



FOR IMMEDIATE RELEASE

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Help us grow tourism in Okotoks – your input matters!

Okotoks, AB: The Town of Okotoks is creating a new 5-Year Tourism Strategy and Action Plan to guide how we manage and grow tourism in a sustainable way. This plan will explore smart, creative ideas to boost our local economy, support small businesses, and celebrate everything that makes Okotoks a great place to live and visit.

"Tourism has the power to strengthen our local economy, create jobs, and highlight what makes Okotoks such a special place," said Jeff Greene, director of community growth and identity for the Town of Okotoks. "By building on our strengths and gathering fresh ideas from the community, we can develop a tourism strategy that benefits everyone."

We want to hear from you!

Your feedback will help shape a tourism strategy that reflects the unique character of Okotoks and supports long-term community benefits. We're inviting residents to share their thoughts on what tourism means to them—and how it can grow in a way that works for everyone.

A recent review of tourism in Okotoks pointed to many local highlights—like our walkable downtown, beautiful parks, popular events, and growing sports and culinary scenes. It also revealed exciting opportunities, including:

- Improving visitor amenities and public spaces, especially downtown
- Creating unique tourism experiences throughout Okotoks—think food tours, festivals, outdoor adventures and sports events
- Encouraging more collaboration between businesses and local organizations

Get involved

Join us in person between April 14–17 at various engagement opportunities around town. We'll be out and about, ready to hear your thoughts!

Learn more about the project and upcoming engagement opportunities by visiting shapeourtown.okotoks.ca/tourism-strategy

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