

# Sunshine Coast

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[www.sunshinecoastcanada.com](http://www.sunshinecoastcanada.com)



BRITISH COLUMBIA, CANADA

The **Sunshine Coast Tourism Partnership (SCTP)** is a volunteer alliance of community groups, organizations and local businesses with an interest in tourism development. The SCTP recognized the need to manage the tourism sector as a community rather than as individuals or separate organizations. Through cooperation and collaboration, the tourism industry has united to develop the tourism industry sector as part of an economic diversification strategy for the lower Sunshine Coast. To learn more about the SCTP visit us at <http://www.sunshinecoastcanada.com/sctp//resources/>

### Key accomplishments to date:

- Protocol Agreement, 2000
- Proposal to establish a Destination Marketing Organization, 2001
- Five-year Business Plan, 2002
- Two-year Strategic Marketing Plan, 2002

- Product inventory, 2002
- On-line industry survey, 2002
- E-Newsletter, 2003
- Recreation Map, 2003
- Sunshine Coast brand, 2003
- Sustainable Funding Study, 2004
- Taste of the Coast networking events, 2004
- Partnership with Vancouver Coast and Mountains to produce the Sunshine Coast Experience Guide, 2005

### Current projects underway:

- Development of a community web portal featuring a tourism industry resource section [www.sunshinecoastcanada.com](http://www.sunshinecoastcanada.com)
- Regional Sunshine Coast mapping strategy, 2004/05
- Travel show strategy: booth equipment from Vancouver Coast and Mountains

### Sunshine Coast Experience Guide 2005



### Sunshine Coast Recreation Map & Activity Guide



### Feature photos from our image bank

