

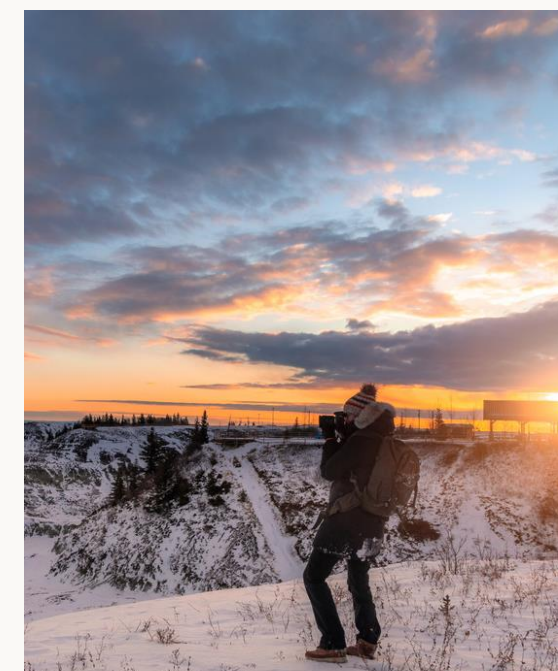


Unearth the Unexpected

Travel Drumheller

PRESENTATION TO KNEEHILL
JANUARY 2025
TRAINING & DEVELOPMENT

A truly *iconic* destination





Supporting Agri-Tourism in Kneehill County

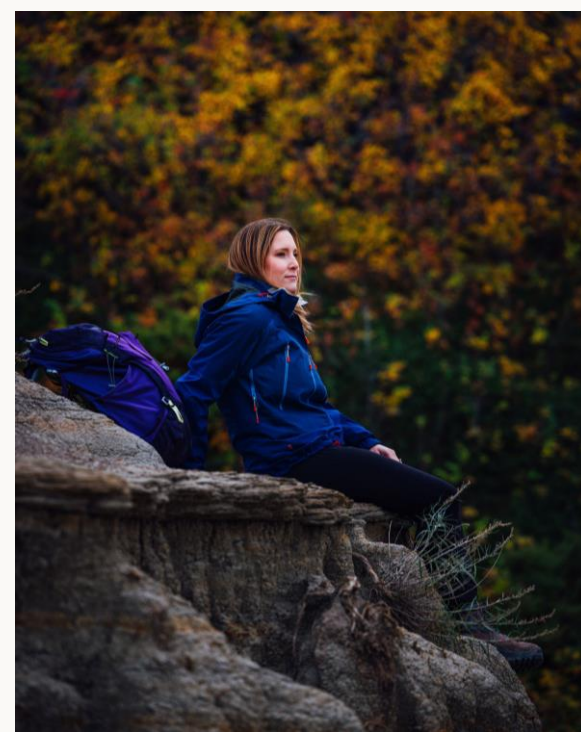


Introducing: Danny Page

- Consultant for Travel Drumheller
- Background in tourism, education, and small business

Objective:

- Propose agri-tourism and farm-to-fork events
- Celebrate local strengths and create sustainable opportunities



"Supporting rural communities by highlighting what makes Kneehill County special."



Celebrating Kneehill County's Unique Offerings

Community Strengths:

- Open spaces and beautiful landscapes
- Family traditions and community values

Goals:

- Preserve the essence of rural life
- Enhance with controlled, well-managed tourism
- Engage youth and support local economic growth



Agri-Tourism & Farm-to-Fork Events

Event Plan:

- 2-4 Farm-to-Fork, Longtable-style events
- Summer 2025: Outdoor farm-based experiences
- Winter 2025-26: Seasonal indoor/outdoor events

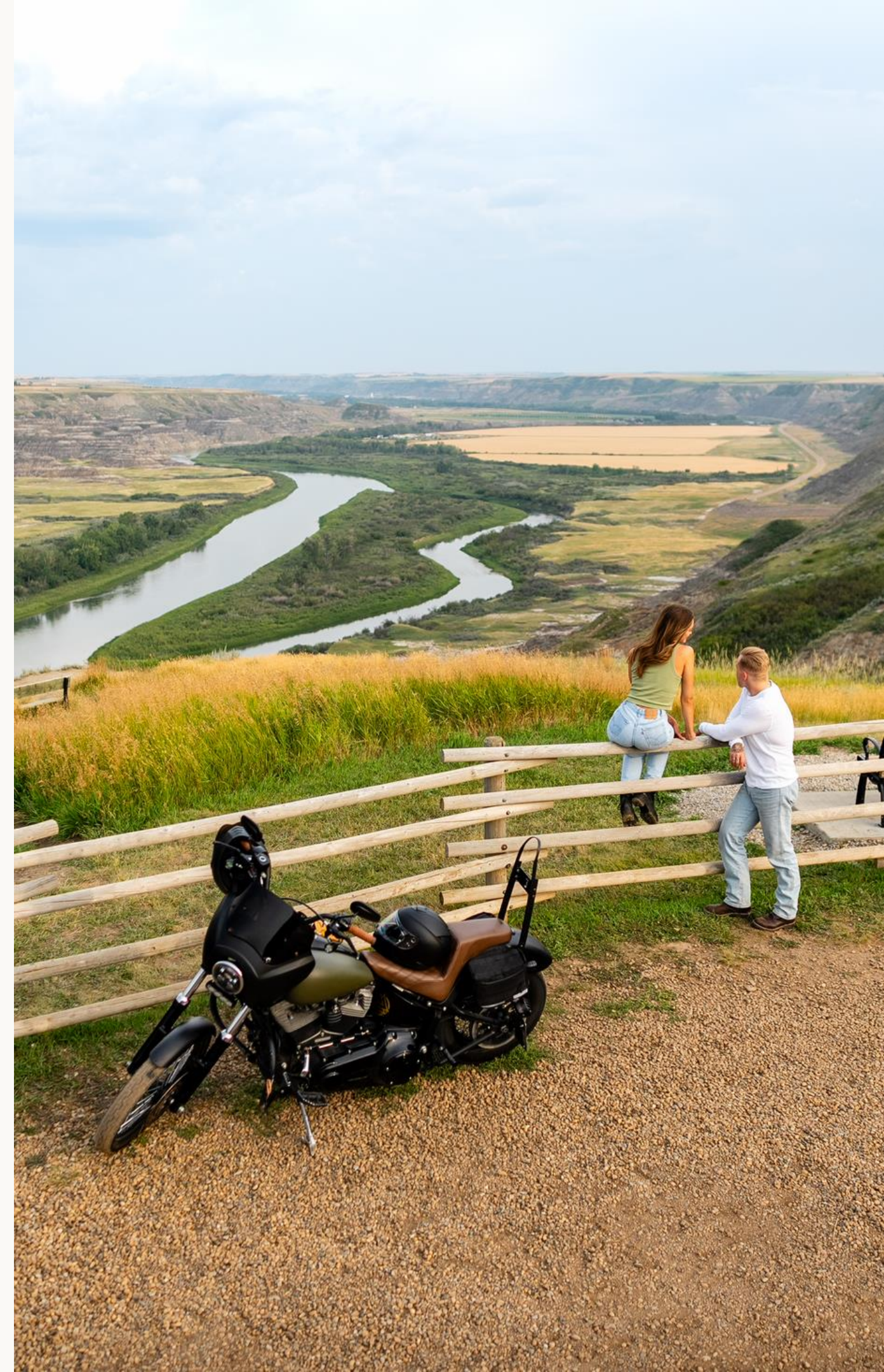
Community Involvement:

- Local farms, chefs, businesses, youth, breweries

First Year Focus:

- Subsidized costs, invite key industry guests

*"Quality events that showcase Kneehill
County's best."*





Why Now? Key Tourism Trends

Emerging Trends (Destination Canada):

- Social Change: Demand for local, authentic experiences
- Disconnect to Reconnect: Desire to escape digital overload
- Responsible Travel: Support for local businesses

Economic Impact:

- Alberta Tourism (2022):
 - 100,000 jobs
 - \$9.16 billion in GDP (46% from food, beverage, and accommodation)



Next Steps & Support

Funding Opportunities:

- Travel Alberta, Government Grants

What's Needed:

- Community support for pilot events
- Feedback and collaboration

Vision for 2026:

- Invite stakeholders like Minister Joseph Schow
- Create a sustainable model for ongoing success

"Complement, not disrupt - enhancing what already makes Kneehill County great."

A woman with long brown hair, wearing a blue jacket and dark pants, is sitting on a large, textured rock. She is looking off to the right with a thoughtful expression. A purple backpack is resting on the rock to her left. The background is a dense forest with trees in various shades of green and yellow, suggesting an autumn setting. The overall mood is serene and contemplative.

Any Questions?

“Destination promotion is a catalyst for community vitality, driving what is needed for a community to become that destination where people want to visit, live, work and play.”

Jack Johnson, Destinations International