

# **DISCOVERY REPORT** NORTHEAST LAKELANDS TOURISM DEVELOPMENT ZONE

APPENDIX B

NOVEMBER 2023

Cold Lake

# AGENDA

# 1. Where We Started

# 2. Engagement

3. What We Heard

4. Where We're Heading

# WHERE WE STARTED



# **MARKETING** GROWING DEMAND

# WE ARE A DESTINATION MANAGEMENT ORGANIZATION



GROWING AIR SERVICE



PLACE ENHANCING THE TRAVELLER EXPERIENCE

WOOD BUFFALO NATIONAL PARK

# TOURISM INVESTMENT PROGRAM









# COOPERATIVE INVESTMENT

- Rural Development and Promotion Fund
- Events and Festivals Fund

# PRODUCT DEVELOPMENT

- Growth Fund
- Innovation Fund
- Incubator Fund

# COMMUNITY INVESTMENT

- NorthStar Funding
- Constellation Funding

# INDIGENOUS TOURISM ALBERTA

\$6 million over the next
3 years

# WHAT GOT<br/>US HEREWON'T GET<br/>US THERE

**Regional compression:** Over 75% of expenditures are in five legacy destinations

Seasonal compression: Majority of revenues realized from June to August

COLUMBIA ICEFIELD SKYWALK

TRAVEL ALBERTA

# **CENTRAL TO OUR SUCCESS**

EMERGING DESTINATIONS Capitalize on the untapped potential of rural Alberta

### LEGACY DESTINATIONS

CALGARY EDMONTON CANMORE BANFF-LAKE LOUISE JASPER

# TOURISM DEVELOPMENT ZONES

- 1 Fort McMurray Wood Buffalo
- 2 Northern Rockies
- 3 Northeast Lakelands
- 4 David Thompson
- 5 Olds to Lacombe

- 6 Cochrane/Sundre/ Rocky Mountain House
- 7 Canadian Badlands
- 8 Foothills
- 9 Lethbridge to Medicine Hat
- 10 Southern Rockies



# NORTHEAST LAKELANDS TOURISM DEVELOPMENT ZONE



# 2022-2035 PROJECTIONS\*

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**ESTIMATED** 

**TOURISM SPEND** 

\$92M

JOBS

**POTENTIAL JOB** 

**CREATION** 

667

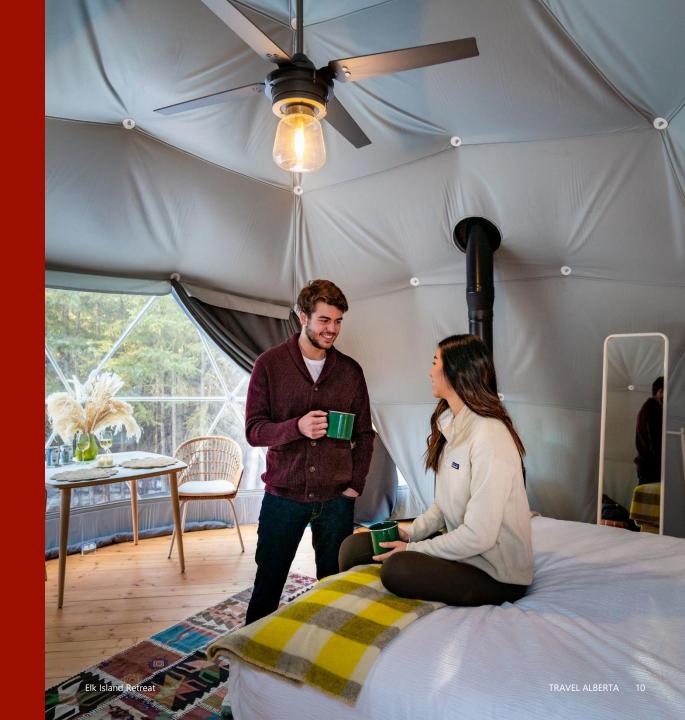


PROJECTED VISITOR SPEND GROWTH / YEAR

3.7%



# ENGAGEMENT



# WHO WE ENGAGED







# stakeholders 118

# BUSINESSES 20

# communities 15

# INDIGENOUS ENGAGEMENT

STATUS -

### Mutual understanding, trust, respect

Communities engaged across Métis Districts and Treaty 6 and 8

First Nations, Councils, Settlements, Coops, Confederacies, elected community leaders

# WHAT WE HEARD



# **KEY FEEDBACK THEMES**



New and Expanded Product and Experience Offerings



### **Enhanced Collaboration**



Wayfinding - navigating municipal, and provincial policies

# **RESIDENT SENTIMENT**

**65%** 

I would welcome more visitors to my community **59%** 

Tourism is important to my community

65%

A strong tourism industry improves my quality of life

# ALBERTAN MARKET DEMAND

51%

have a positive impression of the zone



are likely to visit the zone



are familiar with the zone

Activities Albertans are most likely to enjoy in the Northeast Lakelands TDZ

**31%** Cabins



Camping

**27%** Northern Lights Viewing

# STRENGTHS

- Unique cultural experiences
- Abundance of lakes and waterfronts
- Iron Horse Trail
- Inter-regional collaboration



# CHALLENGES

- Accommodations
- Overall product offering
- Lack of anchor attractions other than Métis
   Crossing
- lack of a common tourism narrative



# **OPPORTUNITIES**

- Develop a more robust accommodations sector (hotels, RV, camping, B&B)
- Further develop agritourism experiences (ranches, butchers and meat processors, distilleries)
- Develop staging areas of Iron Horse Trail
- Work with key communities through and the clusters with a thematic-based approach to identify high-value investment opportunities



# NEXT STEPS



# DESTINATION DEVELOPMENT PLAN



# **BUILDING OUR ACTION PLAN**

# Shared Vision & Stakeholder Alignment

- Thematic-based working groups (clusters)
- Actionable steps
- Collective Commitment –
   including partnerships



- Outdoor adventurers & cultural enthusiasts
- Unique, authentic experiences & activities
- Iron Horse Trail



Community Engagement & Resident Sentiment

- Benefits of the visitor economy
- Local awareness

# THEMATIC WORKING GROUPS

# **MARKET READY PRODUCTS**

# ECONOMIC DEVELOPMENT AND COMMUNITY PLANNING

# COLLABORATION ACROSS THE ZONE

VHAT WE

# HOW DO WE BEST MOVE FORWARD?

