

**Topic: Tourism Action Plan****Introduction:**

This update provides information on the Tourism Action Plan that will set a roadmap for growing economic diversification through tourism.

**Facts (Background Information):**

Parkland County acknowledges that a Tourism Action Plan is required in 2017 to grow attraction programs for tourism businesses, increase support for current tourism businesses and to enhance visitor experiences.

Looking at the bigger picture, Parkland County Council and Administration have identified economic diversification as a key strategic priority in Council's Long Term Strategic Plan. As part of Parkland County's larger economic diversification efforts, tourism has been recognized to have substantial opportunities.

Although a strong tourism sector supports many areas within the Strategic Plan, the Strategic Economic Diversification Pillar specifically identifies tourism development in one of its Guiding Principles (2.2). It states, "We are a region that supports the local economy, including the agricultural, tourism, entrepreneurial, and industrial sectors."

**Analysis:**

The Tourism Action Plan started in early spring of 2017. Input was gathered from key stakeholders through business visitations, a Tourism Think Tank, information gathering at events, collaboration with Travel Alberta, and collaboration with internal departments to ensure cohesiveness with all other Parkland County documents.

As a result, the Plan was created which consists of four pillars, eight goals, multiple actionable items and an implementation plan. Please see the attached Tourism Action Plan for more details.

**Alternatives:**

1. Council request more information on the Tourism Action Plan

**Conclusion/Summary:**

Administration requests the approval of the Tourism Action Plan.

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