

HARRISON RIVER VALLEY STRATEGIC PLAN AT-A-GLANCE



VISION	The Harrison River Valley is a year-round destination where visitors enjoy diverse arts, culture, and recreation experiences, are respectful of the environment, and bring benefits to our unique communities and cultures.
MISSION	To collaborate with our partners to grow our tourism offerings and responsibly steward our tourism assets for all.

FOCUS AREAS	GROWING OUR WINTER AND SHOULDER SEASONS	EXTENDING TOURISM EXPERIENCES ACROSS OUR COMMUNITIES	ENHANCING VISITOR EXPERIENCE	ALIGNING TOURISM APPROACHES TO COMMUNITY VALUES	STRENGTHENING COMMUNITY AND TOURISM ASSETS
WHAT SUCCESS LOOKS LIKE	<ul style="list-style-type: none">• Winter and shoulder season visitation is approaching summer levels• Increased tourism experiences are available year-round• Businesses wish to stay open and are able to maintain service levels year-round	<ul style="list-style-type: none">• All of our communities contribute to and benefit from tourism• Regional organizations collaborate to grow tourism• Indigenous tourism is a leading tourism sector• Connectivity between communities, including Sasquatch Mountain, is improved	<ul style="list-style-type: none">• A sufficient and skilled workforce delivers a positive and authentic visitor experience• Visitors can find lots of things to do in the region, including night-time activities• There is adequate and well-managed infrastructure and amenities to support visitation levels• There is sufficient choice and availability of visitor accommodation	<ul style="list-style-type: none">• Visitors appreciate and respect the community.• Tourism offerings and experiences support community values• Leading practices in sustainable tourism are implemented• Residents appreciate the benefits received from tourism• There are limited negative impacts from tourism, and visitors participate in stewardship of natural resources• Our communities are prepared to respond to emergencies	<ul style="list-style-type: none">• Residents and businesses benefit from tourism programs, activities and infrastructure• Important community and tourism infrastructure is enhanced• Employees have year-round jobs
STRATEGIES	<ol style="list-style-type: none">1. Develop offerings to drive overnight stays in shoulder and winter seasons, especially mid-week.2. Continue to invest in developing new shoulder season experiences.3. Develop more indoor experiences (e.g., at restaurants, museum).4. Leverage the success of established events into expanded experiences.5. Strengthen relationship with Sasquatch Mountain and collaborate on product development and marketing.	<ol style="list-style-type: none">1. Strengthen relationships with First Nations and support their lead on Indigenous tourism development in the region.2. Develop stronger marketing and messaging tools that promote experiences across the region.3. Better understand all experiences offered in the region and how they can be further connected.4. Leverage existing agritourism experiences in the region and strategically expand them.5. Further develop and maintain select high value trails and explore opportunities to expand the trail network in the HRV.6. Enhance connections between the three or four hubs in the region.7. Continue to activate the other and lesser-known hubs in the region.	<ol style="list-style-type: none">1. Consistently deliver high quality customer service.2. Pursue ways to increase workforce housing supply.3. Continue to seek visitor feedback to improve visitor experience.4. Develop partnerships with educational institutions for potential staff.5. Identify and provide key missing infrastructure (e.g., bathrooms, benches) that would enhance visitor experience.6. Continue to expand events and festival programming.	<ol style="list-style-type: none">1. Explore green/environmental tourism designation or certification.2. Identify and promote environmental assets (e.g., Harrison Salmon Stronghold designation).3. Encourage businesses to provide incentives for locals to partake in local tourism experiences.4. Develop the plans and mechanisms to prepare for and respond to emergencies, including visitor evacuation.5. Strengthen messaging and communications about protecting natural assets and minimizing impact.6. Ensure sufficient resources are available to support minimizing visitor impact.	<ol style="list-style-type: none">1. Develop more active transportation infrastructure and an improved pedestrian/cycling friendly environment.2. Explore partnerships between businesses to “share” employees in different seasons.3. Explore opportunities to expand revenue generation (e.g., from municipal waterfront land and paid parking areas).4. Improve messaging around the value of tourism.5. Support businesses in their digital transformation.6. Enhance access to existing hot springs and plan for future expanded access.7. Protect existing waterfront infrastructure and explore additional visitor focused experiences across all communities.8. Improve accessibility of infrastructure throughout the region.9. Promote the region as a good place to live and do business in order to attract new businesses and investment.
RELEVANT DESTINATION DEVELOPMENT THEMES	<ul style="list-style-type: none">• Events	<ul style="list-style-type: none">• Agritourism• Indigenous tourism• Tourism hubs• Recreation trails	<ul style="list-style-type: none">• Events	<ul style="list-style-type: none">• Managing garbage and environmental impact	<ul style="list-style-type: none">• Hot springs• Water and waterfronts
KEY PERFORMANCE INDICATORS	<ul style="list-style-type: none">• Total MRDT by season• Room nights/occupancy rate by season• Estimated number of visitors by month/season	<ul style="list-style-type: none">• Number of business members• Distribution of business members across the region• Distribution of visitors across the region’s attractions/activities	<ul style="list-style-type: none">• Net promoter score• Average length of stay• Tourism sentiment index trends	<ul style="list-style-type: none">• Percentage of residents who feel the benefits of tourism outweigh the challenges	<ul style="list-style-type: none">• Percentage of residents/businesses who feel the benefits of tourism outweigh the challenges• Resident satisfaction with the quality and access to community/tourism natural and built amenities, e.g., trails, beach front, lake