp for central Alberta, West Country, Canadian Badlands

ECONOMIC GROWTH & DIVERSIFICATION

- ✓ Increase year-round visitation by target markets
- ✓ Increase the visitor spending and total economic impact to the city from tourism
- ✓ Attract increased private and public sector investment in tourism experiences, services and infrastructure
- ✓ Increase awareness, understanding and support of the benefits tourism brings to our communities, the region and the province

ENVIRONMENT

- ✓ Establish a positive and inclusive relationship between the region's tourism industry, community leaders, visitors and residents to ensure our community is engaged and active stakeholders
- ✓ Maintain the integrity and quality of tourism resources in the region and the destination's competitiveness



ECONOMIC LEADER

- ✓ We understand and do our part in creating an environment for our businesses to thrive
- ✓ We leverage regional and local strengths to strategically diversify our economy
- ✓ We foster innovation and cultivate entrepreneurial spirit and opportunity
- ✓ Our downtown is a unique neighbourhood and is vital to our city's economy

CHOSEN DESTINATION

- ✓ Capitalize on the momentum of hosting major Sport and Cultural events
- ✓ Capitalize on our community's assets and strengths
- ✓ Year-round chosen central destination that has attracted a variety of events that support a diversified local economy
- ✓ Support our business community to leverage their potential to capitalize on sport and event tourism
- ✓ Through our local and regional tourism efforts we will reinforce our community identity as it relates to Red Deer as a major event tourism destination.

OUTCOMES

TOURISM ROLES

Every three years, CORD & Tourism Red Deer will identify the primary tourism role for each organization, recommend focus priorities and determine the appropriate key performance indicators to measure for success.

Tourism Red Deer

The City of Red Deer

- ✓ Enhance and diversify regional tourism experiences in order to leverage our competitive advantage in the following focus areas:
 - Food Tourism (Agriculture / Culinary)
 - Outdoor Recreation
 - Heritage, Culture & Art Experiences
- ✓ Expand Destination Development by linking experiences to enhance the overall tourism product
- ✓ Build market awareness & increase visitation
 - Create and share stories that inspire potential visitors to experience Red Deer
- ✓ Undertake Destination Leadership as outlined in the Destination Management Plan
- ✓ Increase industry engagement
- ✓ Enhance the sustainability and competitiveness of the regional tourism industry
- ✓ Enhance Regional Destination Marketing
- ✓ Regional promotion and regional trip planning information
- ✓ Events outside of Bid committee/major events

- ✓ Regional Tourism Strategy creation and monitoring

- ✓ CORD supports Tourism Red Deer lead

LEAD

The organization has a direct role and responsibility to plan, fund, coordinate, deliver and monitor the process of the strategies

PARTNER

The organization has an active role by providing planning, funding, coordination, capacity building or advocacy for the following strategies

SUPPORT

The organization does not have a direct role but could commit to resources to support, convene, coordinate or advocate with our stakeholders when needed

- ✓ Strengthen Red Deer's market readiness to attract Major Events
 - Bid Committee development and host role clarity
 - Develop a Major Event Strategy with stakeholders
- ✓ Enhance experiences development for existing and attract new tourism experiences
- ✓ Connect the tourism industry to economic opportunities such as investments, grants and business support resources
- ✓ Policy development to support the tourism industry
- ✓ Enhance the Visitor Experience
- ✓ Define the Visitor Service delivery

- ✓ Regional Tourism Strategy creation and monitoring

- ✓ Tourism Red Deer supports CORD lead

BOARD & COMMITTEE

Elected Board of Directors (one appointed representative from both the CORD and Red Deer County). Ad Hoc focus area committees based on initiatives such as culinary and nature.

Executive Director

Based on membership contribution and visitor experience

- Membership base includes:
- Funding Partners (City & Red Deer County)
 - Industry

TRD to provide a 'Year-in-Review' report outlining the Key Performance Indicators based on the three year agreed-upon direction and traditional reporting methods.

STRUCTURE

LIAISON

REGION

MEMBERSHIP

REPORTING

Appoints City Councillor to the Board for one year term. Administration will participate on the Ad Hoc Committees when appropriate.

Land & Economic Development Manager

Municipal boundaries

As a funding partner, City of Red Deer has influence to set priorities every three years. Opportunities for formalizing this process are being investigated.

Meet quarterly to discuss issues and opportunities within Tourism and opportunities for further collaboration.