

What We're Working On Together

The Destination Development Plan (DDP) is a community-created multi-year plan to support tourism development in the region (Drumheller, Kneehill, Starland, Wheatland, Special Areas). We are now taking the plan and turning it into action. The actions below were selected by the DDP Steering Committee to happen within 2024. This is only a sampling of the great work underway across the region and our journey *'to be an iconic year-round destination grounded in community'*

Who Is Involved

- Locals / Community Members
- Tourism Operators / Business Community
- Municipal and Provincial Government
- Organizations

Action	What We're Doing	Why We're Doing It
Summer Traveller Survey	Develop and launch a visitor-focused survey for summer 2024	<ul style="list-style-type: none"> • to better understand the behaviors of visitors • to help create and expand experiences and itineraries • to support data-informed decision-making
Tourism Asset Inventory	Create an inventory asset of tourism products and experiences across the Drumheller region	<ul style="list-style-type: none"> • to help create and expand experiences and itineraries • to support data-informed decision-making • to measure our progress as a community towards addressing seasonality • to use in support of investment and attraction
Brown Tourism Sign Updates	Update the content of a selection of the most-seen brown multi-attraction tourism signs in the region.	<ul style="list-style-type: none"> • to increase movement across the region • to provide quality information to our visitors • to improve the aesthetics in key locations
Shoulder/Winter Season Idea Generation	Engage with the community to understand current shoulder and winter season approaches and brainstorm ideas.	<ul style="list-style-type: none"> • to work together as a community to address seasonality • to learn from each other
Indigenous Relationships	Take active steps to build a relationship with Blackfoot Crossing and improve celebration of local Indigenous efforts	<ul style="list-style-type: none"> • to support Indigenous tourism
Refresh relationship with the Visitor Information Centre (VIC)	Engage in discussions with the Chamber of Commerce and Town of Drumheller to consider the long-term outlook for the Visitor Information Centre given the shifts in visitor preferences for information access and potential changes to the area resulting from the Town of Drumheller Parks & Recreation Master Plan.	<ul style="list-style-type: none"> • to improve the visitor experience • to be proactive