

# OUR Strategy

Through a collaborative process, Tourism Terrace has reaffirmed its strategy that is rooted in our values and purpose statement. The four strategic directions speak to areas that Tourism Terrace identifies as opportunities of continuous improvement to achieve its long-term vision. We will achieve these strategic directions through a variety of tactical strategies, and measure these through key performance indicators.

## Strategy Map

	STRATEGIC DIRECTIONS	GOALS (MEASURES OF SUCCESS)	STRATEGIES (MOVEMENT TOWARDS DIRECTION)
<b>PURPOSE STATEMENT</b>  	<b>ATTRACTING INTENTIONAL VISITORS</b>	<ul style="list-style-type: none"> <li>Overnight stays</li> <li>Visitor spending</li> </ul>	<ul style="list-style-type: none"> <li>Leverage digital platforms</li> <li>Create compelling content</li> <li>Maintain research of ideal visitor</li> </ul>
	<b>GROWING PRIDE OF PLACE</b>	<ul style="list-style-type: none"> <li>Net promoter score</li> <li>Economic value of tourism</li> </ul>	<ul style="list-style-type: none"> <li>Enhance local profile</li> <li>Raise presence within industry</li> <li>Build tourism infrastructure</li> </ul>
	<b>INSPIRING SUSTAINABLE CHANGE</b>	<ul style="list-style-type: none"> <li>Green Step Score</li> <li>Green Step Certifications</li> </ul>	<ul style="list-style-type: none"> <li>Implement Green Step Action Plan for Sustainability</li> <li>Reinforce commitment to inclusivity</li> </ul>
	<b>EMPOWERING OUR PARTNERS</b>	<ul style="list-style-type: none"> <li>Participation rate in training</li> <li>Satisfaction of training</li> </ul>	<ul style="list-style-type: none"> <li>Support industry</li> <li>Enable product development</li> </ul>

### FOUNDATIONAL VALUES

Celebrate our  
**Diversity**

Unlock our  
**Potential**

Think  
**Big**

Steward<sup>of</sup>  
**FUTURE**

Be a  
**Trusted Resource**



## Our Long Term Vision

In 2033, The Greater Terrace area is a four-season visitor hub and gateway to Northwest BC with quality infrastructure and appealing communities that encourage visitors to experience and share the culture and indigenous heritage of our First Nations people in our area.

Tourism operators and support services are competitive, engaged and actively collaborate on providing remarkable experiences with a service-first attitude. Local and regional governments and First Nations are enthusiastic partners in building a go-to destination for outdoor adventure and cultural storytelling. Together we have cultivated a thriving and sustainable destination and tourism sector that benefits the entire community.



## Overarching Goals

- Year-round leisure destination with focused growth in non-peak seasons
- Visitor spend that exceeds the Northern BC average
- New investment in high-potential product areas such as Indigenous tourism
- Competitive, innovative and market export-ready tourism operators
- Commitment and resource allocation to adopting destination management best practices across all four pillars

Our organization will lead in destination marketing and visitor services, connect resources to tourism operators and we will participate in sustainable destination development and research activities which are a collective responsibility.