

# Draft Strategic Tourism Plan

October 16, 2019

# Background

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The Strategic Tourism Plan guides the county's values, goals and proposed actions regarding tourism.

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1<sup>st</sup> Strategic Tourism Plan: 2005-2010

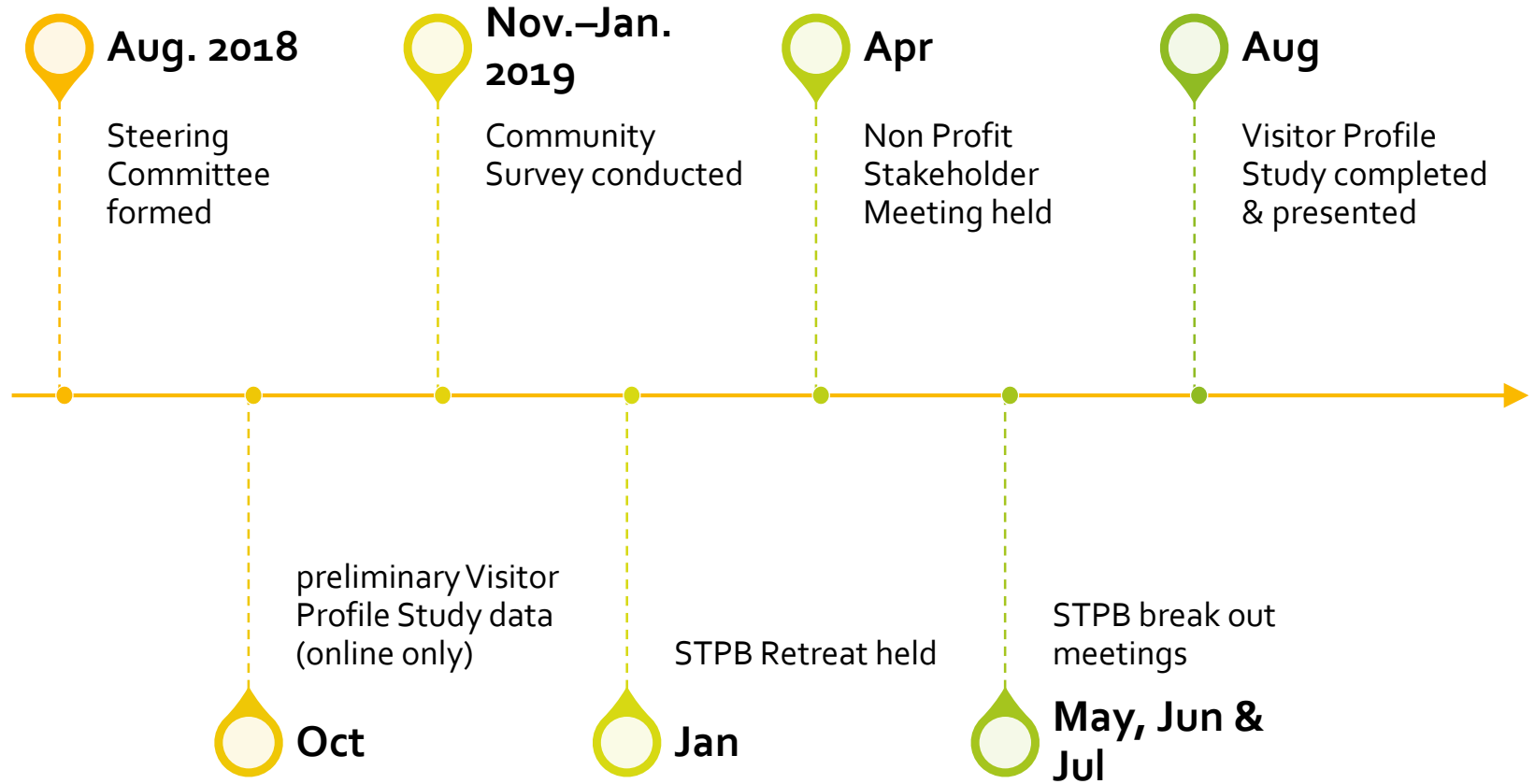
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2<sup>nd</sup> Strategic Tourism Plan: 2013-2020

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3<sup>rd</sup> Strategic Tourism Plan: 2021-2027

# How did we get here?



# Notable Changes

- Values
- Setting the Baseline
- Overall Goals
- Focus Area Categories
- Priority
- Foundation
- Emerging
- Destination Services

# Next Steps

