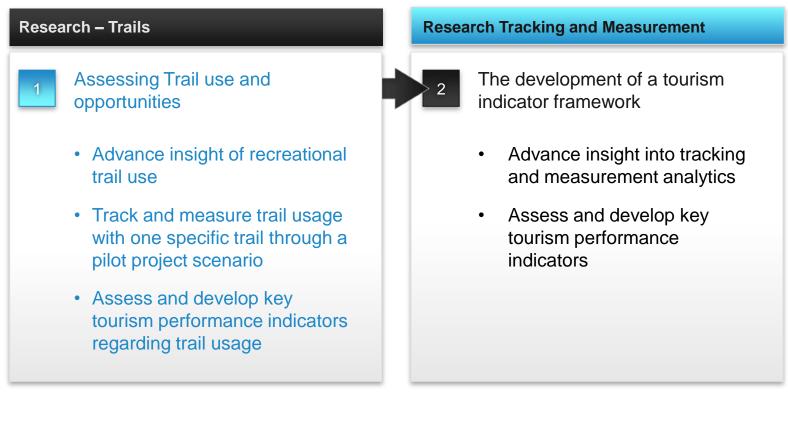
Committee Update July 16, 2012



Research Tracking and Measurement Committee Update





Research - Trails

Trails Inventory June 21, 2011 **Brainstorming Session** January 4, 2012 2 **Committee Recommendations** July 16, 2012 3

Build on existing outcomes;

 Do tourism operators along the trail system within the region receive any economic benefit from being located on that trail?

Representation of trail organizations determined;

• Park to Park (P2P) will be the particular focus of this project.



Process Research Partnership with P2P

- Determine which regional tourism operators are located on the trail (operator inventory)
- Survey to determine current direct or indirect economic benefit to the operator of being located on or near the trail.

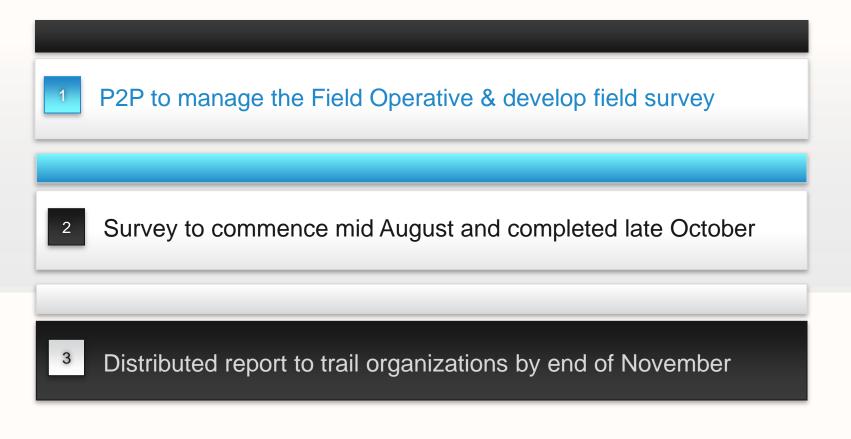


Field Operator Survey





Timeline





Research - Trail

Trail Research Questions



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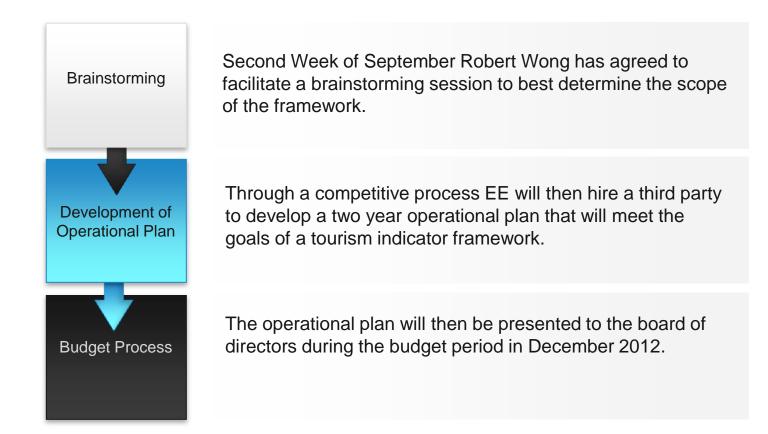
Research Tracking and Measurement Committee Update

 Advance insight into tracking and measurement analytics

 Assess and develop key tourism performance indicators



Research Tracking and Measurement Committee Update





Research – Tracking and Measurement

Research Tracking and Measurement **Process**

• Develop indicators to track tourism change

Ensure Partnerships and Support

Sound Strategy and Plan



Research – Tracking and Measurement

Thank You Questions



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