



Travel Drumheller

& DESTINATION DRUMHELLER
NOVEMBER 2023

A truly
iconic
destination



A woman with a purple backpack and a blue jacket stands on a dirt path, looking out over a vast, rocky landscape. The terrain is characterized by layered, eroded rock formations in shades of grey and brown. The sky is a pale, overcast blue. In the foreground, there are green and yellow shrubs. The overall scene is a scenic view of a natural landscape.

At Travel Drumheller we are storytellers

We love telling people about our breathtaking landscapes, fun festivals, cool people, and distinct businesses.

We are proud of our region and want everyone to benefit from a vibrant tourism industry.

About Travel Drumheller

Through a Tourism Strategy conducted in 2011, it was recommended that Drumheller create a Destination Marketing Organization (DMO) to take Drumheller forward as a Destination.

The Chamber of Commerce, Town of Drumheller, Royal Tyrrell Museum, and Canalta Hotels collaborated and coordinated the initial launch of the Organization in 2014. The team remains permanent Board Members with collaboration from other businesses and nonprofits within the Valley to maintain the diverse voices and needs of the tourism industry within the area.

In the pursuit of building the Drumheller region as a Tourist Destination, the organization was relaunched in September 2020 with a full-time Executive Director position. After a successful two-year trial of the pilot, Travel Drumheller established and hired a permanent full-time Executive Director followed closely by the creation of two other full-time permanent positions; Business Support Manager and Marketing Manager.

Travel Drumheller is the Destination Marketing Organization for the region. Its role is to promote the region throughout Western Canada and the world.

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



Destination Drumheller





Tourism Numbers

1 IN 6 JOBS

\$70 MILLION IN SALES

\$16 MILLION IN WAGES



2022-2023 Highlights

- Increased staffing from one full-time permanent position to a team of three full-time permanent employees
 - Added two full-time seasonal contractors
 - Added two part-time project specific contractors
- \$33,000 supporting local events
- A Travel Alberta Tourism Development Zone
- Destination Development Plan completed





Destination Drumheller

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



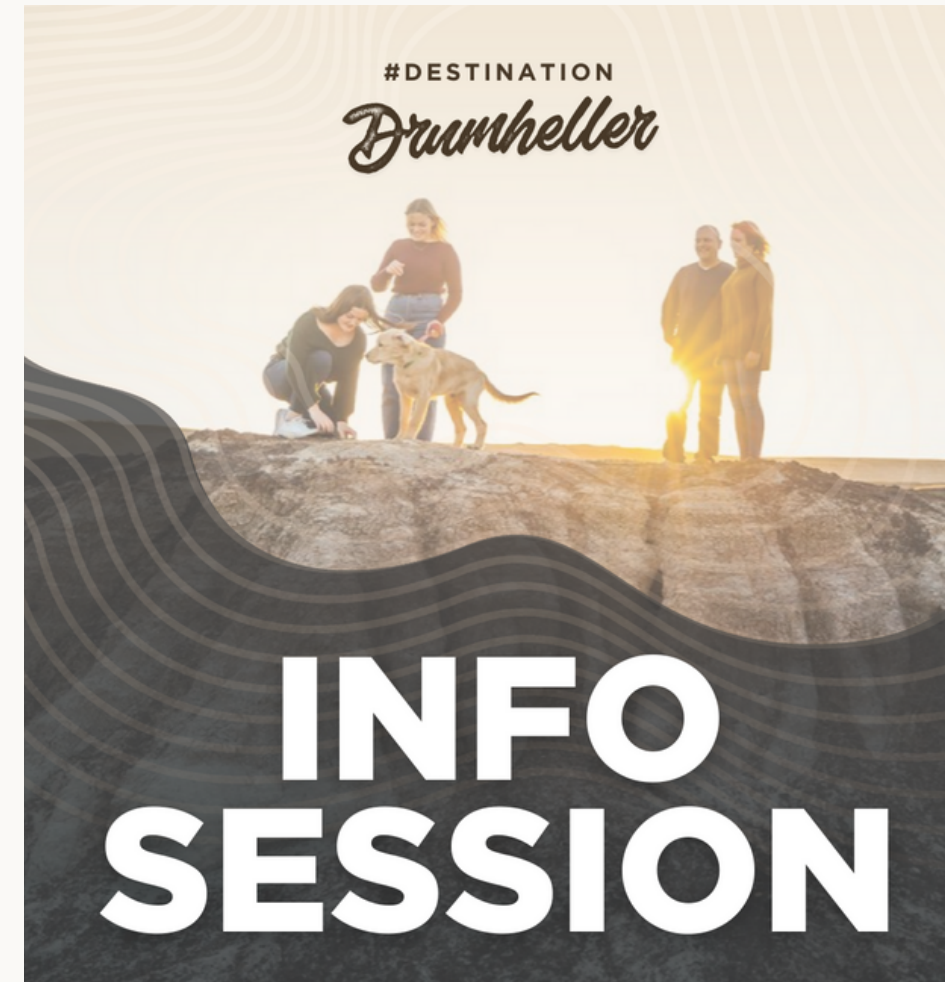
Destination Drumheller

“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

ACHIEVEMENTS

- Plan created from community engagement activities
- Plan completed March 2023
- Hired Implementation Manager
- Created a steering committee



DISCOVERY REPORT

CANADIAN BADLANDS TOURISM DEVELOPMENT ZONE

• NOVEMBER 2023

HORSESHOE CANYON

1

TOURISM DEVELOPMENT ZONE PROJECT



WHAT GOT US HERE

WON'T GET US THERE

Regional compression:
Over 75% of expenditures
are in five legacy
destinations

Seasonal compression:
Majority of revenues
realized from June to
August

WHAT WE'RE ALL STRIVING FOR

\$20B

(Visitor Spend)

BY

2035

CENTRAL TO OUR SUCCESS



Capitalize on the untapped potential of rural Alberta

CANADIAN BADLANDS

TOURISM DEVELOPMENT ZONE

2022-2035 PROJECTIONS*



PROJECTED
VISITOR SPEND
GROWTH / YEAR

4.5%



ESTIMATED
TOURISM SPEND

\$186M



POTENTIAL JOB
CREATION

1,340

*incremental



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WHAT WE HEARD



KEY FEEDBACK THEMES

1

Growing seasonality and visitor perception

2

Prioritizing tourism outside of Drumheller in order to create a common tourism vision in the Canadian Badlands

3

Need to think big

RESIDENT SENTIMENT

83%

**I would welcome more
visitors to my community**

77%

**A strong tourism industry
improves my quality of life**

55%

**My community offers
remarkable experiences to
visitors**

ALBERTAN MARKET DEMAND

69%

have a positive impression of the Canadian Badlands

38%

would be likely to travel to the Canadian Badlands

51%

are familiar with the Canadian Badlands

Activities Albertans are most likely to enjoy in the Canadian Badlands

31%

Dinosaur Tourism

26%

Hiking

24%

Camping

STRENGTHS

- Signature experience assets in the Royal Tyrrell Museum and Dinosaur Provincial Park
- Unique landscape
- A thriving arts and cultural scene anchored by Rosebud Theatre and Badlands Amphitheatre
- Well known in film industry (i.e. Ghostbusters)
- Strong resident sentiment for tourism
- Distance to international airport (Calgary)



CHALLENGES

- Accommodation and year-round products and experiences
- Tourism focused leadership is not unified across the TDZ, which means that no group is currently responsible for creating a common vision for the Canadian Badlands and aligning tourism stakeholders
- Visitors perceive tourism in the Canadian Badlands to be primarily focused on Drumheller and dinosaurs
- There are limited resources in this TDZ, which has a small tax base and competing interests for funding.
- Insufficient export ready products, accommodations, and experiences to drive international visitation



OPPORTUNITIES

- All communities in the zone could use support for destination management activities in alignment with the long term vision and goals of the TDZ
- A tourism culture could be fostered in the Canadian Badlands by better communicating with the zones communities regarding tourism net benefits
- The zone has the potential to leverage Horseshoe Canyon and Badlands Amphitheatre for sustainable development to create new Iconic experiences.
- Local DMOs and Travel Alberta should support the development of additional products and experiences to connect existing communities and tourism offerings throughout the Canadian Badlands



50+ GAME-CHANGING DEVELOPMENT CONCEPTS

David Thompson
Riverside Glamping
Resort



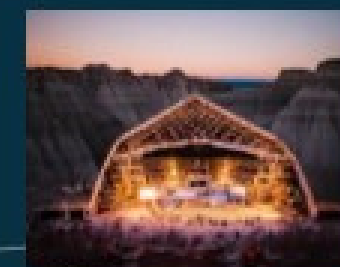
Foothills
Luxury Four Season
Dude Ranch & Resort



**Fort McMurray
Wood Buffalo**
Northern Lights Lodge
& Viewing Centre



North-East Lakelands
Lac La Biche Waterfront
Hotel & Conference
Centre



Canadian Badlands
Badlands Amphitheatre
& All Season Resort



Southern Rockies
Luxury Condos & Golf
Resort Crowsnest Pass



AMANGIRI, UTAH

AMANGIRI, UTAH



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NEXT STEPS



DESTINATION DEVELOPMENT PLAN



BUILDING OUR ACTION PLAN



Shared Vision & Stakeholder Alignment

“To sustainably develop a destination zone enjoyed by both residents and visitors that offers remarkable products and experiences enjoyed in other iconic Alberta destinations”



Destination Positioning



Visitor Experiences



Accommodation

TIMELINE

November 1, 2023

Discovery report
communications roll
out

January 15, 2024

Establish regional
advisory group(s)

February 15, 2024

Action plan
formulated and
validated with
stakeholders

March 31, 2024

Action plan adopted



**Local Leadership, County &
Community
Commitment/Alignment**

**We need to think
bigger to compete globally**

We need to act now to succeed

Game-Changing Developments

**WHAT WE
NEED TO MOVE
FORWARD**



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