

External Committee Report

Tourism Strategic Planning Committee

March 2019

The Tourism Committee has recently finalized the process involved in defining the Vision, Goal, Strategic Pillars and Objectives as shown below.

The Vision

“To be recognized as a four-season tourism destination through facilitating the development, enhancement, preservation and collective marketing of our natural, historic and cultural assets, leading to an improved economy and quality of life.”

The Goal

The goal for tourism in Cumberland Region is to increase visitor’s length of stay and increase tourism revenues.

5 Strategic Pillars:

- 1) Collaborative Tourism Leadership Structure
- 2) Branding and Marketing
- 3) Sustainable Tourism Asset Development
- 4) Communication, Engagement and Outreach
- 5) Extend the Shoulder Seasons & Develop Winter

At the last meeting held on March 14th, the Committee successfully completed the final stage in the planning process, which is developing the action plans. This involved reviewing each action item and identifying:

- Who will take the lead?
- Who are the partners?
- Resources needed? Human, financial and where will they come from?
- A timeframe for completion
- Key issues or constraints
- How we will measure progress?

We are beginning the process to secure funding to develop a regional tourism brand, a marketing strategy, and website design and development.

The next Committee meeting is scheduled for April 16th, 2019. The objective of this meeting is to provide the Committee with an updated preliminary draft strategy.