

2024 Partnership

Work with Travel Drumheller to reach thousands of visitors and promote the valley as an iconic Canadian Destination.

www.traveldrumheller.com/industry

TOURISM IN DRUMHELLER

Tourism is a growing industry in Alberta and in Drumheller. The industry is an economic driver for the community and businesses creating over **\$70 million** in sales, **\$16 million** in wages, and **569** jobs in 2022. As the effects of COVID-19 wear off and Travel Drumheller continues to create strong marketing campaigns, we expect these numbers to sustain this upward trend.

WHY BECOME A PARTNER?

- Great investment for businesses and demonstrates support for tourism in the Drumheller Valley
- Connect with new customers
- Expand your marketing reach
- Access resources to support business growth
- Exclusive access to tools that leverage marketing dollars
- Helps to showcase everything Drumheller has to offer and share all experiences that make the Drumheller Valley unique
- By working together, we can cast a larger marketing net and attract more visitors



OUR ROLE

Travel Drumheller works extensively to share the uncovered wonder story of the Drumheller Valley to inspire millions of potential visitors each year. Through enticing digital and social marketing campaigns, attending events, and our website we bring awareness and enthusiasm for the valley.

Your business contributes to Drumheller's destination story. Our tourism partners and experiences are why visitors choose Drumheller year after year. Elevating your business story through deliberate planned marketing efforts through our Partner Program supports your business goals and destination strategies.

APPLY NOW!

Choose one of our partnerships for a full year of marketing and business support.

Business Partnership	\$175 + GST
Event Partnership	\$95 + GST

Apply now by scanning this QR code.



E-transfers can be sent to admin@traveldrumheller.com

2024 PARTNERSHIPS

Partnership rates are for a 1 year term.

Business Partner \$175 + GST

This partnership is for businesses operating seasonally or throughout the full-year.

NEW! Event Partner \$95 + GST

This partnership is for businesses or groups hosting one event in the Drumheller Valley annually.

BENEFITS	Event Partner \$95+GST	Business Partner \$175+GST
Discount in Exploration Guide	✓	✓
Prioritized Web Listing	✓	✓
Event Calendar	✓	✓
E-Newsletter Promotion	✓	✓
Industry News & Promotion	✓	✓
Social Media Marketing	✓	✓
Partner Directory	✓	✓
Advocacy & Support	✓	✓
Asset Creation	✓	✓
Board Privileges	✗	✓
Priority Advertising Opportunities	✗	✓
Professional Development	✗	✓
Referrals & Sales Leads	✗	✓
Frontline Recognition & Education	✗	✓
Digital Image & Video Library	✗	✓

For more information on benefits, visit TravelDrumheller.com/Industry

BECOME A PARTNER:

- 1) Complete the Partner Application
- 2) Make your payment. Options include:
 - a) **Cash** - drop off at the Travel Drumheller office at 181 Railway Ave E
 - b) **Cheque** - make out to Travel Drumheller. Mail to Box 1357, Drumheller, AB TOJ OYO
 - c) **E-transfers** - send to admin@traveldrumheller.com. Please include your business name and "partnership" in the message box.
- 3) Check your listing on TravelDrumheller.com. Let us know if any updates are needed.
- 4) Review the Industry Hub on TravelDrumheller.com for a current list of programs and resources for our Partners.
- 5) Email heather@traveldrumheller.com with any specific goals or marketing assistance you require for the upcoming year so we can support you and your business.

CONTACT

Heather Little

Business Support Manager
development@traveldrumheller.com
403-821-1596

Travel Drumheller

P.O. Box 1357, 181 Railway Ave E
Drumheller, AB TOJ OYO

