



Memorandum to Tourism Commission

To: Tourism Commission File No: 0540-20
Date: April 22, 2026
From: Torrie Silverthorn, Manager, Tourism Vernon
Subject: Roundtable Discussion: Five-Year Tourism Strategy

Purpose: To facilitate a roundtable discussion to gather input and priorities for the development of the next five-year tourism strategy.

Recommendation:

THAT the memorandum titled Five Year Plan Roundtable Discussion, dated April 14, 2026, be received.

Background:

Questions formulated to guide an initial discussion on the future direction:

- 1. Vision & Direction**
Does our current vision still reflect where we want Vernon to go as a destination over the next five years?
- 2. Growth & Success**
What does “success” look like for Vernon’s tourism industry (e.g., visitor type, seasonality, economic impact, community fit)?
- 3. Strategic Priorities**
Are our current focus areas—Marketing, Groups, Visitor Services, and Destination Development—the right priorities? Are there any gaps?
- 4. Community & Industry Alignment**
How well is tourism aligning with community and industry needs? What should we strengthen or reconsider?
- 5. Opportunities & Risks**
What key opportunities should we pursue, and what challenges should we be more intentional about addressing?

Discussion Guidelines

- **Stay focused on tourism**
Frame comments through a tourism lens—what we can influence, support, or advocate for.
- **Highlight what's working**
Share successes and areas that are effective and should continue.
- **Bring specific observations**
Examples of changes in visitor behaviour, expectations, or trends are especially helpful.

Communication:

N/A

Attachments:

Attachment 1: Five-Year Strategic Business Plan