

LOOKING AT THE DATA

OVERALL DEMOGRAPHICS

What does survey data collected in the DLMP development process say about the local tourism sector? Here's a snapshot of the insights gleaned!

THERE WERE A TOTAL OF 705 SURVEY PARTICIPANTS, WHO IDENTIFIED AS:

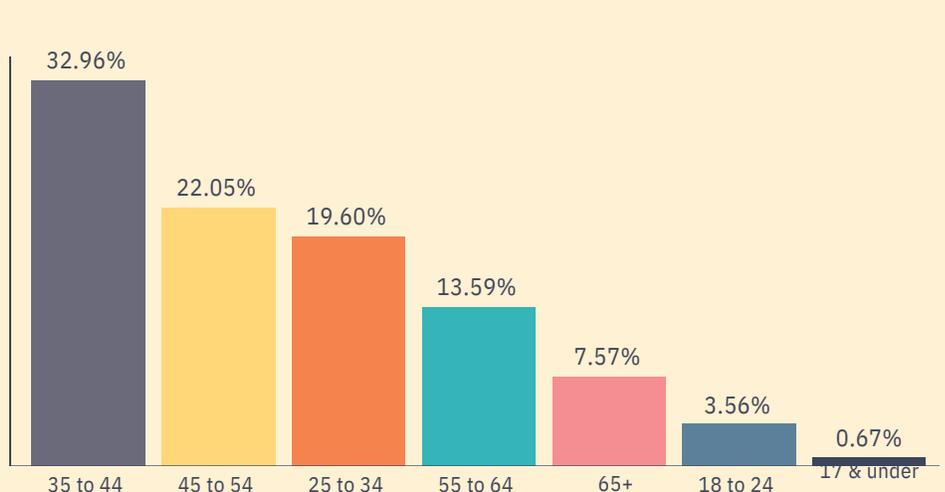


Full-time Sylvan Lake residents	58.44%
Past or prospective visitors	20.28%
Seasonal Sylvan Lake residents	8.65%
People who live near Sylvan, but not in Town	5.8%
Sylvan Lake business owner	3.97%
People who work in Sylvan Lake, but live elsewhere	1.28%
Owner of land or commercial space in Sylvan Lake	0.85%
Nearby business owners	0.71%

TOTAL HOUSEHOLD INCOME BEFORE TAX

\$150,000 or more	22.49%
\$100,000 — \$149,999	19.38%
\$75,000 — \$99,999	12.03%
\$50,000 — \$74,999	9.13%
\$25,000 — \$49,999	5.79%
0 — \$24,999	3.12%

SURVEY RESPONDENTS AGES RANGE

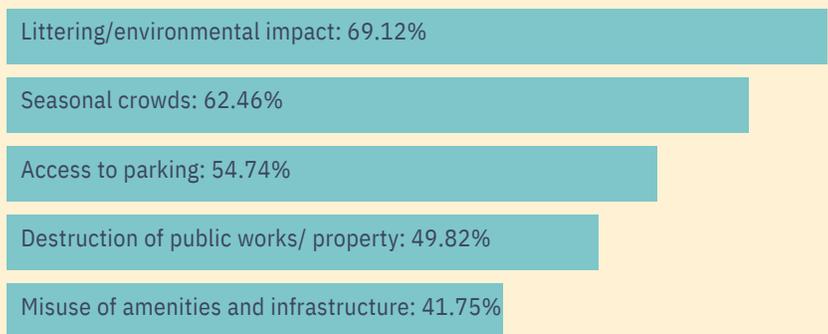


Sylvan Lake residents say...

THE TOWN IS A GREAT PLACE TO LIVE,

- 83.16% ACCESS TO THE LAKE
- 77.89% SMALL TOWN VIBE
- 57.19% LOCATION
- 49.12% COMMUNITY SERVICES
- 46.67% PUBLIC SPACES
- 42.11% FAMILY-FRIENDLINESS
- 28.07% STANDARD OF LIVING
- 17.89% COST OF LIVING
- 11.23% OTHER
- 9.12% WORK/CAREER OPPORTUNITIES
- 4.56% BUSINESS OPPORTUNITY

THE BIGGEST CHALLENGES



THE TOWN CAN BENEFIT FROM



THE TOP THREE PRIORITIES THAT NEED TO BE ADDRESSED ON A MUNICIPAL LEVEL

1. TOURISM
 - MANAGEMENT AND IMPACT
2. COMMUNITY SAFETY AND POLICING
3. ENVIRONMENTAL CONCERNS AND CLEANLINESS

WHERE RESIDENTS WHO ARE CURRENTLY WORKING IN TOURISM ARE EMPLOYED

- 40% Food and Beverage
 - restaurants, fast food, pubs, bars, snack shops
- 20% Accommodation
 - hotels, motels, B&Bs, camp areas
- 20% Recreation and Entertainment
 - performing art, museums, parks, spectator sports, festivals/events, attractions
- 13.33% Retail
 - stores selling merchandise, clothing, souvenirs
- 13.33% Travel Services
 - provisions of travel arrangements and/or reservations, group/guided tours, destination marketing

WOULD LIKE TO SEE DOWNTOWN SYLVAN LAKE ENHANCED WITH

- Pedestrian-friendly areas
- Improved traffic & parking measures
- Supports for local businesses
- Better waste management (garbage, recycling)
- Renewed building appearance
- More greenery

Sylvan Lake business owners say...

The untapped business opportunities for Sylvan Lake's downtown are:

- Hosting destination events, such as weddings and sports tournaments.
- Providing small buses for transportation to tourist attractions and other urban centres.
- Offering bike, scooter or e-scooter rentals.
- Developing a great shopping district and events space.
- Offering various tours around the town and Central Alberta.
- Encouraging healthy and active lifestyles and promoting fresh food options.
- Adding water slides and equipment rentals for activities near the beach.
- Providing incentives for property owners to develop innovative uses for empty and under-used spaces.
- Encouraging and supporting diverse locally-owned businesses, instead of chains.
- Emphasizing the use of local ingredients to reduce reliance on imports.
- Increasing accessible live music and organizing events for young people.
- Adding residential density in the downtown core.
- Extending operational hours for businesses during busy times.

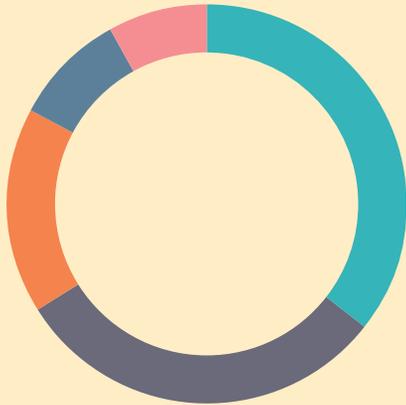
THE MOST SIGNIFICANT CHALLENGES THAT BUSINESSES WILL FACE (2023)

66.67%
 increasing operational costs
 wages, food costs, training,
 insurance
 37.50%
 Labour issues
 recruitment, retention, high pay :
 expectations, skills mismatch

29.17%
 Weak economic conditions in Canada
 25%
 Supply chain constraints
 16.67%
 Cost of travel
 airfares, gas prices, room rates

Past and prospective visitors to Sylvan Lake say....

WHEN VISITING A BEACH DESTINATION IN ALBERTA OR B.C., THE MAJORITY OF THEIR TRAVEL BUDGET IS PLANNED FOR:



- 70.39% Food and drink
- 59.87% Hotels or short-term rentals
- 32.89% Shops and boutiques
- 17.76% Rentals and equipment
- 15.79% Transportation

FOR A WEEKEND GETAWAY, THEY HAVE AN AVERAGE TRAVEL BUDGET OF:

\$0 TO \$499

44.08%

\$500 TO \$999

43.42%

\$1,000 TO \$2,499

11.18%

\$2,500 OR MORE

1.32%

THE EXISTING EXPERIENCES AND AMENITIES THAT INSPIRE VISITORS TO PLAN OVERNIGHT VISITS WITHIN ALBERTA ARE:

Beach: 79.61%

Lake activity (boating, fishing): 64.47%

Unique experiences (brewery tour, culinary activity): 51.97%

Trail system: 48.03%

One-of-a-kind shops and boutiques: 46.05%

DECIDING FACTORS FOR WEEKEND EXPERIENCES DURING THE SPRING, FALL AND WINTER INCLUDE:

Outdoor activities: 76.32%

Special events: 51.97%

Foodie experiences: 44.08%

Unique experiences (brewery tour, culinary activity): 41.45%

One-of-a-kind shops and boutiques: 36.18%

THE TRAITS AND ATTRACTIONS THAT VISITORS ENJOY THE MOST ABOUT THE TOWN ARE:

The beach

The lake

Lakeside walking trail

The vacation ambiance

The unique restaurants and shops

Their family ties

The local events and festivals

THE OPPORTUNITIES THEY SEE FOR IMPROVEMENT ARE:

ADDITIONAL ARTS AND MUSIC EVENTS AND FESTIVALS

EXPANDED AND MORE ACCESSIBLE BEACH

DAY RENTALS FOR ACTIVITIES

BETTER PARKING MANAGEMENT

MORE UNIQUE

HOSPITALITY OPTIONS

A BAN ON TENTS

AND BARBECUES ON THE BEACH

VOICES & PERSPECTIVES HEARD

There is limited publicly-owned infrastructure available for watercraft, and no public boat launch within town limits.

Visit Sylvan Lake (VSL) brand has not been physically operationalized throughout the town.

Downtown lacks a visible and palpable identity, which impedes its success as a tourism asset.

Parking spaces are not well distributed.

There is a gap in place-based activations (programming, placemaking) that echo the charm, heritage, stories and people.

There are limitations to the use and appeal of existing infrastructure (Pogadl Park, Pocket Park, Centennial Park, Sylvan Lake Park/Baby Beach, Lakefront Park, Lighthouse Park, Festival St., library parking lot).

There is a lack of designated parking for RVs, buses, boat trailers, etc.

There is a lack of place-based initiatives/installations that showcase local Indigenous culture and perspective.

Public art and installations in Sylvan Lake lack strategic thought and interactivity.

There is a lack of attractive, inclusive and interactive heritage designations and storytelling initiatives/installations around

There is a lack of comprehensive wayfinding and signage that connects major assets and attractions throughout the town.

There is no uniquely dedicated and active year-round visitors centre.

There is a lack of visitor information infrastructure.

There is a lack of harmonized aesthetics that embodies and demonstrates a unique sense of place.

Major attractions and visitor services do not adhere to comprehensive accessibility standards.

Town infrastructure lacks walkability and cyclability.

VOICES & PERSPECTIVES HEARD

There is an opportunity to enhance information-sharing channels, whereby the Town can provide the community with updates about tourism-related initiatives, opportunities and investments.

There is a gap in accessible and inclusive engagement channels for community rights holders and visitors to participate actively in the conversation in tourism-related decision-making.

Knowledge, funding and communications barriers prevent community participation and investment in tourism-related initiatives.

There are no Public-Private-Community Partnership (PPCP) strategies currently in place for capital pooling and investment in destination development.

The current organizational structure disconnects tourism-related initiatives from one another; there is a lack of intradepartmental collaboration at the Town level to maximize the impacts of community-centric tourism and destination development initiatives.

The Town's tourism team is not always consulted or involved in cross-departmental initiatives with tourism connections or implications, preventing VSL from being an active partner in positioning actions for tourism growth, or taking on a leadership capacity in the destination's evolution.

There is limited VSL staff capacity to effectively lead and carry out the DLMP implementation plan and actively leverage strategic partnership opportunities.

There are no systems in place for ongoing tourism-related data collection.

A lack of physical infrastructure, resources and tools—including funding—hinders the successful implementation of the DLMP.

Current policies and bylaws do not effectively facilitate community-centric practice in tourism development.

There is a gap in preparedness within the Town and among tourism experiences and services to address the needs of an ever-more culturally diverse visitor base.

VOICES & PERSPECTIVES HEARD

The purpose of VSL marketing and communication channels, and Town of Sylvan Lake marketing and communication channels should be further distinguished.

There is a fractured approach to marketing and promotion.

There is a lack of collaborative marketing and sales opportunities between the Town and local & regional partners.

There is a limited view of marketing as a promotional activity, which misses key components such as program- and place-based activations.

There is a lack of trip planning tools available via Sylvan Lake channels.

There is a lack of calls to action within marketing activities.

There is limited budget and capacity for effective destination marketing.

There is no dedicated events marketing strategy.

There is a lack of cohesion in the customer journey that connects all points of visitor interactions.

The Municipality views VSL as a “communications channel,” rather than recognizing and enabling Visit Sylvan Lake’s growth potential, ability to influence visitor consumer behaviour, ability to showcase local and authentic sense of place and culture, and future potential for revenue generation.