



CENTRAL COUNTIES

Central Counties Tourism Annual Symposium 2019

Keynote Speaker: Dr. Rachel Dodds

Measuring Success – What Does it Look Like for your Business

People can check my website at www.sustainabletourism.net for a number of tips, tools as well as best practices. The information links that I referred to in my presentation can be found below.

1. Inclusiveness: Yukon tourism development strategy <https://yukon.ca/en/yukon-tourism-development-strategy>
2. Inclusiveness: Fogo Island economic nutrition label <https://fogoislandinn.ca/in-between/economic-nutrition/>
3. Benefitting the many: Cabot link, NS <https://www.cabotlinks.com/about/>
4. Benefitting the many: Sockmob, London <https://www.meetup.com/thesockmob/>
5. Seasonality: Tofino storm watching <https://www.wickinn.com/about/winter-storm-watching>
6. Seasonality; Helsinki and Lapland, Norway <https://www.telegraph.co.uk/travel/destinations/europe/finland/helsinki/articles/helsinki-welcomes-winter-visitors-with-badass-sign/>
7. Cooperation: Cities in Sync <http://citiesinsync.ca/>
8. Cooperation: Bourbon Trail <https://kybourbontrail.com/>
9. Innovation: Fairware <https://fairware.com/>
10. Innovation & practicality: Parkbus and Parkpass <https://www.parkbus.ca/>
11. Value: parkside hotel wage increase <https://www.parksidevictoria.com/>
12. Value: Mariposa Festival tshirt: https://www.researchgate.net/publication/327151531_Chapter_4_Willingness-to-Pay_vs_Actual_Behavior_Sustainable_Procurement_at_Festivals
13. Education: Iceland academy <https://www.inspiredbyiceland.com/icelandacademy/>