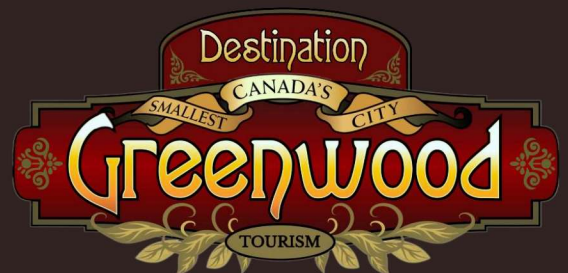




CITY OF GREENWOOD TOURISM STRATEGY

Come Experience History



May 2026

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Executive Summary

Tourism is an important economic driver for the City of Greenwood. It supports local businesses, contributes to community activity, attracts visitors to the Boundary region, and provides residents and visitors with opportunities to experience Greenwood's history, natural environment, local events, and community assets.

The Greenwood Tourism Strategy provides a framework to guide tourism development, marketing, investment attraction, industry support, and infrastructure planning over the next five years. It is intended to help the City, the Tourism Committee, local businesses, non-profit organizations, regional partners, and community members work toward shared priorities.

The strategy builds on Greenwood's existing strengths, including its history, heritage buildings, location on Highway 3, proximity to trails and natural areas, existing community events, the Greenwood Museum and Visitor Centre, and its connection to Boundary Country. It also recognizes current challenges, including limited accommodation capacity, the need for stronger visitor information and digital content, the need for improved coordination, and the importance of maintaining tourism growth that reflects community values.

The strategy is organized around five familiar areas of focus under the theme of **Advancing Tourism Growth**:

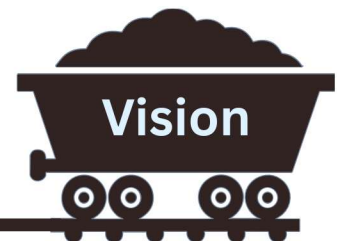
1. Product and Experience Development
2. Marketing and Promotion
3. Attracting Investment
4. Supporting Industry
5. Developing Facilities and Infrastructure

Through these areas, Greenwood can strengthen its visitor economy while supporting local quality of life, community pride, and long-term sustainability.



Greenwood is a destination that creates a rewarding experience through its natural environment and history, blending past, present, and future in a growing, sustainable community.

To advance the growth of the tourism industry by creating an environment that provides a rewarding experience for visitors and residents of Greenwood and celebrates the community's natural and historical assets.





Background and Strategic Context

Research into the motivations for visitor travel has changed the way destinations develop experiences and market themselves. Destination marketing has moved beyond demographic-based promotion toward a stronger focus on visitor values, travel motivations, place-based experiences, and destination development.

Destination BC's 2026 to 2028 Corporate Strategy, **Focused Growth, Lasting Impact**, sets a provincial direction for tourism growth across more parts of British Columbia and more times of the year. The strategy emphasizes tourism as a contributor to economic opportunity, jobs, local businesses, community well-being, and connections between people, culture, and place. It also reinforces the importance of responsible travel, meaningful reconciliation with Indigenous Peoples, and tourism benefits that are experienced by communities, businesses, workers, and residents.

This direction is relevant to Greenwood. As a small rural community with a history, heritage, natural assets, and a location on Highway 3, Greenwood is well-positioned to benefit from coordinated, realistic, and community-aligned tourism development. Greenwood's tourism opportunities are strongest when local experience development, visitor information, regional partnerships, infrastructure planning, and investment readiness are considered together.

Alignment with Boundary Country and Regional Tourism

Greenwood is part of Boundary Country, a rural tourism region known for outdoor recreation, heritage, community events, arts, agriculture, trails, and road trip travel. The City's tourism development should continue to align with Boundary Country Tourism, the Thompson Okanagan Tourism Association (TOTA), Destination BC, Destination Canada, and other partners where appropriate.

This alignment is important because Greenwood's visitor economy is connected to regional travel patterns. Visitors may come through Greenwood as part of a Highway 3 road trip, a Boundary Country itinerary, a trail-based trip, an event or work trip, a heritage experience, or a longer regional journey. The City's role is to make Greenwood visible, welcoming, and easy to include in these travel plans.

Highway 3 and Rainforest to Rockies Opportunity

Greenwood is located along a travel corridor that aligns with provincial, route-based tourism opportunities, including Highway 3, Boundary Country, and Destination BC's broader Rainforest to Rockies destination brand.

Rainforest to Rockies invites visitors to travel through southern and interior British Columbia using flexible routes, including Highway 3 through Osoyoos, Fernie, Similkameen Valley, and Hope. As well as related trails such as the Trans Canada Trail, Kettle Valley Rail Trail, and Columbia Western Rail Trail. This creates an opportunity for Greenwood to strengthen its presence within broader regional and provincial travel planning and become more market and partner ready. This includes developing strong visitor experiences, improving digital content, maintaining accurate listings, creating quality imagery and itineraries, and working with Boundary Country Tourism, TOTA, Destination BC, and other partners to ensure Greenwood is represented where it fits naturally.



Visitor Markets and Experience Alignment

Destination Canada's former Explorer Quotient program is no longer the primary segmentation framework for tourism planning. New community-level research completed in 2026 provides a more current understanding of Greenwood's visitor markets through the *Traveller Segmentation Program and PRIZM segmentation.



ENVIRONICS
ANALYTICS

This research indicates that Greenwood's visitors are strongly regional and nearby, with many visitors coming from British Columbia, Alberta, and surrounding interior communities rather than from large urban markets. This suggests that Greenwood's tourism strength is built on accessibility, familiarity, repeat visitation, road trips, outdoor interests, community events, and authentic small-town experiences.

The dominant PRIZM segment for Canadian and BC visitors to Greenwood is Country & Western. This segment is comprised of people who are connected to nature, who value practical spending, familiar activities, rural lifestyle preferences, and good-value experiences. These visitors are not necessarily looking for trend-driven tourism products. They are more likely to respond to places that feel authentic, grounded, welcoming, easy to understand, and connected to the outdoors.

According to the Traveller Segmentation Program, Outdoor Explorers and Simplicity Lovers are the primary visitor segments for Greenwood. These groups place a high priority on heritage, community-led events, and seamless access to trails, scenic routes, and nature. Their preferences highlight the importance of trip planning, transparent visitor resources, and accessible ways to engage with the region.

Enhancing the visitor experience often relies on practical, small-scale improvements. Strategic priorities include providing visible information for dining and local services, clearly marked parking, and functional rest areas. Additionally, offering basic motorcycle-friendly amenities and low-barrier activities can create meaningful incentives for travellers to stop in Greenwood and plan future returns.

This research highlights that tourism development does not need to overcomplicate the visitor experience in Greenwood. The priority should be to make existing assets easier to discover, navigate, and enjoy. Marketing should focus on clear and useful information, such as what to do, where to go, what is nearby, what is open, what is family-friendly, and what offers good value. Authentic storytelling, practical trip-planning information, community-based promotion, reviews, and relevant offers through local media, Facebook, and YouTube are likely to be more effective than highly polished or aspirational messaging.

The key takeaway is that Greenwood's visitors show a clear pattern. They are regional, outdoor-oriented, practical, and likely to be motivated by authentic small-town heritage and nature-based experiences. This aligns well with Greenwood's existing strengths because the community already offers many of the qualities and experiences these visitors are likely to value: a compact and walkable downtown, historic buildings, a museum and heritage stories, access to trails and natural areas, community events, independent businesses, scenic Highway 3 travel, and a genuine small-town character.

*Note: PRIZM is a Canadian lifestyle and consumer segmentation system from Environics Analytics that groups markets based on demographic, behavioural, psychographic, and settlement patterns. Destination Canada's Traveller Segmentation Program is a tourism-specific tool that groups travellers by behaviours, activities, motivations, seasonal preferences, and travel values. Together, these tools help identify Greenwood's strongest visitor markets and how to reach them.



Destination Greenwood Tourism Brand

The Destination Greenwood tourism brand provides a visual and messaging foundation for tourism promotion.

Tourism Slogan

“COME EXPERIENCE HISTORY”

This slogan continues to reflect one of Greenwood’s strongest tourism assets: its living history and heritage character. As the strategy is implemented, the slogan should be supported by visitor experiences, interpretation, events, digital content, and community storytelling that help visitors understand and engage with Greenwood’s history.



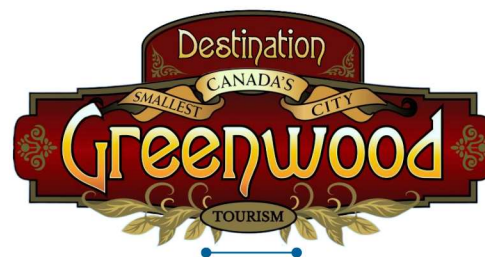
Tourism Logo and Brand Use

The Destination Greenwood tourism logo should be used consistently in tourism-related communications, promotional materials, visitor information, and partnership materials where appropriate.

To protect the quality and consistency of the brand:

- The logo should be sized appropriately for each use.
- Adequate white or negative space should be maintained between the logo and other design elements, partner logos, or sponsor logos.
- The approved full logo lockup should be used for most applications.
- Where the application is too small for the full logo to remain legible, the simplified wordmark may be used.
- The tourism wordmark should use black font colour only and maintain the approved font and size relationship between “Destination” and “Greenwood.”

These standards should be maintained by the City and shared with partners when the Destination Greenwood brand is used in collaborative tourism materials.



Width of tourism oval



Min. 2.0 inches

Logo Colours

	Maroon #680909		Gold #f9d528
	Ochre #877741		Black #000000

Destination
Greenwood



- BLACK font colour only
- FLETCHER GOTHIC font
- “Greenwood” is ten font sizes larger than “Destination”
- Used when under 2.0 inches



Community and Stakeholder Engagement

The final Greenwood Tourism Strategy has been refined through community engagement, business outreach, Tourism Committee discussion, and town hall input. This process confirmed that the strategy should remain grounded in Greenwood's historic identity, small town character, local businesses, public spaces, events, and regional connections.

A recurring theme throughout the engagement phase was that Greenwood's tourism development must remain authentic to the community's identity. The strategy prioritizes leveraging existing strengths, enhancing local coordination, and implementing practical short-term initiatives that support a well-defined, long-term vision.

Feedback also highlighted the need to ensure that tourism growth provides mutual benefits for residents and visitors. There is significant support for projects that revitalize the downtown core, bolster local commerce, and improve public infrastructure while simultaneously safeguarding sensitive historic sites and natural environments.

Engagement Activities

The following outreach and research activities were conducted to inform the strategy:

- Direction and oversight provided through **Tourism Committee** meetings
- **Public town halls** to gather community input on events, priorities, and potential concerns
- **Direct outreach** to businesses and stakeholders via site visits, emails, and informal dialogue
- **Consultations** with non-profit organizations and regional community partners
- A **comprehensive review** of proposed concepts for beautification, visitor readiness, and experience development

Direction Based on What We Heard

The following directions reflect the main themes heard through outreach, town halls, and Tourism Committee discussions.

Beautification and Downtown Core

Beautification emerged as one of the strongest and most immediate priorities. Participants emphasized that Greenwood's appearance, especially in the downtown core, is foundational to tourism growth, business confidence, and resident support. Suggestions included more regular upkeep, flower baskets, tasteful seasonal decor, facade improvements, improved signage, repaired historic signs, and stronger attention to public-facing spaces.



Leveraging Underused Spaces

The engagement process identified several spaces that could deliver stronger tourism and community value if improved or activated. These included the Assay Building area, Miners Park, Lions Park, the curling rink, and other public or community spaces. The feedback suggests that Greenwood should focus on practical improvements that make these spaces more usable for events, gathering, interpretation, markets, performances, and visitor experiences.

Encouraging Business Hours and Visitor Readiness

Business operating hours came up as a visitor readiness issue. Some businesses identified inconsistent hours, including Sunday closures, as a challenge when visitor activity is present but businesses are not open. This does not mean the City should direct business operations, but the strategy should encourage discussion, coordination, shared promotion, and awareness of visitor patterns to help businesses make informed decisions.

Collaboration and Packaging

There was strong interest in better collaboration among businesses, attractions, accommodations, non-profit organizations, and regional partners. Participants discussed packaged experiences that could combine the museum, courthouse, heritage interpretation, lunch, shopping, discounts, or coupons. These packages could help support local spending, improve the visitor experience, and eventually create opportunities for tour groups, RV travellers, and regional itineraries.

Self-Guided Experiences

Self-guided experiences were repeatedly identified as a practical and realistic opportunity. These may include heritage walks, historic photo then-and-now stops, art walks, thrift or vintage routes, trail introductions, QR code interpretation, and downtown itineraries. Self-guided experiences are well-suited to Greenwood because they can build on existing assets, require modest operating capacity, and help visitors explore the community at their own pace.

Highway 3 and Route-Based Promotion

Greenwood's location on Highway 3 remains a major tourism opportunity. Feedback highlighted the importance of better representing Greenwood in route-based travel channels, regional itineraries, motorcycle and road trip networks, RV routes, and Highway 3 promotional opportunities. This requires market-ready content, clear visitor information, accurate listings, and collaboration with Boundary Country Tourism, TOTA, Destination BC, and other route-based partners.



Event Support, Venue Upgrades, and Activation

Events are important to Greenwood's visitor economy and community life. Participants supported small-scale activations, markets, live music, cultural events, heritage activities, winter experiences, and stronger support for existing events such as Founders Day and the Gold Rush Car Show. There was also interest in longer-term upgrades to event venues, especially Lions Park and the curling rink, to support current events and create a stronger foundation for future event development.

Tourism Research and Tracking Progress

Participants identified tourism research as an important ongoing tool. Research can help Greenwood understand who is visiting, why they stop, what they do, what barriers exist, and which marketing or experience development efforts are working. Visitor surveys, business feedback, event attendance, accommodation information, and Visitor Centre data can help the City and Tourism Committee track progress and make better decisions over time.

Guardrails for Tourism Development

The engagement process also identified conditions that should guide implementation.

Tourism development should:

- Protect sensitive historic and natural sites
- Respect private property and residential neighbourhoods
- Keep events welcoming and affordable for residents
- Avoid over-commercialization or theme park approach to history, ensuring it is treated with respect and accuracy
- Consider waste, washrooms, accessibility, traffic, parking, noise, and safety
- Keep volunteer expectations realistic
- Prioritize local businesses and community benefit
- Ensure local and community voices guide heritage interpretation

How Engagement Informed the Strategy

The engagement process has shifted the strategy toward a more practical implementation focus. The refined strategy places stronger emphasis on beautification, downtown readiness, public space activation, business collaboration, self-guided experiences, route-based promotion, event venue improvements, accessibility, and ongoing research.

These refinements are intended to make the strategy more achievable and more aligned with Greenwood's strengths. The strategy is not focused on high-volume tourism or on changing the community's identity. It is focused on improving what already exists, supporting local businesses and community organizations, and preparing Greenwood for realistic, coordinated, and community-appropriate tourism growth.



What We Heard and How the Strategy Responds

What We Heard	How the Strategy Responds
<p>Beautification is one of the most immediate and practical ways to support tourism, resident pride, and downtown business confidence.</p>	<p>Beautification is included as a short-term priority, an investment readiness action, and a visitor amenity improvement. The strategy supports quick wins such as planters, seasonal decor, cleanup, facade improvement opportunities, public-facing maintenance, and a stronger digital footprint.</p>
<p>The downtown core should be treated as the centre of Greenwood’s visitor experience, not only as a pass-through area.</p>	<p>The strategy positions downtown as a priority area for beautification, visitor readiness, self-guided experiences, small-scale activations, wayfinding, business collaboration, and public realm improvements.</p>
<p>Underused spaces have stronger tourism and community potential.</p>	<p>The strategy identifies spaces such as Lions Park, Miners Park, the Assay Building area, the curling rink, and other public or community spaces as potential assets for future activation, subject to feasibility, funding, ownership, maintenance, and capacity.</p>
<p>Businesses need support to collaborate, package experiences, and respond to visitor patterns.</p>	<p>The strategy supports business and tourism partner discussions, shared promotions, coupons, packages, itineraries, event day coordination, visitor readiness, and conversations about business hours during key tourism periods.</p>
<p>Self-guided experiences are practical and fit Greenwood’s scale.</p>	<p>The strategy includes self-guided experience development as a short-term action, including heritage walks, photo then-and-now stops, art walks, trail documentation, and downtown itineraries.</p>
<p>Greenwood needs stronger visibility in Highway 3, Boundary Country, Hello BC, road trip, motorcycle touring, RV travel, and regional itinerary channels.</p>	<p>The strategy strengthens route-based promotion as a marketing priority and connects it to market-ready content, updated listings, regional partnerships, trail information, and visitor information.</p>
<p>Events matter, but event growth should be realistic and community-appropriate.</p>	<p>The strategy supports small-scale downtown activations, shoulder season pilots, live music, markets, cultural events, expanded signature events, and longer-term venue upgrades. It also includes guardrails around affordability, volunteer capacity, waste, noise, venue fit, and resident benefit.</p>
<p>Accessibility should be included in tourism and visitor readiness.</p>	<p>The strategy connects accessibility and mobility interests to infrastructure, visitor amenities, downtown improvements, potential assessments, business awareness, and grant opportunities.</p>
<p>Ongoing tourism research is needed to track progress and understand visitors.</p>	<p>The strategy includes visitor research as a short-term action and adds a measurement framework to guide future decisions related to marketing, visitor experience development, infrastructure, investment attraction, and reporting.</p>



Strategy 1: Product and Experience Development

In tourism, the term “product” can refer to a physical product, such as an item for sale in a gift shop, a hotel room, or a maintained viewing area. It can also refer to an intangible product, such as a guided tour, event, program, or visitor experience. Products and experiences are often connected. Visitors expect tourism products and experiences to be good quality, accessible, and worth the time and money they spend.

Greenwood already has a strong foundation for experience development. The Greenwood Museum and Visitor Centre offers programming and well-known visitor experiences, including ghost and historical tours. Existing community events, including Founders Day and the Greenwood Car Show, also attract visitors and create opportunities for local spending.

There are opportunities to support businesses, non-profit organizations, and community groups in developing or improving visitor experiences. These may include heritage experiences, guided or self-guided tours, events, arts and culture activities, trail-based experiences, natural area interpretation, mining history, geocaching, seasonal programming, and visitor experiences connected to local stories.

Goal

Develop products and experiences that meet visitor needs, increase visitation, support local businesses, and encourage visitors to spend more time in Greenwood

Objectives

- **Support programs and visitor experiences** at traditional and non-traditional tourism sites, such as the museum, parks, public facilities, heritage buildings, the curling rink, the pool, and other community assets.
- **Develop practical self-guided experiences**, such as heritage walks, historic photo then-and-now stops, art walks, thrift or vintage routes, trail introductions, QR code interpretation, and downtown itineraries.
- **Support small-scale downtown activations**, such as snack crawls, makers markets, music in the park, live music, cultural events, low-impact winter experiences, and other activities that encourage visitors and residents to spend time in the downtown core.
- **Work with partners to identify opportunities** for group tours, travel trade readiness, and special interest experiences, such as mining history, bird watching, ghost investigations, heritage tours, trail-based activities, and packaged downtown experiences.
- **Support existing events and encourage new events** that complement Greenwood’s tourism identity and community capacity.
- **Explore opportunities to expand successful events** in ways that encourage visitors to stay longer, visit local businesses, and experience more of the community.
- **Ensure new experiences include clear guardrails** related to local voice, private property, sensitive sites, waste, safety, affordability, and volunteer capacity.
- **Encourage experience development** that reflects Greenwood’s history, natural environment, and small community character.



Strategy 2: Marketing and Promotion

Marketing is important because visitors often gather information long before they decide where to go, what to do, where to stay, or how long to visit. Greenwood needs to be visible during the trip planning process and easy to include in regional travel plans.

Marketing to visitors from British Columbia and Alberta remains important. These markets have historically been significant for the Okanagan and Boundary region and continue to be relevant for Greenwood, particularly for road trips, events, outdoor recreation, visiting friends and relatives, heritage travel, and short getaways.

Marketing should not only promote individual attractions. It should help visitors understand what Greenwood offers as a whole, how to spend time in the community, what experiences are available, and how Greenwood connects to Boundary Country and Highway 3 travel.



Goal

Promote Greenwood's tourism assets in a coordinated, market-ready manner

Objectives

- **Focus marketing on visitor segments that align with Greenwood's assets**, including visitors interested in history, culture, local stories, outdoor recreation, community events, and authentic small-town experiences.
- **Improve the quality and consistency of Greenwood's digital tourism content**, including website content, business and attraction listings, itineraries, images, event information, hours of operation, and social media content.
- **Strengthen Greenwood's presence in Highway 3**, road trip, motorcycle touring, RV travel, trail-based, and regional itinerary channels where appropriate, supported by practical visitor information such as parking, food, rest stops, services, and simple motorcycle-friendly amenities.
- **Work with Boundary Country Tourism, TOTA, Destination BC, Destination Canada**, and other partners to improve Greenwood's visibility in regional and provincial marketing channels.
- **Encourage local businesses, attractions, and non-profit organizations** to maintain accurate online listings and share content that can support tourism promotion.
- **Develop marketing messages** that reflect Greenwood's travel patterns, community identity, visitor readiness, and role as a stop within the broader Boundary Country region and Highway 3 travel.



Credit: Boundary Country Tourism
Peter Kalaz and Tina Bryan



Regional Marketing Partnerships

Greenwood should continue to market itself as part of Boundary Country and work with nearby communities and partners, including Midway, Grand Forks, Christina Lake, Rock Creek, Beaverdell, and others, where appropriate. Regional collaboration is important because visitors often encounter multiple communities during a single trip.

Goal

Strengthen Greenwood's role within Boundary Country and regional tourism marketing in the Thompson Okanagan

Objectives

- Maintain a working relationship with Boundary Country Tourism and integrate Greenwood's priorities into regional tourism planning where appropriate.
- Continue to work with the Thompson Okanagan Tourism Association, Destination BC, Destination Canada, and other tourism partners.
- Support Greenwood's involvement in regional economic development and tourism planning initiatives.
- Provide market-ready content to partners so Greenwood can be included in itineraries, campaigns, media opportunities, and visitor information resources.
- Explore cross-community packages, passes, and itineraries that connect Greenwood with other Boundary communities, museums, attractions, trails, and events.



Credit: Boundary Country Tourism
Peter Kalaz and Tina Bryan



Strategy 3: Attracting Investment

Tourism investment can strengthen Greenwood’s visitor economy by improving accommodations, services, experiences, attractions, and business opportunities. Areas that include accommodations, services, and attractions are better positioned to attract and retain overnight visitors.

Greenwood’s location on Highway 3, heritage character, natural setting, existing attractions, and regional connections provide opportunities for tourism investment. However, limited accommodation capacity affects the community’s ability to retain overnight visitor spending. When visitors cannot stay in Greenwood, tourism spending may occur in other communities.

Investment attraction should be realistic and supported by the best available data. Recent tourism research provides Greenwood with a stronger starting point than was previously available, including community-level visitor segmentation, downtown core visitation information, and regional visitation data. This information helps identify visitor patterns, market fit, and potential opportunities. However, additional data is still needed to support more detailed investment decisions, particularly related to accommodation demand, visitor spending, seasonal patterns, available properties, infrastructure, regulations, and community priorities. Continued tourism research and data collection will help the City, partners, and potential investors better understand opportunities over time.

Regional investment readiness work completed by Skift Advisory for the Boundary Country region reinforces the importance of aligning tourism development, economic development, and investment attraction. The report identifies the need to strengthen the tourism enabling environment, understand tourism asset and amenity gaps, and work with economic development and investor attraction partners to identify appropriate opportunities for entrepreneurs and privately led tourism investment. For Greenwood, this means focusing on practical investment readiness: understanding local assets and gaps, maintaining clear information about opportunities, supporting a community-first approach, and working with regional partners where tourism investment fits Greenwood’s scale and character.

Goal

Support appropriate privately led tourism investment and entrepreneurship that strengthens the visitor economy, reflects Greenwood’s scale and community character, and creates opportunities for residents, businesses, and visitor





Objectives

- **Develop a tourism investment attraction approach** that identifies realistic opportunities for Greenwood.
- **Improve data gathering to support investment attraction**, such as visitor surveys, business outreach, accommodation information, event attendance, and visitor spending indicators.
- **Use tourism research** to better understand accommodation demand, RV travel opportunities, tour group potential, event impacts, and visitor behaviour.
- **Maintain tourism assets, amenities, and experience information** to help identify gaps, opportunities, and investment readiness priorities.
- **Work with regional economic development, tourism, and investor attraction partners** to identify appropriate privately led tourism opportunities.
- **Support the development of investment-ready information** that clearly communicates Greenwood's tourism assets, visitor markets, community priorities, infrastructure considerations, and development context.
- **Work with business development agencies, regional partners, property owners, and potential investors** to build awareness of Greenwood's opportunities.
- **Support placemaking, facade improvements, downtown beautification, and investment readiness efforts** that make Greenwood more attractive for appropriate tourism development.
- **Support investment readiness and information sharing for accommodation opportunities**, such as small fixed-roof accommodation, heritage accommodation, short stay accommodation, RV-related services, and other accommodation models that fit Greenwood's scale and community character.

Credit: Boundary Country Tourism



Strategy 4: Supporting Industry

The expertise and creative drive of local businesses, non-profit organizations, volunteers, and community groups are central to Greenwood's tourism sector. Tourism growth depends on the ability of local operators and organizations to provide quality products, services, events, and experiences.

New and improved visitor experiences can increase visitation and spending, not only for the organization hosting the experience, but also for nearby businesses. Supporting local industry and community partners can help create better visitor experiences, improve coordination, and build local capacity.

Supporting industry may include sharing information, connecting operators with programs, encouraging collaboration, supporting professional development, and helping businesses and organizations understand tourism opportunities.



Goal

Support operators, organizations, and community partners in product development, experience development, and quality enhancement

Objectives

- **Connect operators and organizations with partners** that can support experience development, marketing, training, funding, and business development.
- **Help local businesses and organizations access existing programs** and services offered by Boundary Country, TOTA, Destination BC, business development agencies, and other partners.
- **Support development of niche tourism experiences** that align with Greenwood's assets and target visitors, such as heritage tourism, arts and culture, naturalist experiences, mining history, fishing, trails, and community events.
- **Encourage business collaboration, shared promotions, coupons, packages, and itineraries** that connect food, retail, accommodations, attractions, events, and heritage experiences.
- **Encourage discussion among businesses** about visitor patterns, hours and days of operation, event day readiness, and ways to coordinate service availability during key tourism periods.
- **Create flexible engagement opportunities**, such as tourism lunches or business roundtables, for businesses and non-profit organizations.
- **Promote professional development opportunities** for operators, volunteers, and front-line staff.
- **Create opportunities for tourism businesses, non-profits, volunteers, and community partners to connect**, share ideas, and coordinate activities.
- **Support the Tourism Committee** as a forum for continued coordination, implementation guidance, and local tourism discussion.



Strategy 5: Developing Facilities and Infrastructure

Tourism development depends on appropriate facilities and infrastructure. Visitors expect destinations to provide basic services, clear information, safe access, washrooms where appropriate, parking, trails, signage, interpretive materials, maintained public spaces, and accessibility considerations that support a wider range of residents and visitors. Businesses also depend on infrastructure such as roads, water, sewer, internet, public spaces, and community facilities.

Greenwood has several natural, historical, and community assets that could support visitation. These include parks, heritage buildings, natural areas, trails, Boundary Creek access, the museum, public facilities, the curling rink, and other municipal or community assets.

Development of natural and historical attractions should be carefully planned. Improvements should reflect the character of each site, avoid overdevelopment, and consider maintenance, accessibility, safety, ownership, environmental impacts, and visitor experience.



Goal

Establish and enhance natural, historical, and community assets that support visitation and reflect Greenwood's character

Objectives

- **Review current and potential tourism use of Greenwood's assets**, such as the Assay Building area, Miners Park, Lions Park, the curling rink, the power station, the slag pile, Boundary Creek, heritage buildings, trails, and public facilities.
- **Identify practical improvements** to underused public spaces that could support markets, music, performances, interpretation, rest areas, community gathering, and visitor experiences.
- **Evaluate natural attraction development opportunities**, including trails, geocaching, viewpoints, water access, interpretation, and outdoor recreation experiences.
- **Identify opportunities to improve access** to Boundary Creek and the Columbia & Western Rail Trail where appropriate and feasible.
- **Conduct a natural and cultural assets inventory** for Greenwood and the surrounding area to identify assets that could enhance visitor experiences.
- **Consider the infrastructure, maintenance, liability, accessibility, and funding requirements** associated with any new or improved tourism asset.



Facilities and Municipal Infrastructure

Careful planning and strategic infrastructure investments can support tourism growth while also benefiting residents. Infrastructure improvements should be considered alongside the City's broader strategic planning, asset management, communication, and capital planning processes.

Goal

Ensure appropriate infrastructure and facilities are in place at municipally owned tourism assets to meet the needs of visitors and residents

Objectives

- **Continue to work with other levels of government to advocate for infrastructure improvements** that support both residents and visitors, such as water, sewer, sidewalks, roads, internet, signage, and public facilities.
- **Prioritize beautification and visitor readiness improvements in the downtown core**, including upkeep, signage, planters, facade support, historic sign repair, public-facing maintenance, and wayfinding.
- **Evaluate tourism-related opportunities** identified through City strategies, plans, and asset management processes.
- **Assess the long-term sustainability and potential tourism use** of the curling rink, Lions Park, and other municipal assets.
- **Improve visitor amenities where feasible**, such as washrooms, parking, signage, interpretation, trails, crosswalks, lighting, warm spaces, accessibility and mobility improvements, motorcycle-friendly amenities, and visitor information.
- **Consider event venue upgrades** that would improve Greenwood's ability to host community and visitor events, including power, washrooms, access, vendor areas, sound considerations, and weather planning.
- **Ensure tourism infrastructure decisions consider** maintenance capacity, funding availability, community benefit, and long-term asset management.



Credit: Boundary Country Tourism

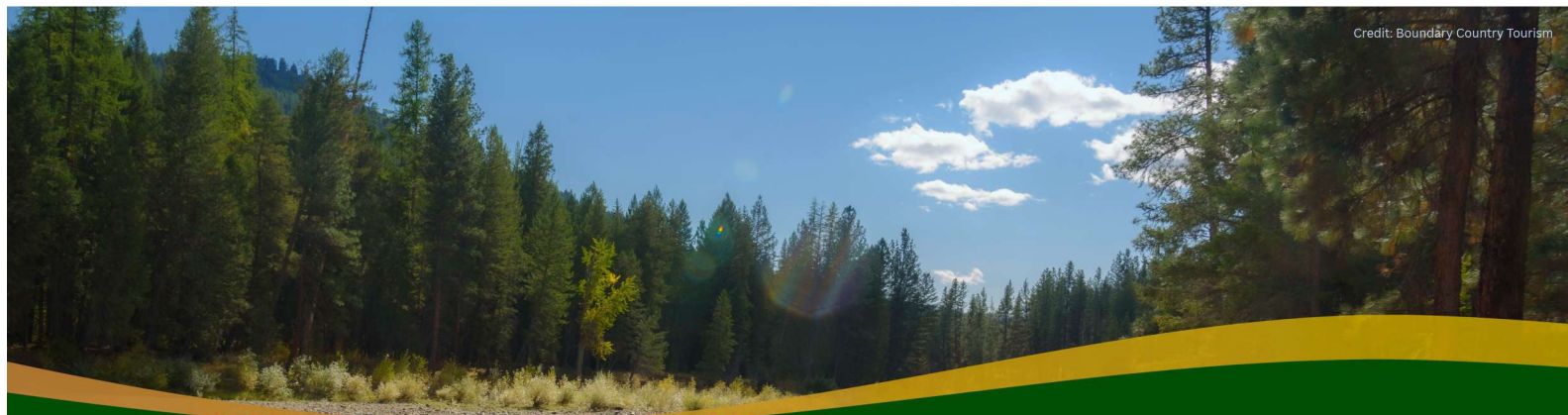


Implementation and Next Steps

The Greenwood Tourism Strategy is intended to guide action. Implementation will require coordination among Council, City staff, the Tourism Committee, businesses, non-profit organizations, regional tourism partners, and community members.

Implementation Roles

City Council	Council provides strategic direction and considers policy and budget decisions related to tourism implementation.
City Staff	City staff support implementation through planning, coordination, budgeting, grant applications, partner communication, asset management, and reporting to Council.
Tourism Committee	The Tourism Committee provides local guidance, supports implementation discussions, identifies opportunities, helps review priorities, and strengthens communication between the City and the tourism sector.
Businesses and Non-Profit Organizations	Local businesses and non-profit organizations create many of the experiences, events, services, and products that visitors engage with. Their participation is essential to implementation.
Regional and Provincial Partners	Boundary Country Tourism, TOTA, Destination BC, Destination Canada, business development agencies, neighbouring communities, and other partners can support marketing, development, training, funding, and regional alignment.



Credit: Boundary Country Tourism



Short Term Actions

The following actions should be considered in the first year of implementation:

- Confirm the ongoing **role of the Tourism Committee**
- Establish an **annual tourism implementation work plan**
- **Identify priority projects** for the first year of implementation
- Consider an **annual tourism implementation allocation** through the municipal budget process
- **Identify downtown beautification quick wins**, including planters, seasonal decor, cleanup, digital footprint, facade improvement opportunities, and public-facing maintenance priorities
- **Update Greenwood tourism content**, listings, images, hours of operation, and visitor information
- Begin building a **tourism asset and experience inventory**
- **Begin developing self-guided experience concepts**, such as heritage walks, photo then-and-now stops, art walks, trail documentation and downtown itineraries
- **Host a business and tourism partner discussion** to explore collaboration, packaging, visitor readiness, business hours, and event day coordination
- **Identify quick wins** related to signage, wayfinding, events, visitor information, and partner communication
- Begin a **simple visitor research process** to ask why visitors stop, what they do, where they are from, and what would encourage them to stay longer

Medium Term Actions

The following actions should be considered over the next two to three years:

- **Develop market-ready itineraries**, packages, trail guide, and content for Greenwood.
- **Strengthen Greenwood's presence** in Highway 3, Boundary Country, Hello BC, road trip, motorcycle touring, RV travel, and regional itinerary channels.
- Update the **tourism asset inventory and experience inventory**.
- **Support event development and event coordination**, including small-scale downtown activations, shoulder season pilots, live music, markets, cultural events, and expanded signature events.
- **Improve data collection** related to visitors, events, accommodations, business needs, visitor spending indicators, and marketing performance.
- **Develop investment attraction materials** for appropriate tourism opportunities.
- **Support tourism training and professional development opportunities**.
- **Identify opportunities to support tourism stakeholders, including businesses, non-profits, event organizers, and community partners**, through partnerships, funding opportunities, information sharing, and other capacity-building supports.
- **Advance priority infrastructure and visitor amenity improvements**, including accessibility and mobility interests where funding and capacity allow.
- **Explore upgrades and activation plans** for Lions Park, the curling rink, the Assay Building area, Miners Park, and other underused spaces.



Longer Term Actions

The following actions should be considered over the next four to five years:

- Review progress and **update the Tourism Strategy**.
- Update the **tourism asset inventory and experience inventory**.
- **Continue to pursue funding** for priority infrastructure and experience development projects.
- **Strengthen Greenwood’s role** in regional and provincial tourism routes, itineraries, and partnerships.
- **Advance longer-term planning** for event venue upgrades, trail connections, wayfinding, public space improvements, and investment opportunities.
- **Continue tourism research** and use the findings to refresh marketing, visitor experience development, infrastructure priorities, and investment attraction.

Implementation Priority Table

Priority	Timing	Lead Role	Potential Partners	Notes
Adopt and maintain the Greenwood Tourism Strategy	Short term	City Council and City staff	Tourism Committee, Symphony Tourism Services	Establishes the strategy as the guiding document for tourism development.
Confirm the Tourism Committee role	Short term	City Council and City staff	Tourism Committee	Terms of Reference may be prepared if the committee becomes a formal committee of Council.
Establish an annual tourism implementation work plan	Short term and ongoing	City staff	Tourism Committee	The work plan should identify annual priorities, budget needs, partner roles, and reporting expectations.
Identify annual priority projects	Short term and ongoing	City staff	Tourism Committee, local partners	Priority projects should be specific enough to budget, implement, and report on.
Downtown beautification quick wins	Short term	City staff	Tourism Committee, businesses, property owners, volunteers	May include planters, seasonal decor, cleanup, digital footprint, facade improvement opportunities, and public-facing maintenance priorities.



Priority	Timing	Lead Role	Potential Partners	Notes
Update tourism content, listings, images, hours, and visitor information	Short term	City staff or Tourism Coordinator	Businesses, attractions, Boundary Country, TOTA	Supports visitor readiness and improves Greenwood's digital footprint.
Build a tourism asset and experience inventory	Short term and ongoing	City staff or Tourism Coordinator	Tourism Committee, businesses, non-profits, Greenwood Historical Society, recreation partners	Provides a practical base for marketing, planning, experience development, and investment attraction.
Develop self-guided experience concepts	Short term to medium term	City staff or Tourism Coordinator	Museum, Historical Society, businesses, artists, recreation partners	May include heritage walks, photo then-and-now stops, art walks, trail documentation, and downtown itineraries.
Host a business and tourism partner discussion	Short term	City staff or Tourism Coordinator	Tourism Committee, businesses, non-profits, regional partners	Can explore collaboration, packaging, visitor readiness, business hours, and event day coordination.
Begin simple visitor research	Short term and ongoing	City staff or Tourism Coordinator	Visitor Centre, businesses, students, Tourism Committee	Questions should help identify why visitors stop, where they are from, what they do, and what would encourage longer stays.
Develop market-ready itineraries, packages, trail guide and content	Medium term	City staff or Tourism Coordinator	Boundary Country, TOTA, businesses, museum, and recreation partners	Supports route-based promotion and visitor planning.
Strengthen Highway 3, Boundary Country, Hello BC, road trip, motorcycle, RV, and itinerary presence	Medium term	City staff or Tourism Coordinator	Boundary Country, TOTA, Destination BC, road trip and touring partners	Requires updated content, accurate listings, strong images, partner-ready information, and practical visitor readiness details such as parking, food, rest stops, and basic motorcycle-friendly amenities.
Support event development and coordination	Medium term	City staff or Tourism Coordinator	Tourism Committee, event organizers, businesses, non-profits	Focus on small-scale activations, music in the park, shoulder season pilots, live music, markets, cultural events, and expanded signature events.



Priority	Timing	Lead Role	Potential Partners	Notes
Improve tourism data collection	Medium term and ongoing	City staff or Tourism Coordinator	Businesses, accommodations, event organizers, Visitor Centre, Tourism Committee	Supports marketing, visitor experience development, infrastructure planning, and investment attraction.
Develop investment attraction materials	Medium term	City staff	Economic development partners, property owners, and business development agencies	Should focus on appropriate tourism opportunities and be supported by data.
Maintain tourism asset, amenity, and opportunity information	Medium term	City staff or Tourism Coordinator	Tourism Committee, economic development partners, businesses, property owners, regional partners	Helps identify gaps, investment readiness priorities, entrepreneur opportunities, and appropriate privately led tourism development opportunities.
Identify opportunities to support tourism stakeholders	Medium term	City staff or Tourism Coordinator	Tourism Committee, businesses, non-profits, event organizers, community partners, and grant funders	Support may include partnerships, funding opportunities, information sharing, and other capacity-building supports.
Advance visitor amenity, accessibility, and mobility improvements	Medium term	City staff	Tourism Committee, accessibility partners, businesses, and grant funders	Improvements should be tied to funding, capacity, assessments, and broader municipal work.
Explore upgrades and activation plans for underused spaces	Medium term to longer term	City staff	Tourism Committee, recreation partners, Historical Society, community groups	Includes Lions Park, the curling rink, the Assay Building area, Miners Park, and other spaces, subject to feasibility.
Pursue funding for infrastructure and experience development	Longer term and ongoing	City staff	Tourism Committee, grant funders, regional partners	Grants and partnerships can extend the value of municipal investment.
Review and update the Tourism Strategy	Longer term	City staff and Tourism Committee	Council, businesses, community partners	The review should consider progress, research findings, community feedback, and changing tourism conditions.



Measurement Framework

Tourism research and measurement will help Greenwood track progress, understand visitors, and make informed decisions. The goal is not to create a complex reporting system, but to collect practical information that can guide annual work planning, marketing, visitor experience development, infrastructure priorities, investment attraction, and Council reporting.

Focus Area	Simple Measures to Consider	Potential Sources
Visitor understanding	Where visitors are from, why they stopped, what they did, what they purchased, and what would encourage them to stay longer	Short visitor surveys, QR codes, Visitor Centre questions, business feedback
Business and stakeholder input	Common business needs, collaboration opportunities, visitor readiness issues, and support required by tourism stakeholders	Business discussions, tourism lunches, committee input, informal outreach
Events and experiences	Event participation, community feedback, visitor response, volunteer capacity, and opportunities for improvement	Event organizers, post-event notes, business feedback, committee review
Marketing and digital presence	Updates to listings, visitor information, online content, itineraries, and partner promotion opportunities	Website and social media review, Google Maps and listing checks, partner updates
Community and infrastructure progress	Beautification actions, visitor amenity improvements, accessibility and mobility interests, signage, public space improvements, and priority projects advanced	City project records, budget updates, grant applications, committee reporting

Progress should be reviewed at least annually with the Tourism Committee and summarized for Council where appropriate. The purpose of measurement is to support practical decision-making, not to create an additional administrative burden.



Credit: Boundary Country Tourism
Peter Kalaz and Tina Bryen



Sources and Acknowledgements

The City of Greenwood Tourism Strategy has been refined through the contributions of community members, local businesses, non-profit organizations, Tourism Committee members, City staff, regional partners, and other stakeholders who participated in the engagement process.

The City acknowledges the time, local knowledge, ideas, and concerns shared through the Tourism Committee, town halls, business outreach, informal conversations, and partner discussions. This input helped shape the strategy into a more practical implementation-focused document that reflects Greenwood's strengths, opportunities, and community values.

The strategy was informed by:

- The original City of Greenwood Tourism Strategy draft
- Tourism Committee meetings and guidance
- Community town halls and public input
- Business and stakeholder outreach
- Input from local businesses, non-profit organizations, community groups, and residents
- Discussions with City staff and Council representatives
- Regional and provincial tourism context, including Boundary Country Tourism, the Thompson Okanagan Tourism Association, Destination BC, Destination Canada, and related tourism planning resources

The City also acknowledges the ongoing role of local businesses, volunteers, community organizations, heritage partners, recreation partners, and residents in supporting Greenwood's visitor economy. Tourism in Greenwood depends on the people, places, stories, events, services, and community assets that make the city distinct.



Credit: Boundary Country Tourism
Peter Kitz and Tina Bryan

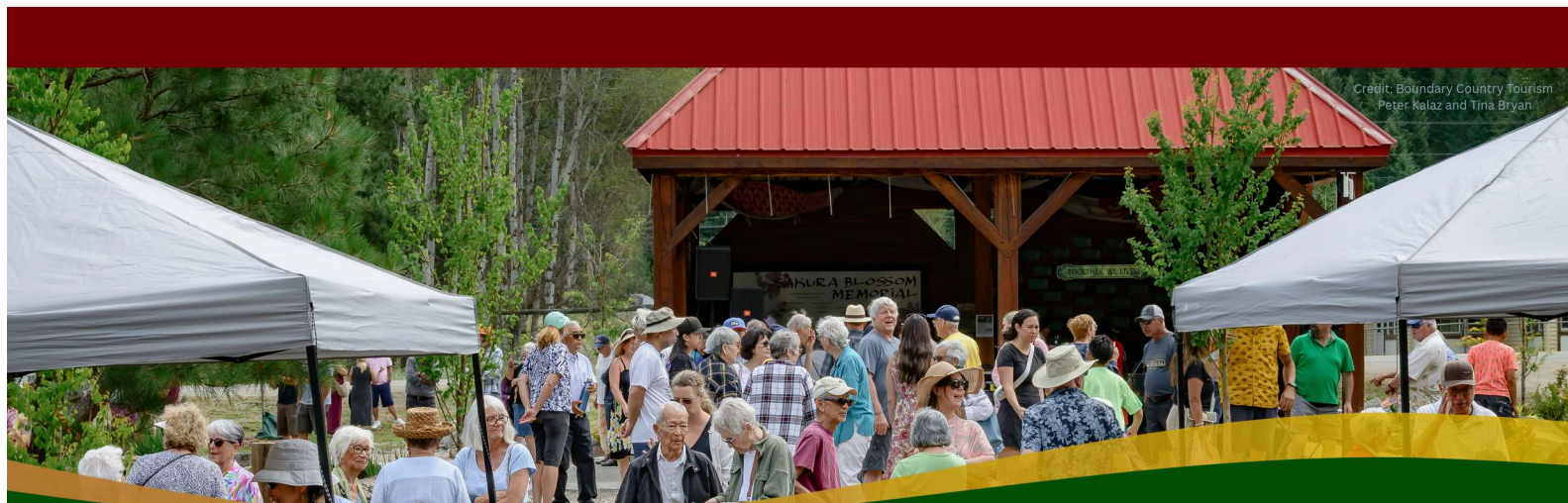


Summary

Tourism growth in Greenwood can be advanced through coordinated action in product and experience development, marketing and promotion, investment attraction, industry support, and facilities and infrastructure planning.

The strategy recognizes that tourism must be developed in a way that reflects Greenwood's community values, local capacity, heritage identity, and long-term priorities. It also recognizes that tourism is not the responsibility of a single organization. Successful implementation will require collaboration between the City, the Tourism Committee, businesses, non-profit organizations, residents, and regional tourism partners.

Over the next five years, the Greenwood Tourism Strategy will help guide City work plans, committee discussions, partnership opportunities, funding decisions, and tourism-related investments. The strategy provides a practical framework for strengthening Greenwood's visitor economy while supporting the community that makes Greenwood a place worth visiting.



Credit: Boundary Country Tourism
Peter Kalaz and Tina Bryan