



What is the Summer Visitor Survey?

The Summer Visitor Survey is a tool for businesses, organizations and events across the Drumheller region to gain a shared understanding of our visitors. The information can be used to make business and community decisions that help our local economy grow. This information can help build itineraries, improve marketing, create new experiences and attract investment. The survey runs until September 2, 2024.

What is the survey asking?

The survey is divided into two parts. The first part, the starter survey, focuses on:

- how long are visitors staying,
- how far in advance their visit was planned, and
- determining what brought them to the Drumheller region.

The goal is to have at least 3,000 visitors fill out the starter survey, from locations across the region. As part of the starter survey they can opt-in to complete part two.

The second part, the follow-up survey, is longer and has a range of questions that explore who was traveling, how they planned their trip, where they stayed, how they got here, what they did while here and overall satisfaction.

How can visitors complete the survey?

A QR code will direct visitors to complete the online survey. The online survey will be promoted through posters, post-experience emails and in-person outreach. Hardcopy surveys will be available.

Visitors who complete the starter survey get a chance to win gift certificates to local restaurants. Completed follow-up surveys are entered for a chance to win a winter weekend get-away package.

Where will the survey be promoted?

Everywhere and anywhere! The goal is to have the survey promoted in a broad range of locations, businesses and events throughout the region.

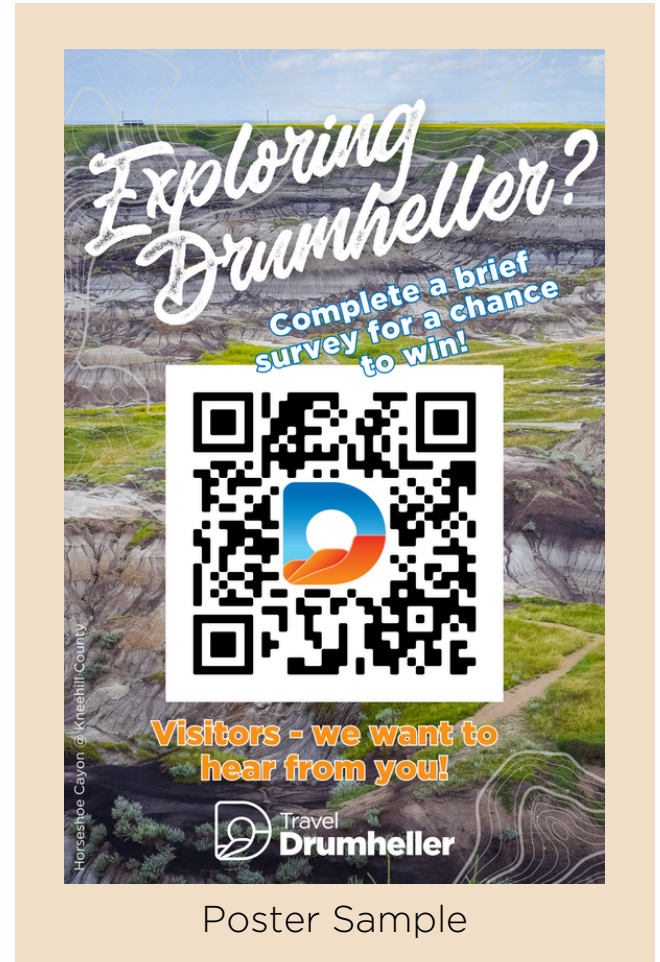


You can **help by promoting the Summer Visitor Survey**, using one or many of the methods available. Putting posters up at your location, and having your staff encourage participation, is a simple and impactful way to get involved.

Travel Drumheller will support launching the survey at your location, including providing posters or other materials.

By promoting the survey you:

- **gain more information** than you could gather on your own to help grow your business, organization or event, and
- are entered for **a chance to win a Travel Drumheller partnership** for 2025. A partnership provides expanded market reach, access to resources to support business growth, and connections with new customers.



Poster Sample

To participate, reach out to Lana Phillips
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#DESTINATION
Drumheller

This project is part of the implementation of the Destination Development Plan, and the vision to be an iconic year-round destination grounded in community

www.traveldrumheller.com/destinationdrumheller