

Subject: **Travel Alberta Destination Development Plan**

Meeting Date: Tuesday, November 28, 2023



Prepared By: Jenna Kester, Economic Development Intern

Presented By: Andi Dzilums, Travel Alberta Team Member & Julia Fielding Executive Director
Travel Drumheller

RECOMMENDED MOTION:

That Council Receive the Travel Alberta Destination Development Plan Presentation as Information.

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

RELEVANT LEGISLATION:

Provincial (cite)- N/A

Council Bylaw/Policy (cite)- N/A

BACKGROUND/PROPOSAL:

Travel Alberta is committed to helping different regions within the province to become important and exciting alternative destinations to the Rockies, and major cities such as Calgary and Edmonton. The Alberta Government is performing the work to develop a destination plan that fully embraces year-round visitation, leveraging tourism experiences and assets, wellness, food and drink, and culture.

Kneehill County, situated in the Canadian Badlands Tourism Zone, has been identified as a major highlight on this Destination Roadmap. This effort in support of tourism in the Kneehill County area can have a significant positive impact on the economy of the region. It can create jobs in various sectors such as accommodation, food and beverage, recreation and entertainment, as well as boosting the revenue of the local economy by driving up local businesses' demands for service and products and focus on community growth.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Andi Dzilums with Travel Alberta and Julia Fielding with Travel Drumheller are here today to co – present the regional benefits of tourism, and what it may provide and bring to our region and our communities.

FINANCIAL & STAFFING IMPLICATIONS:

RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)			
Tools:	Individual Notification	Other:	



ATTACHMENTS:

COUNCIL OPTIONS:

FOLLOW-UP ACTIONS:

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

Kevin Gannon, Director of Community Services

Approved-

