

Tourism Lethbridge
2805 Scenic Drive South
Lethbridge, Alberta, T1K 5B7



Press Release

For Release:
July 23, 2025

Tourism Lethbridge Board of Directors Begins Strategic Planning Process with New Vision and Renewed Focus on Alignment

LETHBRIDGE, Alta –With new leadership and fresh perspectives at the table, the Tourism Lethbridge Board of Directors has officially begun the development of a new strategic plan that will guide the organization into its next chapter. The current plan, developed for 2021–2025, has served as a foundational roadmap, and while its core pillars remain relevant, the Board is now prioritizing a shift that reflects the evolving needs of the tourism industry, stakeholders, and the City of Lethbridge.

The Board met this past week to begin shaping a new plan, one that will build on the successes of the past while preparing for a strong, community-aligned future. The central theme that emerged from the discussion: alignment.

Tourism Lethbridge continues to prioritize strong partnerships with all levels of government. The organization remains closely aligned not only with the City of Lethbridge as its primary funding partner, but also with provincial and federal tourism organizations to ensure that local efforts are contributing to broader tourism strategies.

The timing of this strategic work coincides with the City of Lethbridge's cost-benefit analysis (CBA) of Tourism Lethbridge, an organizational review focused on evaluating how the City administers its fee-for-service agreements with external organizations. Tourism Lethbridge welcomes this review and remains fully committed to transparency and accountability.

Recent stakeholder and community engagement efforts have also played a central role in shaping the direction of the new strategic plan. The **DNEXT survey**, completed by industry partners and stakeholders, and the **Resident Sentiment survey**, focused on local community perspectives, were primary engagement tools used to inform this process. These surveys provided valuable insights and are serving as the foundation for many decisions being made. This community feedback has ensured that the organizations next steps are aligned with the voices of both the industry and residents. *(Both surveys can be found on Tourism Lethbridge's website)*

As Tourism Lethbridge looks toward 2026, the organization remains grounded in the four foundational pillars that have guided its work to date:

- Organizational Sustainability
- Driving Economic Growth
- Stakeholder and Partner Engagement
- Brand and Destination Development

-##-

“We want to help people better understand what it truly means to be a Destination Management Organization,” says Greg Robinson, Board Chair. “Our goals now focus more on destination and product development, market readiness, and stakeholder success. We want to provide the tools and resources that help our partners thrive, while eliminating duplication and focusing in on our unique strengths.”

As part of the new plan, the organization will introduce a fifth strategic pillar: *Advocacy and Influence*. This new focus will see Tourism Lethbridge deepen its role as a steward of the city’s tourism brand while actively advocating for tourism-supportive policies and sustained public investment. Tourism Lethbridge will also advocate to remain a community-led organization, a model that ensures local voices, regional perspectives, and industry stakeholders continue to shape the future of tourism in Lethbridge. While alignment with the City of Lethbridge remains essential, preserving a community-led governance model is critical to maintaining the flexibility, collaboration, and innovation needed to drive long-term tourism success.

“As we undergo strategic planning and prepare for the City’s CBA, it’s more important than ever to reinforce our commitment to transparency and community leadership,” adds Bridget Mearns, Chair-Elect and Chair of the Governance and Advocacy Committee. “We believe a community-led model, guided by strong local voices and supported through meaningful alignment with the City, Province, and Nation, is the best path forward for tourism in Lethbridge. Our goal is to advocate for the continued investment in tourism as a key pillar of economic and community development.”

The 2025 Tourism Lethbridge Board of Directors now includes:

Greg Robinson (Chair), Bridget Mearns (Chair Elect), Michelle Day (Past Chair), Sarah Amies, Richard Westlund, Jennifer Norsworthy (City of Lethbridge Representative), Nimisha Manji, Lane Anderson, Gayle Hiscocks, Katie Rabbit Young Pine, Todd Caughlin, Marie Galeana and Mina Church.

Tourism Lethbridge anticipates the new strategic plan will be finalized and ready for implementation in 2026, providing a refreshed vision and direction to guide the organization and support long-term tourism growth in alignment with community goals.

To learn more about Tourism Lethbridge and our ongoing initiatives, visit www.tourismlethbridge.com.

-30-

About Tourism Lethbridge

Tourism Lethbridge is the official Destination Management Organization for the City of Lethbridge. Funded by the municipality, the organization works to attract leisure, sport, and business tourism by leveraging partnerships and regional assets. Tourism Lethbridge proudly showcases Lethbridge as a gateway to Southern Alberta, the heart of Canada’s Premier Food Corridor, and a growing hub for culture, sport, and innovation.

Media Contact:

[Dominika Wojcik](#)

[Senior Director, Communications, Tourism Lethbridge](#)

[Phone: 403-394-2403 Email: \[Dominika@tourismlethbridge.com\]\(mailto:Dominika@tourismlethbridge.com\)](#)