

GPRC 2023
PARKLAND
COUNTY
VISITOR
SERVICES



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VISITOR SERVICES A LOOK BACK 2022

Created a more welcoming environment

Promoted the region and individual communities as friendly and an inclusive place to visit

Supported and promoted a year-round visitor economy

Focused on increasing the number of people who recommend the Tri-Region as a place to visit

Installed a large TV screen to showcase all the region has to offer

Designed and delivered Tourism Ambassador training to 30 + businesses

VISITOR SERVICES A LOOK BACK 2022

Focused on relationship building rather than the brochures and printed materials

Interacted with people to showcase our knowledge, experiences and personal insights

Mobile VIC attended and supported over 50 regional events

Summer students spent at least one a day week in Wabamun, the marina and the Provincial Park

Supported the inaugural Wabamun Farmers' Market, in person and through social media marketing

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WORKING AS A UNIFIED VISITOR SERVICES TEAM

Summer Staff – 3 post secondary
and 1 secondary student

1 resident Spruce Grove

1 resident Stony Plain

2 Parkland County

Data and Metrics – one master
database for the collection of all
visitor statistics

Positive, Professional and fun

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THE STATS

The VIC is a resource for all
Highway signage draws people

The regional video has had
500 hits in two days

61% of Social Media interaction was women between the ages of 25 and 54, across the region
In Person – majority seniors
1000 visitors between March-August

460 visitors from
outside the Tri-Region

FOCUS FOR 2023

Targeted social media campaigns

Building our knowledge on Indigenous Tourism
Educating visitors on the Nations and with the mural infographic

Supporting other communities in Parkland County and expanding the Mobile VIC
Launching the Chamber App
Work on To Do Parkland County website

OUR RECOMMENDATIONS

Support from Mayor, Council and Staff to develop the vision of Visitor Services/Tourism for 2023



Consideration for financial support for 2023 of \$15,000



Future consideration for financial commitment through a multi year agreement coordinated through administration and the regular budget cycle



For Mayor and Council to consider “What does success in Visitor Services look like”

MACKENZIE BROWN - ARTIST

