



Exploratory Meeting

Agenda

1. Introductions and purpose of session
2. Tourism BC Representative: Introduction to Community Tourism Foundations
3. Review agenda
4. Facilitated open discussion on the “big picture” of tourism in the community
5. Review of key areas of Expression of Interest and supporting documents
6. Facilitated discussion on key facets of the local and regional tourism economy:
 - a. Tourism organization and structure in the community
 - b. Tourism related planning
 - Destination and product development
 - Promotional planning and implementation
 - c. Key destination attributes
 - Transportation
 - Accommodation
 - Retail, food and beverage
 - Attractions
 - d. Research, monitoring, and evaluation
 - e. Financing tourism
7. Review planning process
8. Identify and prioritize tourism issues to be addressed in planning process
 - Any burning issues or sensitivities?
 - Any issues that need to be addressed before further progress can take place?
 - Review expectations from EOI
9. Discussion on Next Steps (Tourism BC Representative)