




TOURISM Red Deer

2020-22 Strategic Plan



Our Vision

Be the collective voice of a strong and diverse tourism community and lead the development of authentic experiences



Our Mission

Tourism Red Deer drives destination development, creates awareness and promotes regional collaboration to enhance the visitor experience




Our Core Values

Leadership
Guide the tourism industry toward common goals

Collaboration
Bring the tourism industry together to partner and drive success

Creativity
Generate new and imaginative ways to engage the tourism industry and consumers




Our Objectives

Destination Leadership

Be the voice for the region's tourism industry

Destination Development

Increase authentic and diverse tourism experiences

Destination Awareness

Grow the awareness and support tourism brings to the region

Our Key Focus Areas



Outdoor Recreation



Food Tourism



Cultural, Heritage & Arts Tourism

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