

Vision 2021 Implementation Plan (Pillars 2-5)

Industry Engagement Session

Wednesday, April 12th, 2017

9:00 am to 11:30 am

Rodd Royalty

Agenda

1. Welcome and Introduction
2. Overview – Implementation Plan Development and Priorities
3. Advancing Our Priorities: Industry Feedback

BREAKOUT GROUP DISCUSSION #1:

- A. **Soft Adventure Tourism** –What is needed to effectively promote, encourage and support entrepreneurs with the development and delivery of new and enhanced soft adventure tourism products?
- B. **Ambassador Program** – To support the Vision 2021 priorities and implementation, we collectively need to ensure we create and grow a friendly, welcoming environment for visitors. What must be included to ensure the successful development and implementation of an Ambassador program that includes tourism operators, non-traditional tourism operators and the general public?

BREAKOUT GROUP DISCUSSION #2:

- C. **June/Spring Initiative – Open for Business** How can we collectively ensure the successful implementation of the “Open For Business” program during the end of May to end of June period?
 - D. **Industry Engagement** – Given the Implementation Plan, how should industry be further engaged during the implementation of this plan, the priorities and key actions for Pillars 2-5? *Consider frequency, in-person and online updates and industry involvement in the implementation of priorities.*
4. Other Comments and Next Steps
 5. Wrap Up – 11:30 am