



ACKNOWLEDGEMENTS

Development of “Our Path Forward” was a collaborative undertaking. The plan is the culmination of tremendous involvement from trails stakeholders, tourism operators from across the region and local and provincial government experts together with the vision and guiding direction of the Central Alberta Tourism Alliance and the consulting team from RC Strategies+PERC. Whether it was written input, attending one of the workshops, participation in our surveys or sharing ideas through the online interactive mapping, we wish to truly thank everyone for helping to shape the future of Central Alberta’s trail-based visitor economy.

Thank you!

Central Alberta Tourism Alliance
RC Strategies+PERC

RC + P E R C
strategies

Photo Credit: Blackfolds

EXECUTIVE SUMMARY

Introduction

Trails and trails-based recreation are not new to Central Alberta. The region is home to thousands of kilometers of formalized trails and even more informal routes. Whether it be hiking, mountain biking, ATV'ing, ski touring, snowmobiling or some other activity, the region's trails provide the foundation for incredible year-round outdoor recreation experiences.

Recognizing the unmet potential, Central Alberta Tourism Alliance (CATA) and the region's trails and tourism partners have developed this strategy to provide focused direction for trails tourism experience development, marketing and management for the next 10 years. This plan is about taking actions today that will greatly enhance our trails-based visitor economy for tomorrow. The strategy works to:

- Understand our region's supply of trails tourism experiences and their market readiness,
- Identify our markets of greatest potential for trails tourism as well as their expectations,
- Understand how we can differentiate our trails-based visitor economy from our competitors,
- Identify the top signature trail experiences that we should pursue in order to motivate travel to the region,
- Identify the strategies and actions we will take to develop the network of signature trails, and
- Identify strategies that can be taken to continue to enhance the contributions of non-signature trails to our trails-based visitor economy.

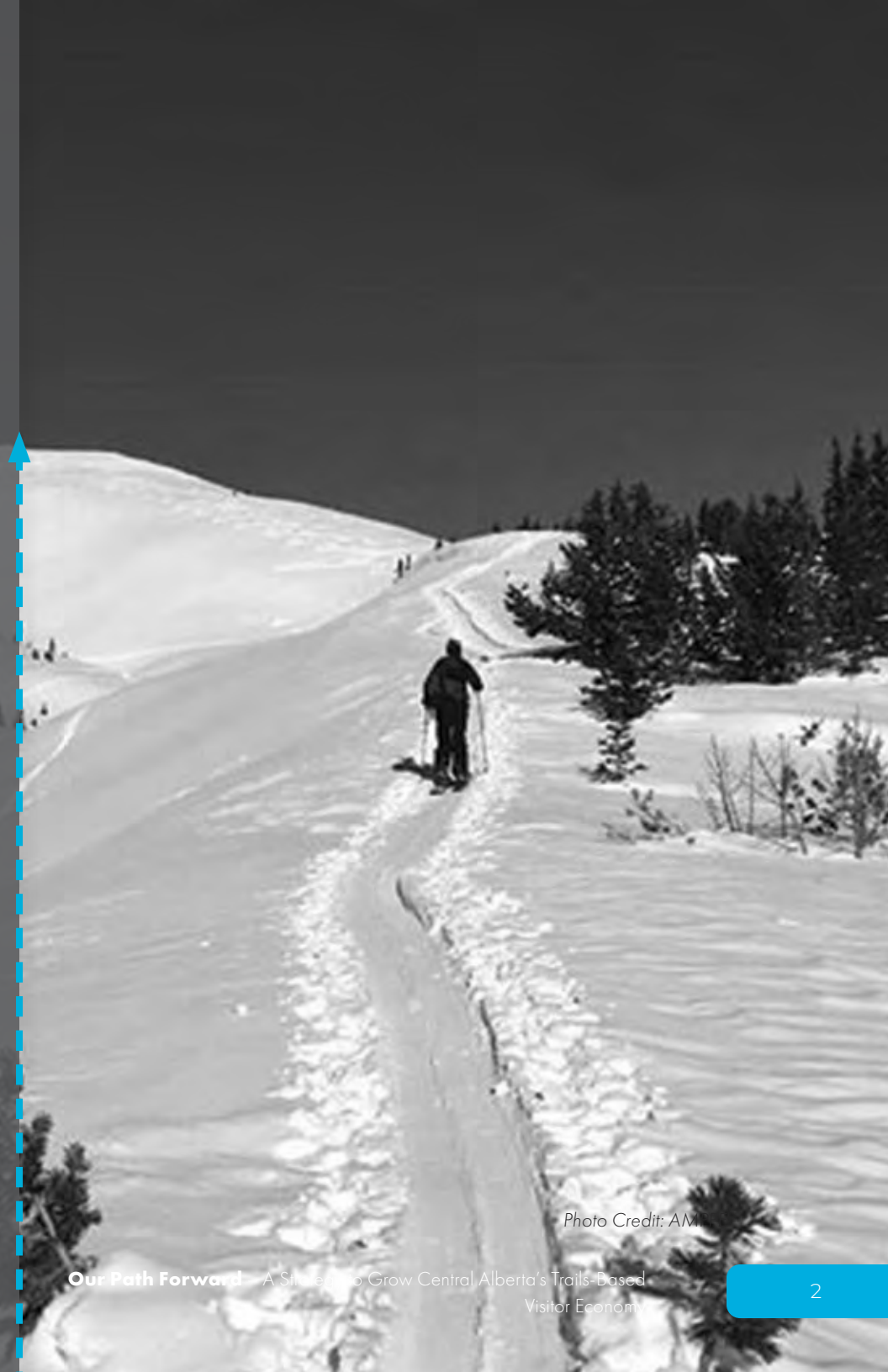


Photo Credit: AM

Planning Process



Photo Credit: Siffleur Falls, Pursuit Adventures

Engagement

Engagement by the Numbers

Stage 1



15 Stakeholder Surveys



30+ Workshop Attendees



160+ People Invited to Stakeholder Workshop



131 Ideas Expressed through the Online Interactive Mapping

Stage 2



20 Government Staff Workshop Participants



35 Stakeholder Workshop



15 Online Surveys

WHAT WE HEARD

We received considerable input and ideas through the engagement process. The key learnings were as follows.

- Trails Tourism can Bring Positive Benefits
- Strong Support for Trails Tourism
- Not All Trails can be Signature Trails
- Non-signature Trails Still Bring Important Benefits
- Diversity of Uncrowded Experiences
- Much Work Needs to be Done
- Sustainable Design & Management is a Requirement
- There are Operational Challenges
- Signature Trail Experiences to Pursue
 - » Year-round non-motorized single use hiking trail that is minimally developed and moderately challenging.
 - » Summer only non-motorized long-distance cycle touring trail that is moderately developed with varying levels of difficulty.
 - » Year-round mixed use (ATV, Off-Highway Motorcycle, Side by Side, Snowmobile, Mountain Bike, Pedestrian) trail that is moderately developed and of a moderate to easy level of challenge.

Trails Tourism Benefits



Economic

- Stimulate increased visitor spending in the local economy – especially in rural areas.
- Diversify rural economies – especially communities that may be overly reliant on natural resource development.
- Greater local and provincial taxation revenues
- Create new direct and indirect jobs as new enterprises are developed to support the trails-based visitor economy.



Community, Social, Cultural

- Attract new, retain existing or even help re-populate communities with residents and skilled workers as new employment becomes available and amenity development attracts “would be” residents.
- Stimulate investment in community infrastructure, amenities and facilities that benefit both residents and visitors alike.
- Elevate resident awareness and community pride by sharing the community with visitors and taking ownership for their experiences.
- Help to preserve community cultural heritage as these become the assets on which experiences are developed.



Quality of Life

- Improve physical and mental health and reduce health care costs.
- Build positive self-esteem and confidence.
- Increase social interaction and support.
- Enhance individuals’ sense of achievement.
- Provide opportunities for skill development, challenge and competition, achievement and leadership.



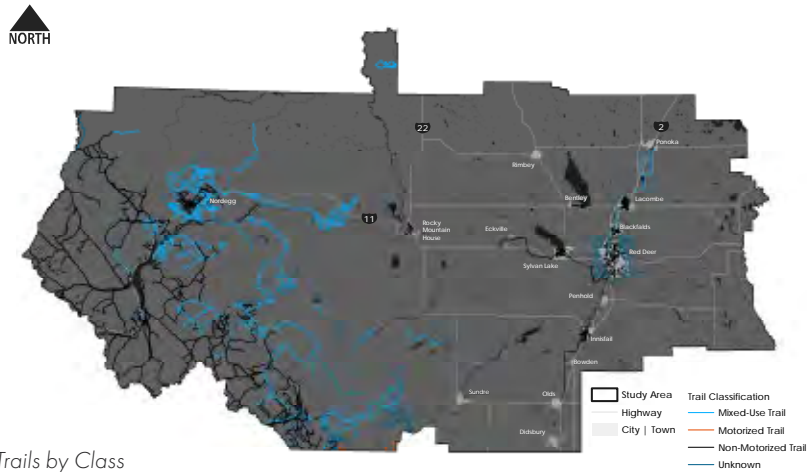
Environmental

- Raise the profile of natural assets and issues surrounding them and allowing visitors to learn about the assets.
- Enhance the rationale for conservation and preservation of natural assets on the basis of their economic impact and importance to local economies.
- Build a strong culture of conservation and appreciation of nature as visitors learn about and appreciate the wildlife, ecosystems and ecosystem processes along the trail.
- Provide appropriate and sustainable infrastructure for recreation that attracts visitors to the trail and keeps visitors out of, off of or away from sensitive areas.

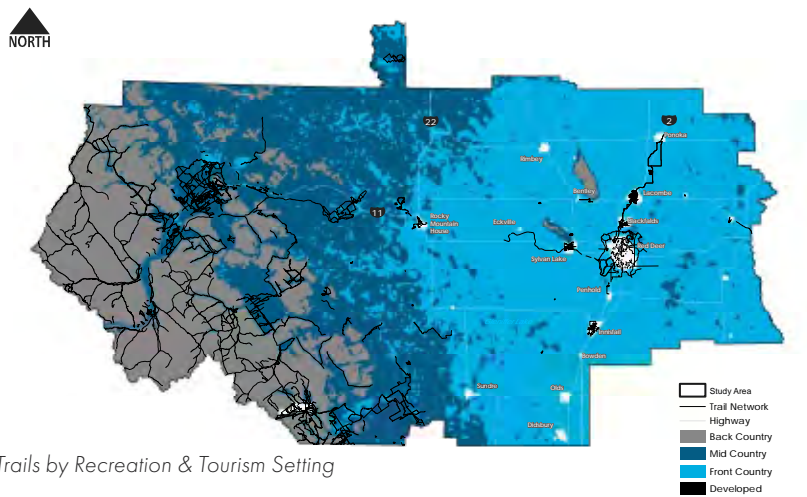
Central Alberta Trail Experiences

Before determining how we will grow our trails-based visitor economy, we needed to understand our supply of trails.

OUR SUPPLY OF TRAILS EXPERIENCES



Trails by Class



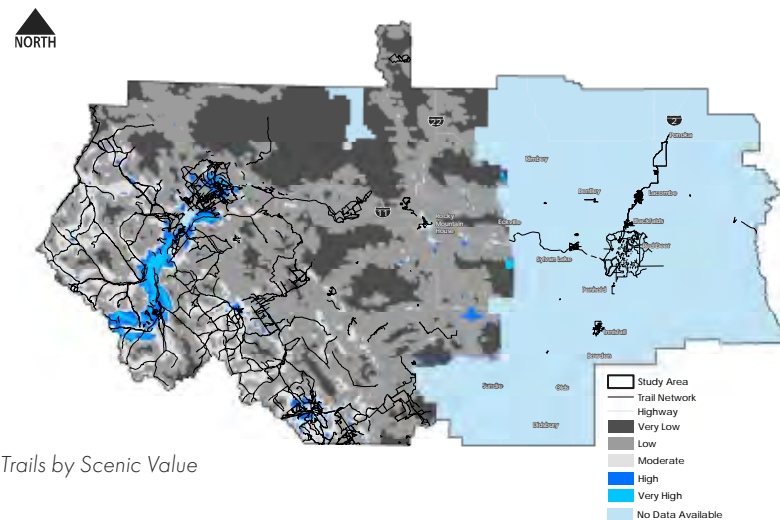
Trails by Recreation & Tourism Setting

What is a Trail?

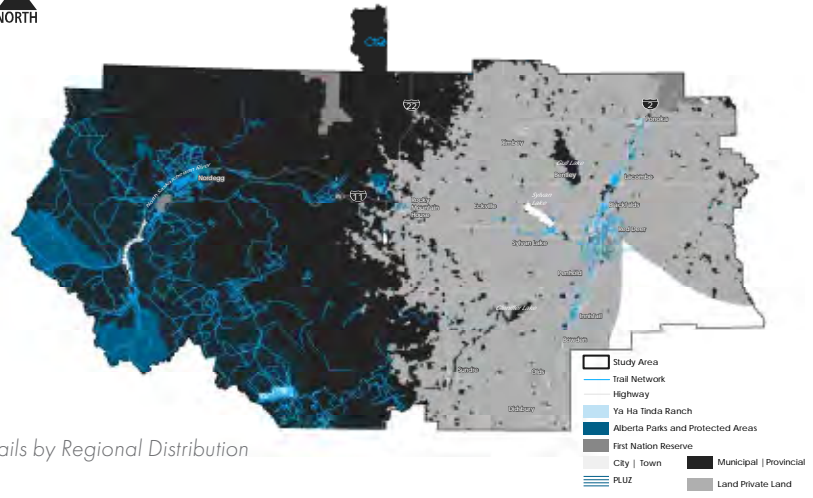
A “trail” is type of infrastructure that is purposefully designed, constructed and used for one or more recreation / tourism activities. To be a recognized trail, the route must be:

- Approved by the landowner / manager,
- Mapped,
- Marked (signage), and
- Actively managed and maintained.

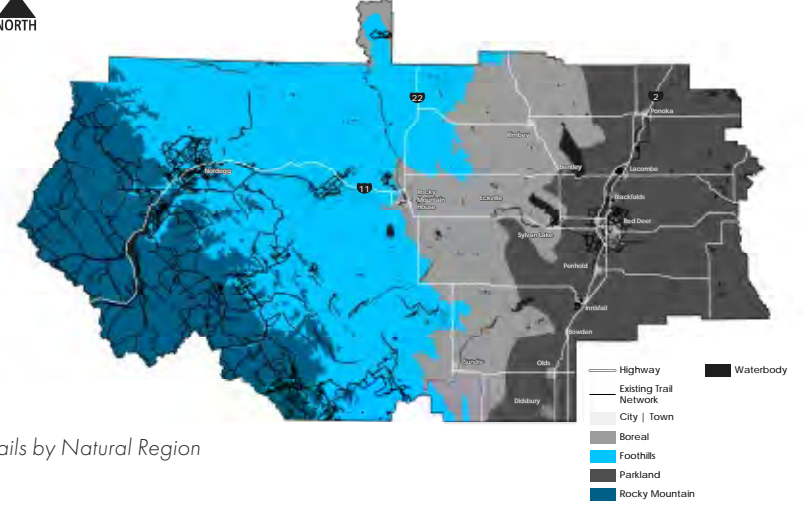
If one of the above criteria are missing, the route is not a trail. It is linear access.



Trails by Scenic Value



Trails by Regional Distribution



Trails by Natural Region



3,933 km of trail

1,214 km of additional access

Photo Credit: Trans Canada Trail in Lacombe, Ben, flickr.com

Desired Outcomes

EXPERIENCES

- Develop a network of signature trail experiences that make Central Alberta a must-experience trails tourism destination for our primary markets
- Improve the market readiness and appeal of other trails in our region

ECONOMIC GROWTH & DIVERSIFICATION

- Grow the direct and indirect economic contribution of trails to our local, regional and provincial economies
- Attract new investment and grow the number and size of businesses associated with trails-tourism
- Grow the brand recognition of host communities and their appeal to new residents and businesses

QUALITY OF LIFE & HOST COMMUNITIES

- Improve the quality of recreational trail experiences and; therefore, the quality of life for local residents
- Help to minimize the undesirable impacts of recreation by focusing trails-based activities onto high quality and sustainable designated trails
- Be effectively managing trail-based visitation to avoid undesirable environmental and visitor experience impacts

PARTNERSHIPS

- Strengthen trails-based partnerships between trail operators, tourism industry, land managers and host communities
- Stimulate greater funding and support trail development and management in the region.

Focus Area 1: DEVELOP A NETWORK OF MARKET READY SIGNATURE TRAILS

What is a Signature Trail?

Goes beyond the ordinary into the extraordinary. It is a trail that is capable of being the exclusive or primary reason for why target markets choose a destination. Though the trail type, length, level of development and difficulty can vary, the trail experience is regionally or provincially unique, the trail provides supporting amenities and services, and the trail is purposefully designed to meet the expectations of specific target markets.

Signature Trails are:

- Nationally, provincially or regionally unique and are purposefully designed and managed to exceed visitor expectations,
- Beautiful and involve spectacular natural and / or cultural experiences,
- The best representation of what a region has to offer in terms of trail activities,
- Approved and supported by the land manager and trail operators,
- Differentiated from other trails in the region and our competition,
- Market or export ready and serve as the primary motivator for why a visitor chooses our region,
- Provide market driven on-trail visitor accommodations, amenities, services and trip planning information,
- Animated with visitor itineraries, guiding services and high-profile events, festivals and / or competitions,
- Have a strong brand and are actively marketed at each step of the visitor's Pathway to Purchase, and
- Actively managed by trained and knowledgeable staff / volunteers dedicated to the maintenance and management of the trail and its amenities.

Photo Credit: Owen Creek and Pinto Lake The Great Divide Trail, Casey Blais, flickr.com

DEVELOP THREE LAND-BASED SIGNATURE TRAILS

Each priority signature trail experience is described in the following sections.

1. Continental Divide Hut to Hut Backpacking Trail Experience

Description: The trail, which includes segments of the Continental Divide Trail, will be a non-motorized, multi-use trail for hiking and backpacking though other uses and activities such as horseback riding will continue to occur in accordance with the Bighorn Access Management Plan. Accessed via three primary gateways along Highway 11 (Owen Creek, Landslide Lake and Cline River trailheads) and the Pinto Lake trailhead on Highway 93, the trail experience will be comprised of a network of existing trails that connect visitors to the Michelle Lakes, Pinto Lake, Landslide Lake and Cline River Valley. The core network of trails can be travelled in a variety of configurations and lengths ranging from a single night in and out trip to a stacked loop multi-night excursion that would see visitors travelling over 138km in total. A network of rustic huts will be developed at key locations along the trails allowing visitors to travel from hut to hut each night. Tent-based camping will still be available to visitors at existing primitive campsites. The trail will cater to and support both fully independent visitors as well as those seeking a guided experience. Situated predominantly in mid-country and backcountry settings in the Rocky Mountains, the trail will be of a moderate level of difficulty requiring visitors to be in good physical condition. Trail and tourism operators will integrate learning and educational experiences into in-person and self-guided interpretive experiences. Visitors looking for an extended trail experience can access an additional 80+km of trail within the Whitegoat Wilderness Area. However, no huts are envisioned within the Wilderness Area in keeping with existing legislation.

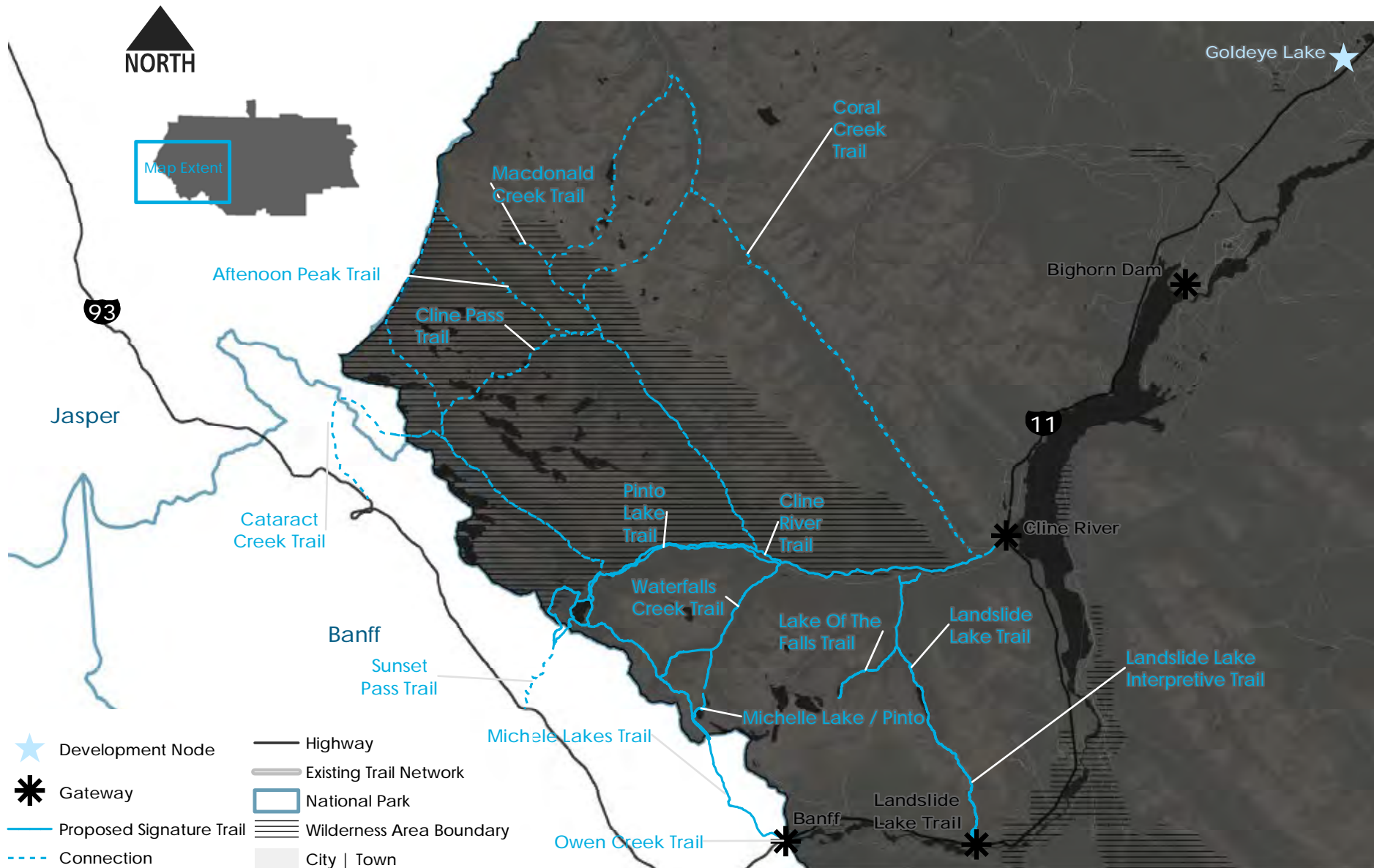
138 km of trail

Market Readiness: Though the trails that comprise this trail experience exist, this signature trail is not yet market ready. Outstanding issues that need to be resolved before it can reach signature trail status include:

- Designation / confirmation of a knowledgeable and trained trail operator
- Land manager approvals for trail improvements and infrastructure / amenity upgrades
- Development of themed gateway trailheads and associated amenities at Cline River, Landslide Lake and Owen Creek trailheads
- Signage plan and installation of trail signage and wayfinding
- Developing network of huts
- Enhancing quality of existing campsites and provision of essential visitor amenities (e.g. wildlife proof food caches, picnic tables, outhouses etc.)
- Preparation of visitor itineraries
- Self-guided and guided interpretive programming
- Trail brand, online trip planning information and trail guides (paper and electronic)
- Ongoing trail inspections and maintenance
- Tourism operators (e.g. guides)



Photo Credit: Owen Creek and Pinto Lake The Great Divide Trail, Casey Blais, flickr.com



Proposed Hut to Hut Trail



DEVELOP THREE LAND-BASED SIGNATURE TRAILS

Rocky Mountain House to Bighorn Backcountry Off-Highway Vehicle Trail Experience

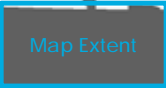
Description: The off-highway vehicle trail experience will provide visitors with access to approximately 168 + kilometers of mixed-use trails that are designed to optimize the visitor experience for ATV, side by side and off-road motorcycle based visitors. Designed to be of an easy to moderate level of challenge for motorized users, the trail will, also accommodate cycling, equestrian and all forms of pedestrian activities. Using the Rocky to Nordegg abandoned rail line as a foundation and building on the Rocky to Nordegg Trail Concept Plan (2009), the trail will travel west to connect with Nordegg. From Nordegg, the trail will, over time, connect to the south side of the North Saskatchewan River near the Forestry Trunk Road and continue west to the designated OHV trail network in the Kiska Wilson Public Land Use Zone. The trail will be accessed via three gateway staging areas located at Chambers Creek Provincial Recreation Area, Nordegg and the Big Horn Dam. Future on trail accommodations will be provided at the Saunder's Alexo Tourism Development Node and through a new campground and comfort camping development at the Bighorn Dam. With the trail connecting directly into Nordegg, the community will serve as an OHV friendly service area providing trail-based visitors with all necessary supplies, equipment and services and will serve as a host community for future trails-based events. Trail and tourism operators will integrate learning and educational experiences into in-person and self-guided, interactive experiences. The trail will enable and support both full independent users, as well as those seeking a guided experience.










Market Readiness: In large part, the routes that comprise this trail experience exist. However, the trail experience is not yet market ready. Outstanding issues that need to be resolved before it can reach signature trail status include:

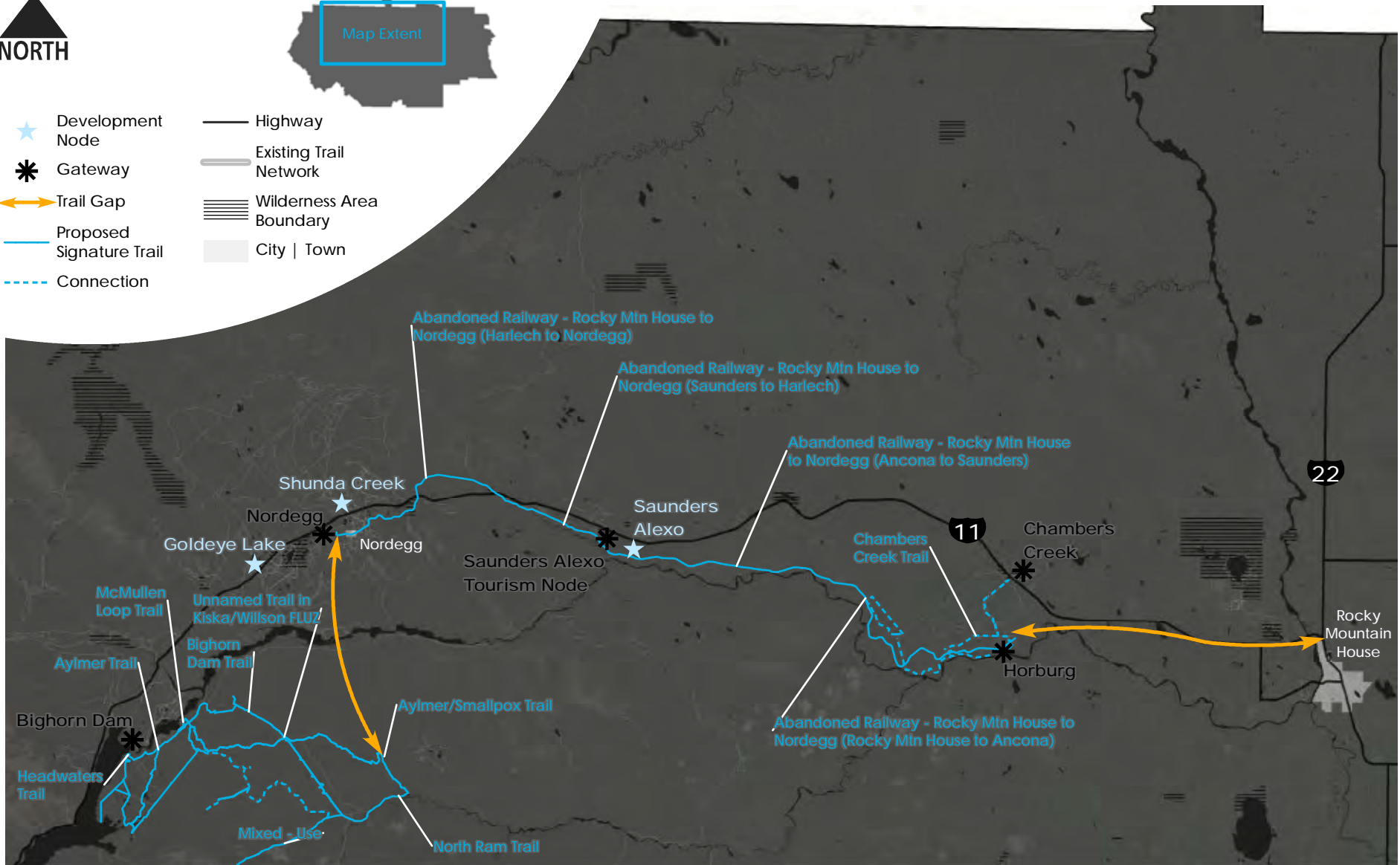
- Designation / confirmation of a knowledgeable and trained trail operator
- Land manager approvals for infrastructure / amenity upgrades
- Planning, design and development of missing connections
- Upgrade of existing trail tread (primarily in the Kiska Wilson PLUZ)
- Upgrading of essential bridges and watercourse crossings
- Development of themed gateway trailheads and associated amenities at Chambers Creek Provincial Recreation Area, Nordegg Rail Trail Staging Area and Bighorn Dam
- Signage plan and installation of trail signage and wayfinding
- On-trail comfort camping and camping accommodations
- Preparation of visitor itineraries
- Trail brand, online trip planning information and trail guides (paper and electronic)
- Ongoing trail inspections and maintenance
- Tourism operators (e.g. guides)

168 km of trail

Photo Credit: OHV, Government of Alberta, flickr.com



-  Development Node
-  Gateway
-  Trail Gap
-  Proposed Signature Trail
-  Connection
-  Highway
-  Existing Trail Network
-  Wilderness Area Boundary
-  City | Town



Proposed Off Highway Vehicle Trail



DEVELOP THREE LAND-BASED SIGNATURE TRAILS

3. Central Alberta Heritage Cycle Touring Route

Description: Designed around designated segments of The Great Trail, the Central Alberta Heritage Cycle Touring Route will combine easy off-road trails and pathways with rural on-road segments that are safe and provide a quality cycling experience. The core route will be approximately 120km long, of an easy level of challenge and enable visitors to travel from the Town of Olds in the south to Lacombe in the north. In the future, pending development of the approximately 30km long Alberta Central Rail to Trail, there is potential for visitors to be able to connect west from the Waskasoo Park System in Red Deer to Sylvan Lake and Banalto. To supplement the core north south route and enrich the visitors experience, the core route will be connected to local community trails systems that will entice visitors to explore each trail town and city along the route more deeply. Self guided interpretation, guided services and visitor itineraries will direct visitors to opportunities to learn about and experience the heritage and culture of each trail town as well as the agri-tourism, culinary, art and other unique experiences and attractions available in each trail town. By its very nature, the route will cater to visitors looking for both relatively short-day excursions (30-40km) as well as those seeking longer duration multi-day adventures (120 km+). Major gateway staging areas will be developed in the major community centres along the route providing visitors with clear jump on and off points. Trail and tourism operators will integrate learning and educational experiences into in-person and self-guided interpretive experiences.

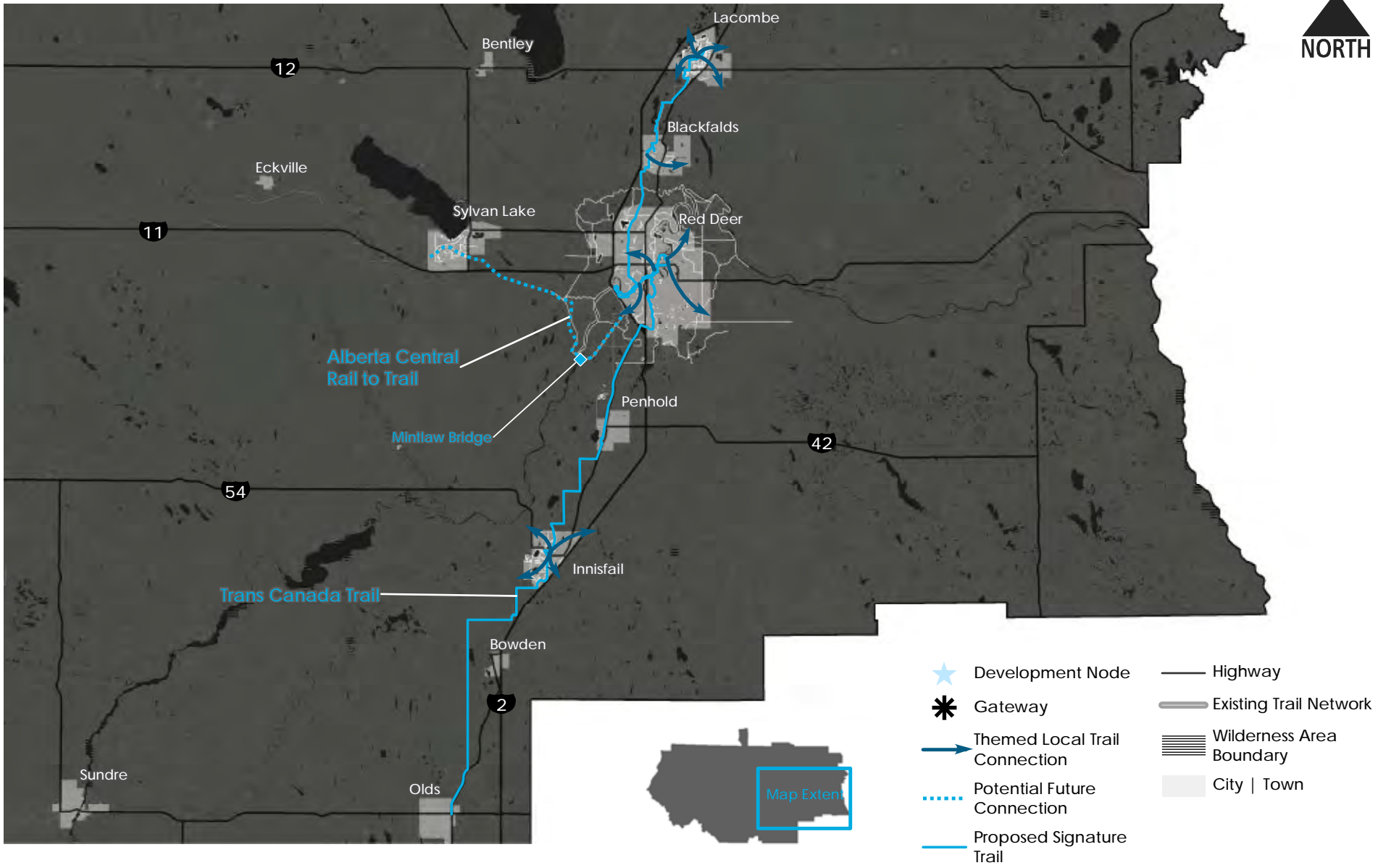
Market Readiness: The Great Trail, the backbone of this cycle touring route, exists and has been designated. And, many local community trails that take visitors deep into the trail towns along the TGT exists. As such, this signature trail experience is considered visitor ready and, with some clear focus, could become market ready relatively quickly. Outstanding issues that need to be resolved before it can reach signature trail status include:

- Trail brand, online trip planning information and trail guides (paper and electronic)
- Signage plan and installation of branded trail signage and wayfinding
- Development and / or branding of themed gateway trailheads and amenities within trail towns
- Preparation of visitor itineraries and packaging with service providers
- Self-guided and guided interpretive programming
- Removal of policy and bylaw barriers preventing of discouraging trail-based businesses
- Tourism operators
- Continuing to pursue off-road trail segments to replace on-road segments of the TGT
- Planning, approving and pursuing development of the Alberta Central Rail to Trail and Mintlaw Bridge upgrades



120 km of trail

Photo Credit: Trans Canada Trail in Lacombe, Ben, flickr.com



Proposed Cycling Trail



PREPARE MASTER PLANS & OBTAIN LAND MANAGER APPROVALS

1. Develop detailed trail master plans for the Hut to Hut Backpacking and the Cycle Touring Route Signature Trail Experiences. Review and update the Rocky to Nordegg Trail Concept Plan (2009).
2. Obtain formal approval and disposition or land status for the OHV and Hut to Hut hiking signature trails. Explore the potential for Clearwater County to take out the dispositions for these signature trails on public lands.
3. Obtain formal approval of the signature trail designation within the respective municipalities along the Cycle Touring Route.
4. Identify and obtain any required approvals from relevant roadway authorities for segments of the cycle touring route that occur on-road.
5. Undertake a feasibility study and concept plan to connect Red Deer to Sylvan Lake along the Alberta Central Railway via the Mintlaw Bridge.



ENHANCE AND MAINTAIN THE QUALITY OF SIGNATURE TRAILS

1. Undertake a trail condition assessment on each signature trail to identify the location of trail condition problems and determine prioritized strategies and cost estimates to resolve identified problems.
2. Develop a signature trail inspection and maintenance service standard and audit process to ensure regular inspections and maintenance are undertaken on the signature trails.
3. Develop a mechanism through the mobile trail guide app and signature trail websites to allow visitors to easily report trail condition and maintenance problems.



DEVELOP AND ENHANCE GATEWAY TRAILHEADS

1. Inventory and assess the condition of gateway locations identified for each signature trail and prepare detailed designs for the upgrade, or development, of each signature trail gateway.



ENHANCE SIGNAGE AND WAYFINDING

1. Prepare a branded graphic identity and signage design guideline for each signature trail. The standard will work to integrate graphic identity and signage guidelines into existing signage guidelines that are in place for the respective jurisdiction.
2. Develop and implement a sign approval process to enable signage to be installed by local businesses to promote nearby off-trail visitors experiences, trail towns and trail related services.
3. Collaborate with trail partners, land managers, local Indigenous communities and others to prepare a self-guided interpretive strategy for each trail.



PROVIDE THE RIGHT MIX OF ON-TRAIL AMENITIES AND ACCOMMODATIONS

1. Develop a comfort and convenience amenities standard for each signature trail.
2. Through the master planning process, develop an amenities strategy for each signature trail to identify what type and where each amenity will be located on each signature trail.
3. Undertake a hut to hut feasibility and design study for the Continental Divide Hut to Hut backpacking signature trail.
4. Actively support and work to stimulate the development of the proposed OHV campground in the Saunders Alexo Tourism Development Node and the Bighorn Dam campground development which was proposed by Alberta Parks.
5. Work with unique and authentic public and private sector accommodation providers along the cycle route signature experience to prepare ride and stay packages for cyclists.

Photo Credit: Stephen, flickr.com



CREATE WELCOMING “TRAIL TOWNS” ALONG OUR SIGNATURE TRAILS

1. Communities along the signature trails will devise signage and deploy visitor information strategies through trip planning tools, mobile trail guide app, and wayfinding to welcome visitors to the community and invite trail users to get off the trail, explore the community and navigate from the trail to nearby attractions, amenities and services.
2. Develop and maintain clear and safe trail connections between the signature trail and key attractions and visitor services within the community.
3. Create and maintain welcoming and trail-friendly atmosphere where the trail travels through the community (e.g. use of trail themed banners, trail-based branding along storefronts and services near the trail, beautification, welcome signage etc.).
4. Work with businesses to develop and market retail promotions to entice trail visitors into the communities.
5. Develop and promote self-guided and themed itineraries in each trail town and make these available via the mobile trail guide app, online trip planning tools and promote them at the gateway trailheads for each signature trail.



ANIMATE THE SIGNATURE TRAIL EXPERIENCES

1. Develop, single and multi-day visitor experiences itineraries for each of the signature trails. Guided by target market research, the itineraries will be tailored to address the varying interests of our target markets (e.g. culture, nature, Indigenous).
2. Work to attract and / or stimulate the development, delivery and promotion of a calendar of diverse events, celebrations and competitions on, or featuring, each of the signature trails.
3. Partner with nearby well-established long-haul destinations to develop packages that include Central Alberta’s signature trails with the established experiences that are already motivating higher-yield travel.



BUILD MARKET AWARENESS & MAKE IT EASIER TO PLAN SIGNATURE TRAIL EXPERIENCES

1. Develop Central Alberta Signature Trails brand to clearly identify that trails have been designated as part of Central Alberta’s signature trail network.
2. For each trail in the signature trail network, develop a unique brand that embraces the uniqueness of the visitor experience and differentiates the trail from its competitors.
3. In partnership with Travel Alberta, develop and implement a comprehensive external marketing plan for the signature trail network. Use the Pathway to Purchase to ensure that target markets are reached at each stage of the trip planning process.
4. Develop a signature trail experience website that introduces and defines the signature trail experience program.
5. Develop and maintain a high quality and accurate hard copy trip planning and on-trail navigation guidebook for each signature trail. The guidebooks can be made available to visitors for a fee.
6. Develop and maintain a smart phone trail guide app that provides essential trip planning information for visitors, on-trail navigation as well as interpretation and other geo-based features to enhance the visitor’s learning about the trail and experience.
7. Work with existing crowdsourced based apps (e.g. trailforks.com, alltrails.com) to have Central Alberta’s signature trails loaded to the appropriate websites and apps.



ENCOURAGE AND SUPPORT THE EXPANSION OF TRAILS BASED BUSINESSES

1. Review existing trails-based visitor services (e.g. guiding, transportation, accommodations, equipment rentals, supplies etc.) associated with each signature trail and identify gaps in existing services (e.g. transportation, retail, equipment rental, food and beverage, fuel etc.). Engage and encourage local businesses to expand their existing businesses or take steps to proactively attract new businesses (e.g. EOI processes), to address identified service gaps.
2. Undertake a review of regulatory, bylaw and policies that serve as impediments to the establishment of trails-based businesses and identify and encourage municipalities to revise bylaws and policies that impede trails-based business.
3. Develop tool kits and trainings to support trails related tourism operators and businesses with obtaining regulatory approvals for their signature trail related operations.
4. Encourage trails-based tourism operators and businesses to take part in Travel Alberta's SHIFT Experiential Training Program to help them identify opportunities to enhance their businesses and the visitor experience and services they offer.
5. Develop and deliver information bulletins and educational sessions to local trails based businesses.
6. Ensure alignment in messaging and timing of marketing between local trail businesses, regional DMO's and Travel Alberta marketing campaigns.



UNDERSTAND OUR VISITORS

1. Design and implement a trail counter program to understand total visitation to each signature trail and visitation patterns (e.g. time of day / week / season).
2. Design and regularly implement a visitor study on each signature trail to understand various characteristics.
3. Monitor visitor sentiments about the region's signature trails by regularly analyzing visitor feedback.



ACTIVELY MANAGE VISITATION & VISITOR IMPACTS

1. Prepare visitor use management frameworks (VUMF) for each signature trail.
2. Adopt and promote the Leave No Trace program to all visitors as the primary visitor education program.
3. Ensure trail operators, volunteers and tourism operator staff are trained in Leave No Trace principles.
4. Deliver targeted visitor education campaigns during peak seasons and special events.
5. Encourage relevant enforcement agencies to undertake targeted enforcement campaigns in high problem areas.



ACTIVELY PURSUE FUNDING SOURCES

1. Advocate for base capital and operational funding from local municipalities and position this funding as stimulus investments that enable tourism growth and economic diversification.
2. Monitor provincial initiatives such as the 10 Year Tourism Strategy and the Provincial Trails Act for opportunities to secure capital funding to support the development of the signature trails.
3. Develop and maintain a catalogue of relevant grant and funding sources, intake dates and requirements. Coordinate and collaboratively pursue federal, provincial and local government and other grants.
4. Identify interested private investors and funding partners and connect these individual with existing trails-based businesses.
5. Explore the feasibility of establishing a revenue sharing model between tourism operators and businesses and trail operators to support the development and management of signature trails.
6. Develop a corporate trail partner program to enable and increase corporate cash and in-kind contributions to signature trail operators.

Photo Credit: City of Lacombe



ENHANCE PARTNERSHIPS, COLLABORATION AND STEWARDSHIP

1. Develop a “Signature Trail Coordination Committee” for each signature trail. The purpose of the committees is to create a venue for trail operators, tourism operators and business, host communities, land managers and others to come together to coordinate and collaborate on the development, management and operations of each signature trail.
2. Develop, support and promote a series of volunteer signature trail stewardship days on each signature trail each year.



CELEBRATE THE BENEFITS OF OUR SIGNATURE TRAILS

1. Undertake regular economic impact studies of each signature trail.
2. Develop and distribute a state of Signature Trail Report every two years to summarize progress made on implementing this strategy, successes, challenges and key metrics.
3. Develop a communications strategy to market the benefits and success of signature trails.

Focus Area 2: GROW THE POSITIVE BENEFITS OF NON-SIGNATURE TRAILS

Actions:

1. Maintain a consolidated region wide GIS based inventory of trails and essential trail attributes. Make those trails discoverable by visitors through a Central Alberta Trails website and trip planning tool.
2. Ensure each of CATA’s member municipality have developed an up to date trails master plan. Ensure that each trails master plan incorporates trails tourism as an objective of the plan and identifies local strategies and actions that will be taken to advance local trails along the Trails Experience Continuum, enhance trails tourism and, where relevant, connect to the region’s signature trails.
3. Work collaboratively with adjacent municipalities to ensure trails are connected and visitors can enjoy a seamless intermunicipal trail experience.
4. Continue to invest in enhancing comfort and convenience amenities, signage, staging areas and the connectivity of local trails.
5. Review existing bylaws and policies to identify impediments to establishing and operating trails-based tourism businesses, service providers and special events on local trails.
6. Identify gaps in tourism businesses and service providers on local trails. Actively work to attract trails tourism businesses and services.
7. Develop and package themed visitor itineraries that vary in length and are attractive to the region’s target markets.
8. Champion and / or actively support partners in the organization of trails based special events and competitions.
9. Remain involved in and support provincial and regional coordination and collaboration on initiatives that will advance the trail-based visitor economy (e.g. forthcoming Alberta Trails Act).
10. Work with event organizers, other destinations and attractions to cross promote and package local trails.