



Horseshoe Canyon Kneehill County

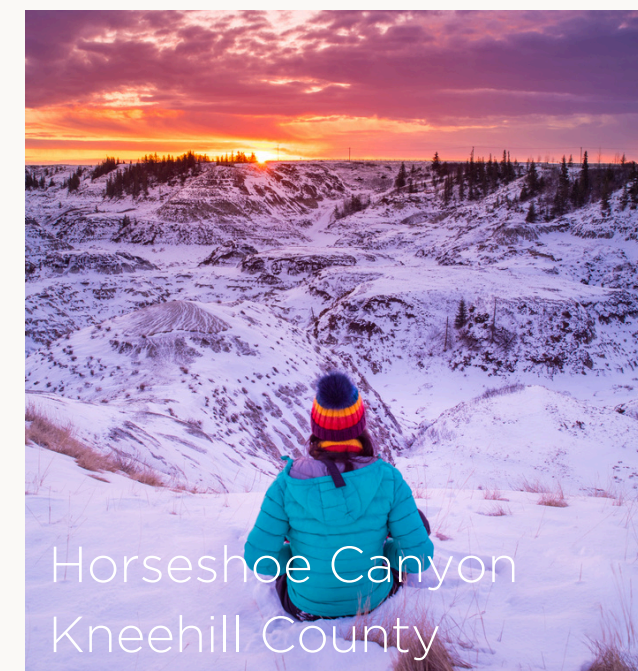


# Travel Drumheller

& DESTINATION DRUMHELLER  
**APRIL 2025**



Willow Creek Hoodoos



Horseshoe Canyon Kneehill County



Midland Provincial Park



# Travel Drumheller

## Vision

The Drumheller region is an iconic Canadian Destination

## Mission

To promote Drumheller and region as a year-round destination

## Values

Passion

Authenticity

Knowledge



Horseshoe Canyon  
Kneehill County



Midland Provincial  
Park



Horseshoe Canyon  
Kneehill County



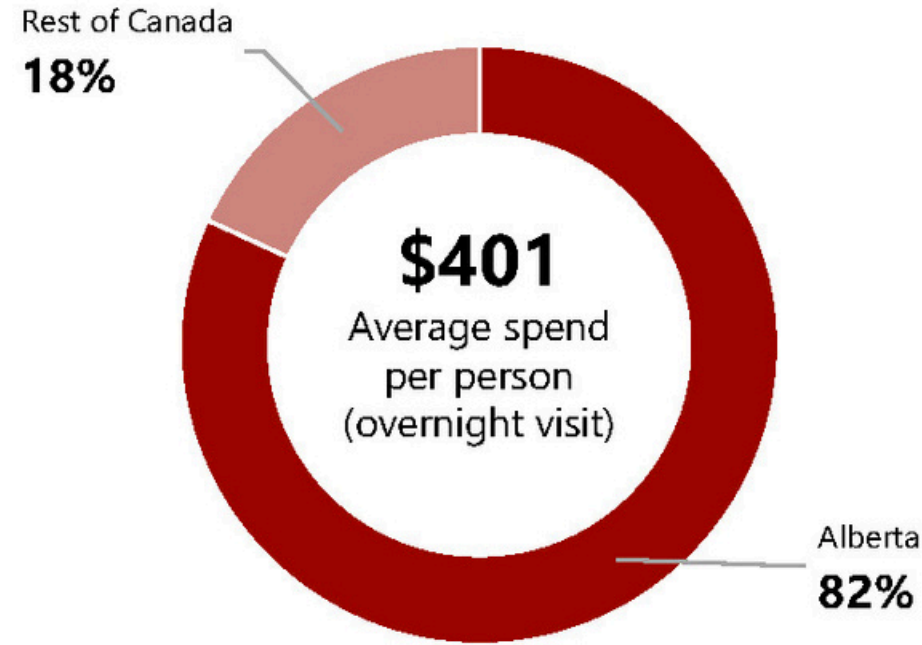
# Destination Drumheller





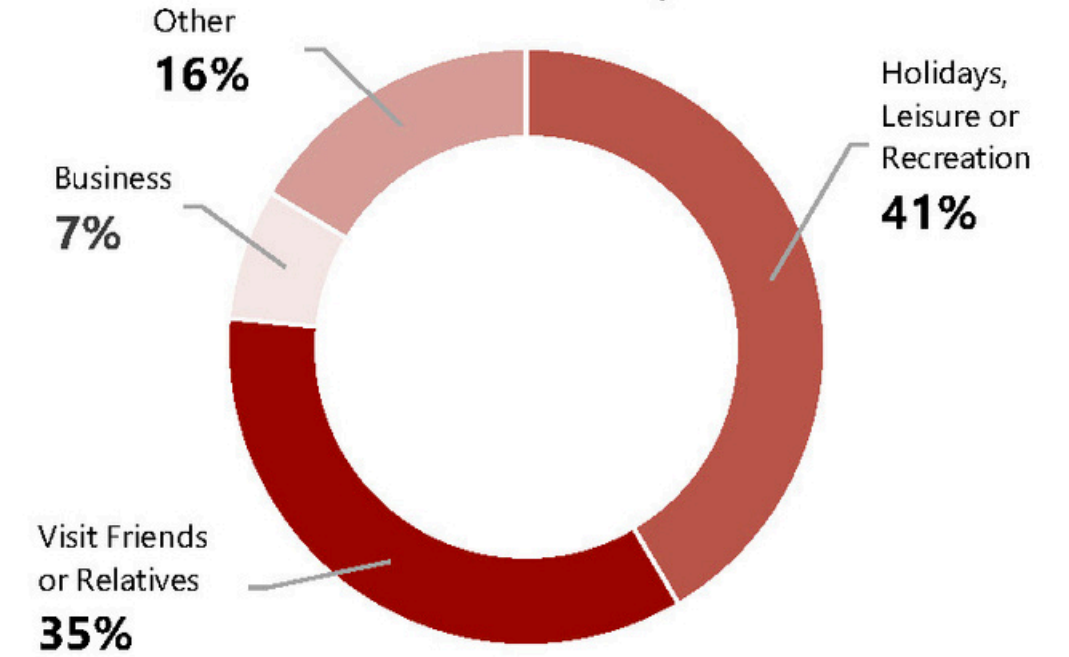
**TOTAL DOMESTIC  
TOURISM SPEND**  
**\$939M**

## Domestic Spend



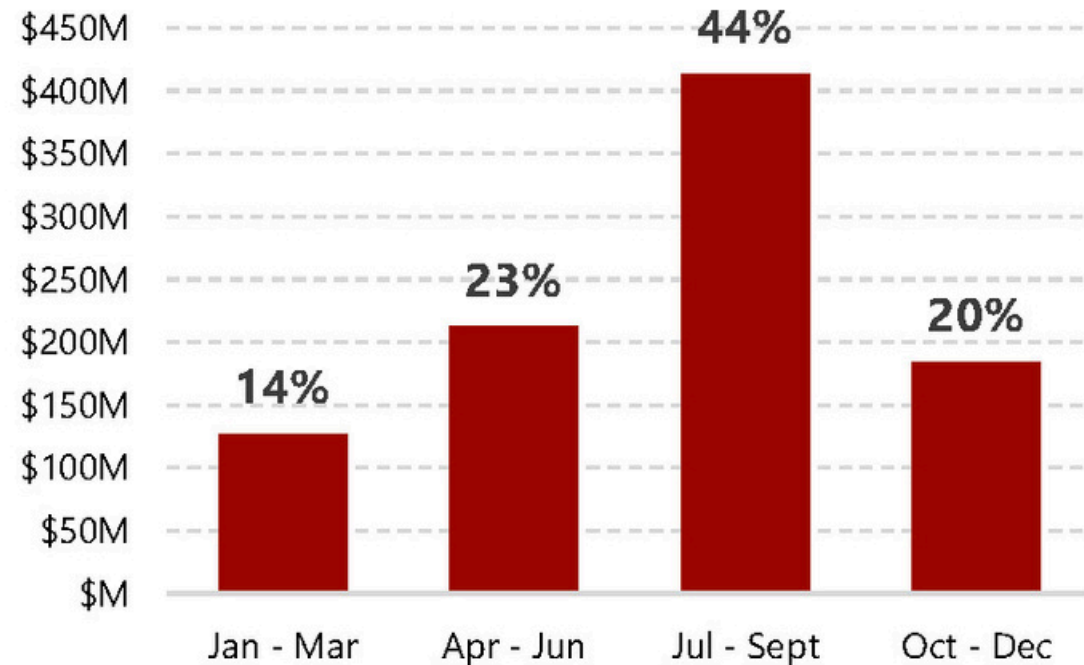
## Trip Purpose

Based on Tourism Spend

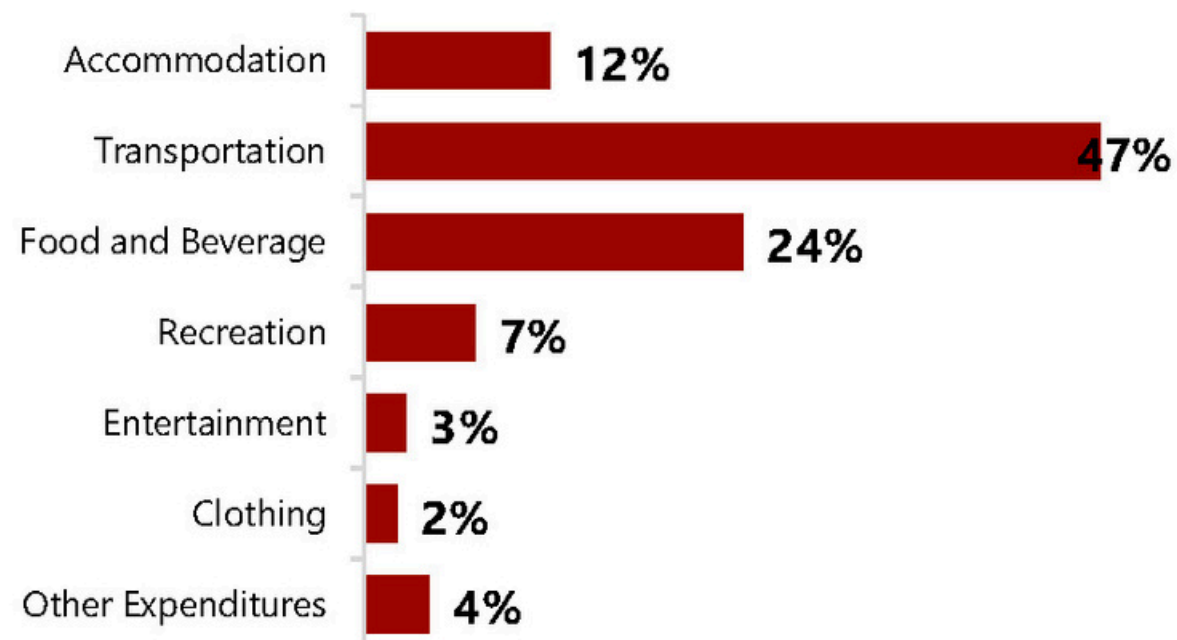


## Seasonality

Based on Tourism Spend

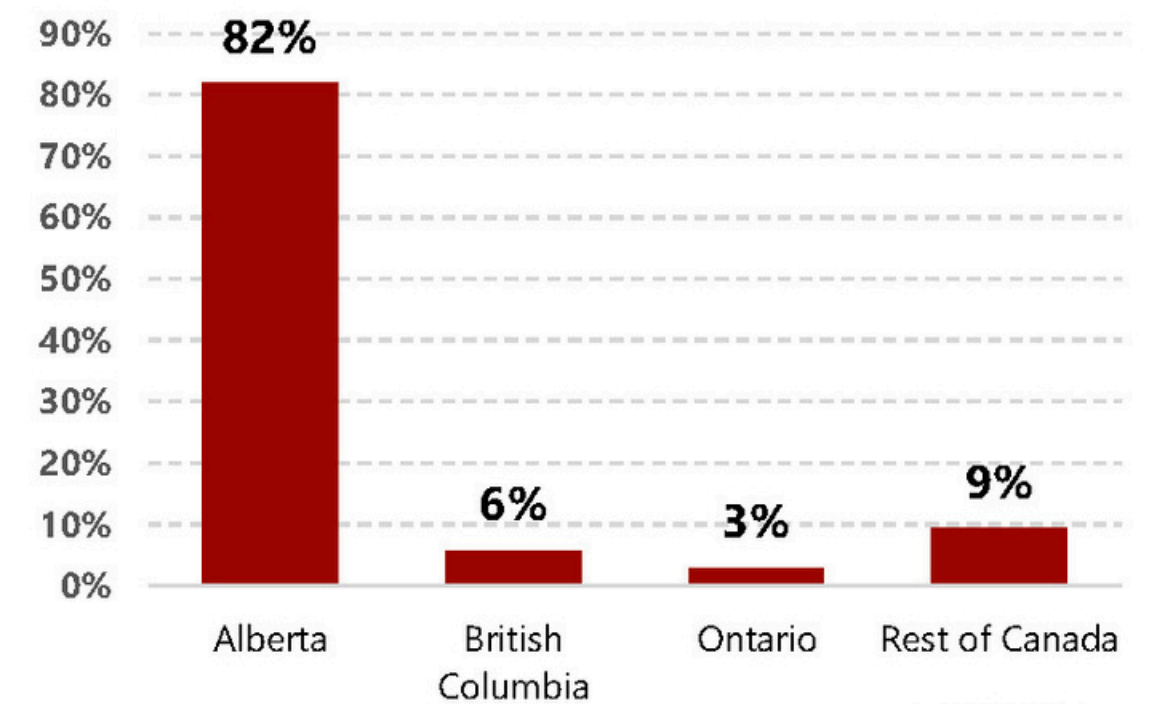


## Spend by Category



## Top Domestic Markets

Based on Tourism Spend







Midland Provincial Park



Royal Tyrrell Museum

# Tourism Numbers

**1 IN 6 JOBS**

**\$70 MILLION IN SALES**

**\$16 MILLION IN WAGES**



Orkney Viewpoint Kneehill County



Minister Schow visit to Drumheller 2023



Cactus Coulee Starland Co.



Valley Brewing



Boogie in the Badlands



# *Tourism Training & Development Program*

- High School – Hospitality/Culinary Focused Work Experience Program for Local Youth
- Establishing relationships and partnerships with select post-secondary institutions offering Tourism & Hospitality focused education programs
- Agritourism Event and Development Program- in Kneehill County



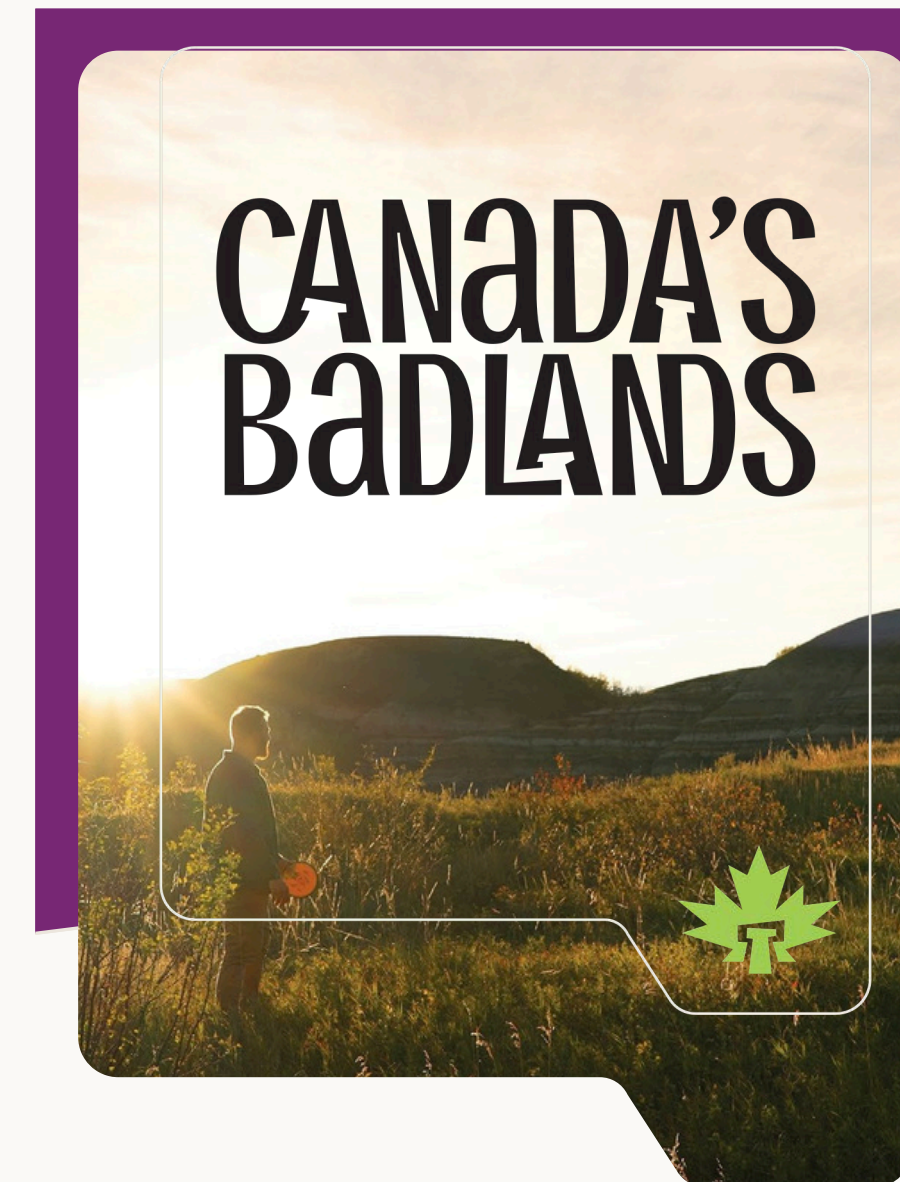
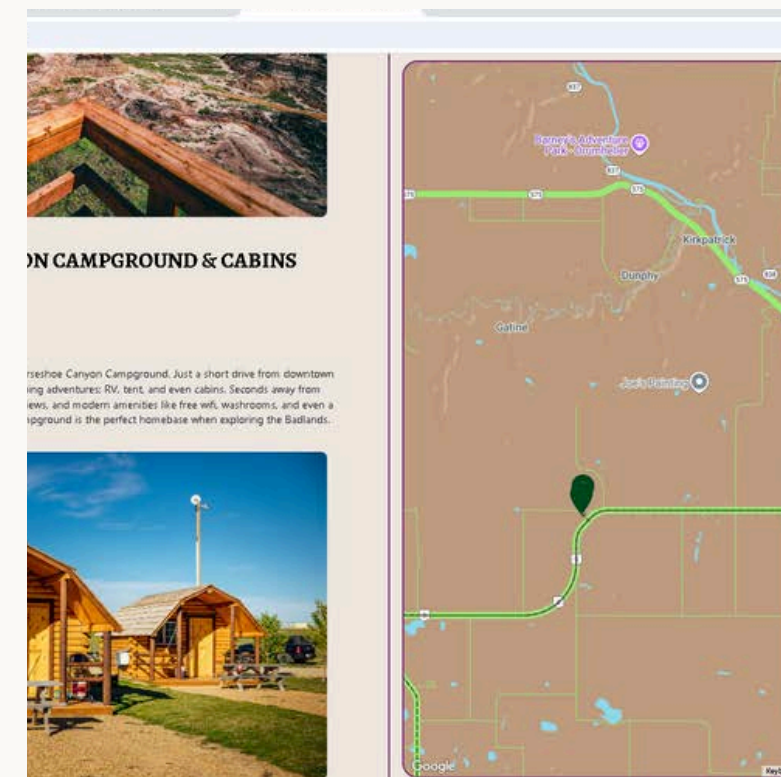






# *A more regional approach*

- Canada's Badlands
- <https://canadasbadlands.com/>
- Itineraries across the badlands region including Kneehill county
- Advertise events across the region
- Two sub brands- Badlands Live and Badlands Unearthed
- Third food brand developed in 2025







**Orkney Viewpoint Kneehill County**



**Downtown Drumheller**

# #DESTINATION *Drumheller* DEVELOPMENT PLAN

## VISION

To be an iconic year-round destination grounded in community

## MISSION

Driving significant economic and social value for Drumheller residents, businesses, and visitors through destination development



**Bleriot Ferry Kneehill and Starland County**



**Horseshoe Canyon Kneehill County**



**Riverside Park Drumheller**





**3,392**  
visitor responses

**30**  
questions

**80+**  
participating locations

**51%**

of respondents were brought here by the Royal Tyrrell Museum

**55%**

of respondents came for a day trip



Day trippers arrived mornings at 10am and 11am



Average spend on a typical day = \$462  
Median spend of \$267  
Average varies between \$330 to \$1,043 relative to time spent



Visit [traveldrumheller.com/destination-drumheller](https://traveldrumheller.com/destination-drumheller) for full results

#DESTINATION  
**Drumheller**  
DEVELOPMENT PLAN





# #DESTINATION *Drumheller* DEVELOPMENT PLAN

## UPCOMING

- Enabling Transportation Opportunities: Feasibility Study, complemented by a Pilot Shuttle Bus in Drumheller

**“THE FUTURE POTENTIAL FOR TOURISM IN DRUMHELLER IS ONLY CONSTRAINED BY PERCEPTIONS OF WHAT TOURISM CURRENTLY IS & SUPPORTED BY THE VISION OF WHAT IT CAN BECOME.”**

TWENTY 31 MARCH 2023





A wide-angle photograph of a canyon landscape during sunset. The sky is filled with dramatic, layered clouds in shades of orange, yellow, and grey. The sun is low on the horizon, casting a warm glow over the scene. The canyon walls are rugged and layered, with sparse green and brown vegetation. The overall mood is serene and majestic.

# 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

Horsethief Canyon Starland County