

# STRATEGIC PLAN

2026–2031



TOURISM   
Lethbridge

As the official Destination Management Organization for the City of Lethbridge, Tourism Lethbridge is dedicated to promoting and developing Lethbridge as a vibrant and dynamic destination.

*This plan reflects:*

- *A commitment to alignment with funding partners*
- *A community-led governance model*
- *Focus on destination management and destination-first marketing*
- *An emphasis on partnership, destination storytelling, and experience development*

**Vision:** To lead a community-powered destination where prairie culture shines, destination development drives growth, and aligned storytelling inspires the world to visit.

**Mission:** To lead and grow Lethbridge’s visitor economy through community-driven leadership, strategic partnerships, destination development, and advocacy—delivering sustainable economic impact, enriched experiences, and a strong sense of place for residents and visitors alike.

**Mandate:** To promote community prosperity through tourism.

The 2026-2031 Strategic Plan is the roadmap that outlines Tourism Lethbridge’s long-term goals and the actions needed to achieve them. We are aligning our focus to 5 Key Pillars, or as we call them, our pillars of good. These pillars will guide decision-making, highlight priorities, and measure progress toward a shared vision.



DO GOOD WORK



BE A GOOD HOST



BE A GOOD ALLY



TELL A GOOD STORY



LEAD WITH PURPOSE



## Build a Resilient and Future-Ready Organization

### Do Good Work

### Objective

Strengthen Tourism Lethbridge’s foundation for long-term sustainability and leadership by aligning with municipal and provincial mandates, and upholding transparency with funders.

### Goals

#### 1. Diversify Revenue Streams

Secure at least two new sustainable funding sources by 2027 (e.g. visitor-based assessment, private partnerships, digital product monetization).

#### 2. Strengthen Governance & Internal Capacity

Begin the accreditation process with Destinations International to achieve Destination Marketing Accreditation Program (DMAP) designation and conduct a full policy review by Q4 2026 to align with evolving mandates.

#### 3. Support Tourism Workforce Growth

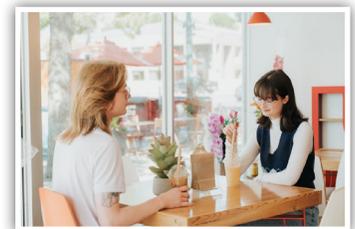
Partner with local businesses, post-secondary institutions, and economic development agencies to host an annual tourism workforce initiative by 2027 that includes awareness campaigns and career pathway resources.

#### 4. Adopt Broader Impact Measures

Support a public-facing impact dashboard by 2028 tracking social, economic, and environmental contributions of tourism.

#### 5. Succession Planning and Team Capacity

Ensure a plan for key leadership to mitigate organizational risk and retain talent for both governance and operations.





## Accelerate Destination-First Economic Growth

### Be a Good Host

### Objective

Position tourism as a core driver of Lethbridge’s economy by enabling product development, supporting investment readiness, and increasing year-round visitation—ultimately generating jobs, new business opportunities, and sustainable growth.

### Goals

#### 1. Grow Year-Round Visitation

Increase off-season visitation by 15% by 2030 through event attraction, support arts and cultural product development, and creative campaigns.

#### 2. Enhance Tourism Offerings

Support the launch of at least five new market-ready tourism products by 2030, including Indigenous experiences and agritourism assets.

#### 3. Empower Sport Tourism Growth

Support Lethbridge’s emergence as a leading sport tourism destination by bid activations and empowering local organizations to attract and host a minimum of 5 new high-impact tournaments by 2030, through targeted initiatives.

#### 4. Strengthen Business Event Strategy

Position Lethbridge as a leader in business events by 2030 through Tourism Lethbridge-led sales initiatives and partner education that build local capacity and support RFP development, which enhance the city’s ability to attract and host major conferences and meetings resulting in annual economic impact of at least \$300k.

#### 5. Infrastructure Strategy for Tourism Growth

Advance tourism-enabling infrastructure by working with new and existing industry partners, and develop a citywide priorities report that outlines key improvements needed to support long-term tourism growth by 2030.





# Deepen Stakeholder and Community Collaboration

## Be a Good Ally

### Objective

Foster a strong, collaborative tourism ecosystem by empowering partners, engaging community voices, and building shared ownership in destination success.

### Goals

#### 1. Strengthen Tourism Stakeholder Capacity

Host annual tourism industry summits starting in 2026 that foster alignment, showcase innovation and strengthen our industry capacity through collaborative workshops on digital marketing, product development, and sustainability.

#### 2. Formalize Community Participation

Launch a community tourism ambassador program by 2027, engaging 50 residents and business partners annually to promote the destination.

#### 3. Expand Subcommittee Effectiveness

Redefine all subcommittee terms of reference by 2026 to ensure alignment, accountability, and measurable outcomes.

#### 4. Elevate Partner Market Readiness

Work with local attractions, venues, and tourism-facing businesses to deliver a series of readiness workshops and resources starting in 2026—supporting at least 30 partners to become market-ready through product development, experience packaging, and customer service excellence.

#### 5. Engage with Post-Secondary Institutions

Establish annual partnerships with post-secondary institutions starting in 2026 to promote tourism experiences to students and their visiting friends, families, and event attendees.





# Amplify Lethbridge's Destination Profile

## Tell a Good Story

### Objective

Enhance Lethbridge's profile as a destination by promoting its authentic identity through compelling storytelling, unifying stakeholder messaging, collaboration with regional partners and Indigenous communities, and inspiring both resident pride and visitor interest.

### Goals

#### 1. Clarify Destination Promotion Roles

By 2027, collaborate with destination organizations to develop a visual roadmap that outlines the roles of destination promotion to ensure consistent coordinated messaging.

#### 2. Launch a Coordinated Content Strategy

Establish a content calendar by 2027 focused on key storytelling pillars—culinary, culture, sport, and nature—and ensure all major campaigns feature Indigenous, newcomer, and youth perspectives.

#### 3. Advance Destination Readiness and Perception

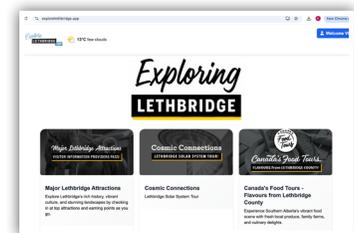
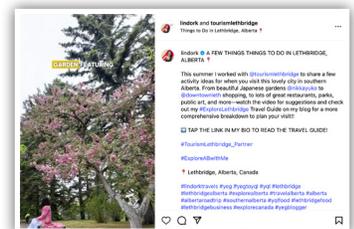
Develop a perception and destination readiness strategy by 2028 in collaboration with community partners to improve local pride and visitor confidence.

#### 4. Integrate Innovation into Marketing

Pilot at least two new digital or AI-powered tools by 2028 to personalize visitor experiences and expand Lethbridge's reach among target audience.

#### 5. Strengthen Destination Messaging Alignment

Work collaboratively with tourism partners to create a destination messaging framework by 2028 that supports consistent and authentic promotion of Lethbridge.





## Lead Advocacy and Shape Tourism Policy

### Lead with Purpose

#### Objective

Champion tourism’s value, lead strategic policy conversations, and safeguard the community-led governance model that defines Tourism Lethbridge.

#### Goals

##### 1. Advance Policy Development

Collaborate with the City of Lethbridge on a municipal tourism policy by 2026 that defines the role, accountability, and funding of Tourism Lethbridge.

##### 2. Strengthen Political Representation

Expand Tourism Lethbridge’s active involvement in all relevant city, regional, provincial, and national economic development and destination planning initiatives by 2026—whether through formal committee seats, advisory roles, consultations, or partnership engagement.

##### 3. Build a Tourism Advocacy Network

Establish a formal Tourism Advocacy Network by 2027 made up of community leaders, decision makers, influencers, and ambassadors who meet annually or as needed to share the value of tourism at all levels of government.

### Putting Lethbridge First

Grounded in evidence from the 2024 DestinationNEXT Survey, the Travel Alberta Resident Sentiment Survey for Lethbridge, and the Power of Tourism annual report, this plan is also aligned with provincial and national priorities and sector standards, ensuring coherence with Travel Alberta, Destination Canada, and the 2025 Destinations International Futures Study.