

Welcoming tourism to communities – are you ready?



Is tourism for you?

Purposely developed and managed, tourism brings benefits to communities:

- Economic development and diversification
 - New business / entrepreneurs
 - Employment
 - Youth engagement
- Cultural preservation, cross cultural learning
 - Language
 - Arts – visual & performance
 - Storytelling
- Environmental awareness and protection
- Access control and management



See your community thru the eyes of a visitor

Visitor Friendly Alberta

A guide to welcoming tourists
to your community



Overall ambience / visual appeal



Wayfinding and Signage

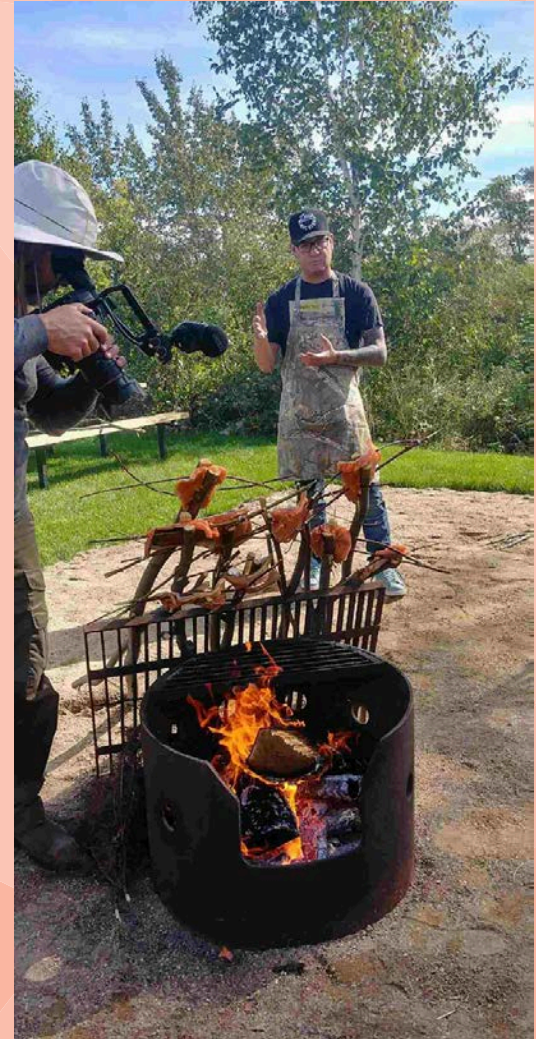


Signage and wayfinding not only helps visitors orientate themselves to your community but also controls where visitors have access to visit by making it easy to find the tourism zones.

Quality of service and professionalism



Public services and visitor amenities



Visitor Information



Where do visitors go to get information about the businesses in your community?

- Administration building
- Museum
- Friendship centre

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