



## 10-YEAR TOURISM VISION

*Connect, Inspire and Be the Force of Good With and In the Community*

In the heart of Central Alberta, Sylvan Lake emerges as a premier, **year-round** destination for **one-day and multi-day visits**, welcoming visitors of **all** ages, abilities, and origins from across the province and beyond. Visitors seek to experience the town's **unique blend of local lake town charm and vibrant culture**.

Harnessing its unique qualities and strategic location, Sylvan Lake continues to grow as the **magnet attraction for experiencing Central Alberta's** local charms and tastes in one cohesive experience. It stands as a leader and trendsetter for tourism initiatives in the region.

Sylvan Lake's tourism leadership—Visit Sylvan Lake—has leveraged tourism as a catalyst for **sustainable community economic development** and has set a data-driven tourism development model. The Town incubates open **innovations and collaborations**, placing **community quality of life and leadership, environmental stewardship, and equitable sharing** of tourism's benefits at the forefront of tourism decision-making.

Tourism operations have established **a strong local industry**, collaborating **closely with the Town administration** to boost visitation and **public, private and community partnership and investment**. Offering **authentic and iconic experiences**, they provide unique ways to connect visitors to the lake and the natural surroundings that sustain the community, to places that define its charm, and to people and stories that **differentiate** Sylvan Lake as a place to visit and as a community to belong to. Sylvan Lake flourishes as an inclusive community for living, visiting, working, investing, creating, and playing.