



## 2024-2027 Woodlands & Waterways Strategic Plan

**Vision:** To establish Lac La Ronge Region as a premier destination, celebrated for its unique blend of natural beauty, cultural heritage, and community-driven tourism initiatives, fostering sustainable growth and deeper connections among all who visit and reside in our region.

**Mission:** To deliver exceptional tourism experiences by showcasing the rich history and cultural diversity of our region, serving as a central hub for visitors and local communities alike.

Deliver an Exceptional Tourism Experience	Curate and engage	Champion Local Culture in Heritage	A Healthy, Confident Organization
Support and cater to three specific groups: locals, new residents, and visitors.	Be the hub for regional tourist information.	Support and celebrate local artisans.	Grow in a measurable, sustainable and healthy way.
Add value to existing regional tourist destinations and businesses.	Coordinate a robust and organized annual program of high-level milestone events and offerings.	Support and celebrate local history and heritage.	Ensure financial transparency and literacy, through responsible practices..
Build trust with institutional stakeholders by being a valued partner and key information and expertise holder.	Be a regional leader to support and promote flagship events. Proactively advertise and promote key activities for people living in moving to or visiting the region.	Support and hold space for indigenous tourism development.	As an employer, work to create an environment that helps its workers and volunteers thrive and succeed.
Excite people with a slick brand that is fun, welcoming and highlights our region's diverse assets.			