






QUICK REFERENCE GUIDE TOURISM LETHBRIDGE ACTION PLAN 2026

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.

 Do Good Work		 Be a Good Host		 Be a Good Ally		 Tell a Good Story		 Lead with Purpose	
Priorities	Diversify Revenue Streams	Priorities	Empower Sport Tourism Growth	Priorities	Strengthen Tourism Stakeholder Capacity	Priorities	Clarify Destination Promotion Roles	Priorities	Advance Policy Development
	Strengthen Governance and Internal Capacity		Strengthen Business Event Strategy		Engage with Post-Secondary Institutions		Integrate Innovation into Marketing		Strengthen Political Representation
	Support Tourism Workforce Growth		Grow Year Round Visitation		Expand Subcommittee Effectiveness		Strengthen Destination Messaging Alignment		Build Tourism Advocacy Network
Key Success Measures	Secure one new sustainable funding source for 2027	Key Success Measures	Develop Sport Tourism Working Group and attract one high impact sport event in 2026	Key Success Measures	Plan and execute a Tourism Summit - 100 attendees	Key Success Measures	Complete the Henderson Market Study and use it as a foundational step toward improved stakeholder alignment, clearer destination promotion roles, and shared workflows	Key Success Measures	Develop advocacy plan with Tourism Lethbridge Board for policy development
	Begin the accreditation process with Destination’s International to achieve DMAP designation		Continue Destination First sales strategy and attract one \$300,000 economic impact event		Build and implement a post-secondary engagement list of priority stakeholders and conduct initial engagement touchpoints, resulting in agreed collaboration opportunities to advance Tourism priorities		Implement an AI content auditor that converts campaign and channel results into a consistent bi-annual stakeholder narrative		Increase senior-level political representation by securing Board and CEO attendance at a minimum of 6 strategic meetings/ events with government and funding partners
	Contribute to a 3% increase in the tourism workforce, with progress measured using TourismCan data		Support year-round visitation growth through a 3% increase in off-season visitation, measured using CBRE hotel data		Review, update, and secure approval of all committee Terms of Reference (TORs), using a standardized template		Develop the internal Tourism Lethbridge Messaging Framework and align it with all priority channels as a foundation for developing external destination promotion		Map a tourism advocacy network of at least 10 priority partners and confirm engagement with at least 5 partners to support coordinated advocacy