

SYNOPSIS

Cumberland Region Tourism Strategy

On February 28, 2019 Council approved the terms of reference for an intermunicipal tourism steering committee that would develop a strategy for tourism in the Cumberland region. The committee was composed of councillors and staff from the Town of Amherst, the Town of Oxford, the Municipality of Cumberland and tourism operators.

Over several meetings, the committee followed the “Guide to Community Tourism Planning in Nova Scotia” and prepared a strategy that included in-depth situation analysis, target markets, goals, vision, objectives and an action plan. The strategy was presented to the Joint Councils meeting on May 14th and Committee of the Whole on May 21st.

MOTION:

That Council adopt the Cumberland Region Tourism Development Strategy as presented.