

GUIDING PRINCIPLES



1. Collaboration and Participation

Develop and commit to implementing structures, processes and partnerships that allow for open and transparent dialogue and participation in tourism planning and initiatives on an ongoing basis, and that foster relationship building between the Municipality, residents, community organizations and local Indigenous Peoples.



2. Sustainability and Responsibility

Take actions that have positive, lasting impacts on residents, business owners and visitors, and which are supported by necessary resources to be as effective as possible. Prioritize the conservation and protection of local natural and cultural resources.



3. Leadership and innovation

Position Sylvan Lake as a provincial leader in tourism development, a hub for Central Alberta visitation and a top provincial tourism destination by building on the strengths of pride of place, community-based practice and care for the people who live and work in the town.



4. Diversity, Equity, inclusion and Accessibility

Champion diversity, equity, inclusion and accessibility in tourism planning and implementation so Sylvan Lake is fully enjoyed and appreciated by all residents and visitors regardless of race, culture, religion, gender, sexual orientation, physical ability, language spoken or age.



5. Truth and Reconciliation

Connect with local Indigenous leaders and Knowledge Keepers to support community-led tourism initiatives that promote cultural preservation and celebration of Indigenous culture, stories, traditions and ways of life.



6. Flexibility and Forward-Focus

Take the necessary steps to develop a long-term path toward destination leadership focused on prioritizing the possibilities of community development while measuring and evaluating activity to allow for necessary and beneficial iterations of the 10-year strategy.