

Subject: **Travel Drumheller 2024 Review**
 Meeting Date: Tuesday, April 8, 2025
 Prepared By: Jenna Kester, Economic Development Officer
 Presented By: Jenna Kester, Economic Development Officer

STRATEGIC PLAN ALIGNMENT: (Check all that apply)

	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>
High Quality Infrastructure		Economic Resilience		Quality of Life		Effective Leadership		Level of Service	

RELEVANT LEGISLATION:

Provincial (cite)- N/A

Council Bylaw/Policy (cite)- N/A

BACKGROUND/PROPOSAL:

Kneehill County and the Drumheller region continue to build a strong and collaborative relationship that significantly boosts tourism and the local economy. The collaboration between Drumheller and Kneehill County has increased tourism traffic, which has benefited local businesses and boosted the economy. Additionally, joint training programs for tourism operators have helped improve service quality and business success.

The partnership between Drumheller and Kneehill County is crucial for regional development. By working together, both organizations can leverage each other's strengths and resources to create a more attractive and cohesive tourist experience. This collaboration enhances the visitor experience and fosters economic growth and community development.

Looking ahead, both regions continue to explore new initiatives to strengthen their partnership further.

DISCUSSION/OPTIONS/BENEFITS/DISADVANTAGES/OTHER CONSIDERATIONS:

Julia Fielding and Lana Phillips with Travel Drumheller are here today to co – present the 2024 Travel Drumheller year in review, what they are working on this year in 2025, and what is expected to come in 2026.

FINANCIAL & STAFFING IMPLICATIONS:

RECOMMENDED ENGAGEMENT:

Directive Decision (Information Sharing, One-Way Communication)

Tools:	Individual Notification	Other:	
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ATTACHMENTS:

Travel Drumheller presentation



COUNCIL OPTIONS:

1. Receive for information
2. Direct Administration to provide additional information

RECOMMENDED MOTION:

That Council accepts the information as presented by Travel Drumheller

FOLLOW-UP ACTIONS:

APPROVAL(S):

Mike Haugen, Chief Administrative Officer

Approved-

