



FIVE-YEAR TOURISM PLAN

VISION FOR TOURISM IN SIDNEY

To create a strong, year-round visitor economy that invites guests to experience Sidney's accessible and welcoming seaside charm. A place where visitors can slow down, enjoy stunning views, and be part of the local community during their stay.

DESTINATION MARKETING SHARING OUR STORY

Increase destination marketing efforts to raise awareness of Sidney as a destination in the shoulder season (October to May). Increase the touch points that potential visitors encounter in their journey from awareness of Sidney as a destination to consideration and then decision to visit.

PARTNERSHIPS COLLABORATE + STRATEGIZE

Build strong engagement with local and regional tourism partners to foster collaboration and support. Actively participate in regional and provincial initiatives, events, and meeting opportunities to expand Sidney's reach and visibility.

DESTINATION DEVELOPMENT ELEVATE EXPERIENCES

Enhance destination development by creating new experiences and refining existing offerings to attract visitors year-round. Collaborate with local businesses and stakeholders to identify opportunities for growth, while investing in infrastructure and amenities that elevate the visitor experience. Promote initiatives that support sustainable tourism and long-term economic growth for Sidney.

With MRDT (aka hotel tax) funding, the Sidney BIA will work to raise awareness of Sidney as an overnight destination and specifically increase visitation in the shoulder seasons (October to May), through the development, implementation, and evaluation of marketing, promotion, and other communication and collaborative efforts.

To request a copy of our five-year plan, please contact morgan@sidneybia.ca.

