

DESTINATION DEVELOPMENT PROGRAM HIGHWAY 3 - Cranbrook



AGENDA

Date and Time:

Wednesday, January 4, 2017

9:30 am – 4:00 pm

Location:

Prestige Rocky Mountain Resort, 209 Van Horne Street S., Cranbrook

Agenda Items	Leads	Timing (approximate)
1. Welcome and introductions	Facilitator	9:30 – 9:45
2. Overview of Destination BC Destination Development Program & Approach	Peter Harrison	9:45 – 10:15
3. Overview of Regional Priorities	Emilie Cayer-Huard	10:15 – 10:30
4. Overview of Highway #3 Mayor's Coalition Tourism Sub-Committee	Kathy Moore	10:30 – 10:45
5. Reviewing our Operating Context – the factors, trends and policies that are impacting tourism along Highway #3 corridor	Facilitator	10:45 – 12:00
LUNCH		12:00 – 12:30
6. Group Discussion – Market Analysis	All	12:30 – 1:00
7. Group discussion – Destination Assessment, Constraints & Opportunities	All	1:00 – 2:30
8. Group discussion – Vision for Highway 3	All	2:30 – 3:00
9. Next Steps/Input Form Completion	Facilitator	3:00 – 4:00