



INFORMATION REPORT

TO:	Chair and Members Open for Business Sub-Committee
COMMITTEE DATE:	July 16, 2024
SUBJECT/REPORT NO:	2024-2028 Tourism Strategy Status Update (PED24046) (City Wide)
WARD(S) AFFECTED:	City Wide
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SUBMITTED BY:	Lisa Abbott Acting Director, Tourism and Culture Planning and Economic Development Department
SIGNATURE:	

COUNCIL DIRECTION

The 2021-2025 Economic Development Action Plan was approved by the Council in October 2021. Action 21 in the Economic Development Action Plan was to “Complete and implement a Tourism Strategy.”

INFORMATION

An update on the status of the 2024-2028 Tourism Strategy is provided in the presentation attached as Appendix “A” to Report PED24046.

APPENDICES AND SCHEDULES ATTACHED

Appendix “A” to Report PED24046 - 2024-2028 Tourism Strategy Status Update