



# Summer Visitor Survey

## Summary Report

OCTOBER 2024

#DESTINATION  
**Drumheller**  
DEVELOPMENT PLAN



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# Executive Summary

Over the summer of 2024, Travel Drumheller, as part of the implementation of the communities' Destination Development Plan, completed a Summer Visitor Survey. The purpose of the survey was to evolve the understanding of visitors to the Drumheller region and create a profile of our visitors. This information can be used to inform decisions and programs undertaken by businesses, organizations and governments across the region. The survey results can be used to develop itineraries, refine marketing and attract investment that supports and expands tourism.

A total of 3,392 responses were provided by visitors through outreach at over 80 locations across the region. These responses were focused on the Starter Survey, made up of the three most useful questions, as identified by the working group. The working group, made up of representatives from the region's largest attractions, informed the creation of the survey. Of these respondents, 1,269 completed the Follow Up Survey. The Follow Up Survey consisted of 27 questions that provided more information on visitors' trip planning, logistics and experience. The results were consolidated, cleaned and analyzed by Travel Drumheller, with support from McSweeney & Associates. The results provided new insights, along with affirming assumptions about visitors. For example:

- The Drumheller region is predominately a day trip destination, with 55% of respondents coming only for a day. Day trippers are most likely to plan spur of the moment.
- Most respondents indicated they planned their trip one to six months in advance.
- Respondents came for a variety of attractions/experiences, with the Royal Tyrrell Museum being the top attraction drawing visitors. 36% of respondents indicated that the Royal Tyrrell Museum brought them to the region.
- The morning is when 77% of day trip respondents arrived to the Drumheller region, with most arriving at 11:00am and 10:00am.
- The respondents average spend on a typical day was \$462, with a median spend of \$267. When considered relative to their time spent in Drumheller, the typical daily spend varies between \$330 to \$1,043.

Businesses, organizations and governments across the region are invited to explore the results and their application through an in-person interactive workshop following the release of the summary report.

# Approach

## **Purpose**

The goal of the Summer Visitor Survey was to create a visitor profile, providing a better understanding of the behaviors of visitors to the Drumheller region and serve as a benchmark for the future.. This understanding can be used by businesses, organizations and governments across the region with an interest in growing and thriving through tourism.

The survey is one of six actions underway in 2024 to implement the Destination Development Plan, supported by Travel Drumheller.

## **The Survey**

The Summer Visitor Survey was developed by Travel Drumheller, with a working group of representatives from large attractions in the Drumheller region, that included the Atlas Coal Mine, Badlands Amphitheatre, Rosebud Theatre, Royal Tyrrell Museum of Palaeontology, World's Largest Dinosaur / Visitor Information Centre.

The survey, made up of 30 questions, was broken into two components.

1. Starter Survey - The Starter Survey was limited to the first 3 questions, considered to be the most useful by the working group. The goal was to get 3,000 responses to the Starter Survey.
2. Follow Up Survey - The Follow Up Survey included the remaining 27 questions, providing a more detailed view of the visitors trips.

A pilot of the Starter Survey questions was completed during the Jurassic Jamboree event, held April 27, 2024. The learnings from the pilot resulted in the expansion of question 3 to allow for the selection of three options, rather than only one. Respondents who opted-in for the Follow Up Survey were part of the summer data collection.

# Approach

## Collecting Responses

Responses to the survey were collected from visitors between May 17 and September 9, 2024. Visitors were asked to complete the survey using a number of techniques, including:

1. A-frames, posters and stickers with QR codes posted at businesses and locations throughout the region
2. Post-visit emails or e-newsletters
3. In-person through staff at the Visitor Information Centre or Travel Drumheller ambassadors.

Over 80 different businesses, organizations and locations participated in the collection of survey responses. Most businesses posted QR codes. Post-visit emails or e-newsletters were used by the Royal Tyrrell Museum, Bikes and Bites, Rosebud Theatre and the Badlands Amphitheatre.

All the listed techniques enabled visitors to complete the Starter Survey, with the option to opt-in or continue with the Follow Up Survey.

Visitors were encouraged to participate in the survey through two incentives:

1. Monthly draws for \$20 gift certificates to local restaurants based on completion of the Starter Survey.
2. A Winter Weekend Get Away package (valued at \$700) based on completion of the Follow Up Survey.

All respondents had to complete the required survey component, along with opt-in to the incentive draws and the use of their email.

*Thank you to all the businesses and organizations that supported the collection of survey responses from visitors.*

## Survey Results

The goal of 3,000 responses to the Starter Survey was reached, with a total of 3,392 responses. Over one-third of the respondents completed the Follow Up Survey (1,269 responses). The results were consolidated, cleaned and analyzed by Travel Drumheller, with support from McSweeney & Associates.

The results are one tool that should be used alongside others to help inform decisions, marketing, itineraries and more. When considering the summary of the results shared here, it's important to remember that the responses reflect:

- A snapshot in time
- A portion of the over 500,000+ visitors that come to the Drumheller region
- The success of different techniques and locations in getting visitors to complete the surveys

For example, the techniques used at the Royal Tyrrell Museum, Badlands Amphitheatre and Visitor Information Centre were most successful in gaining visitor responses.

For each question the sample size is listed. The sample size reflects the number of responses specific to that question. The sample size can vary from the total survey responses if someone skipped a question or the questions allows for more than one response. Consider the size of the sample when reflecting on the results, as too small a sample size can easily be skewed with a few responses.

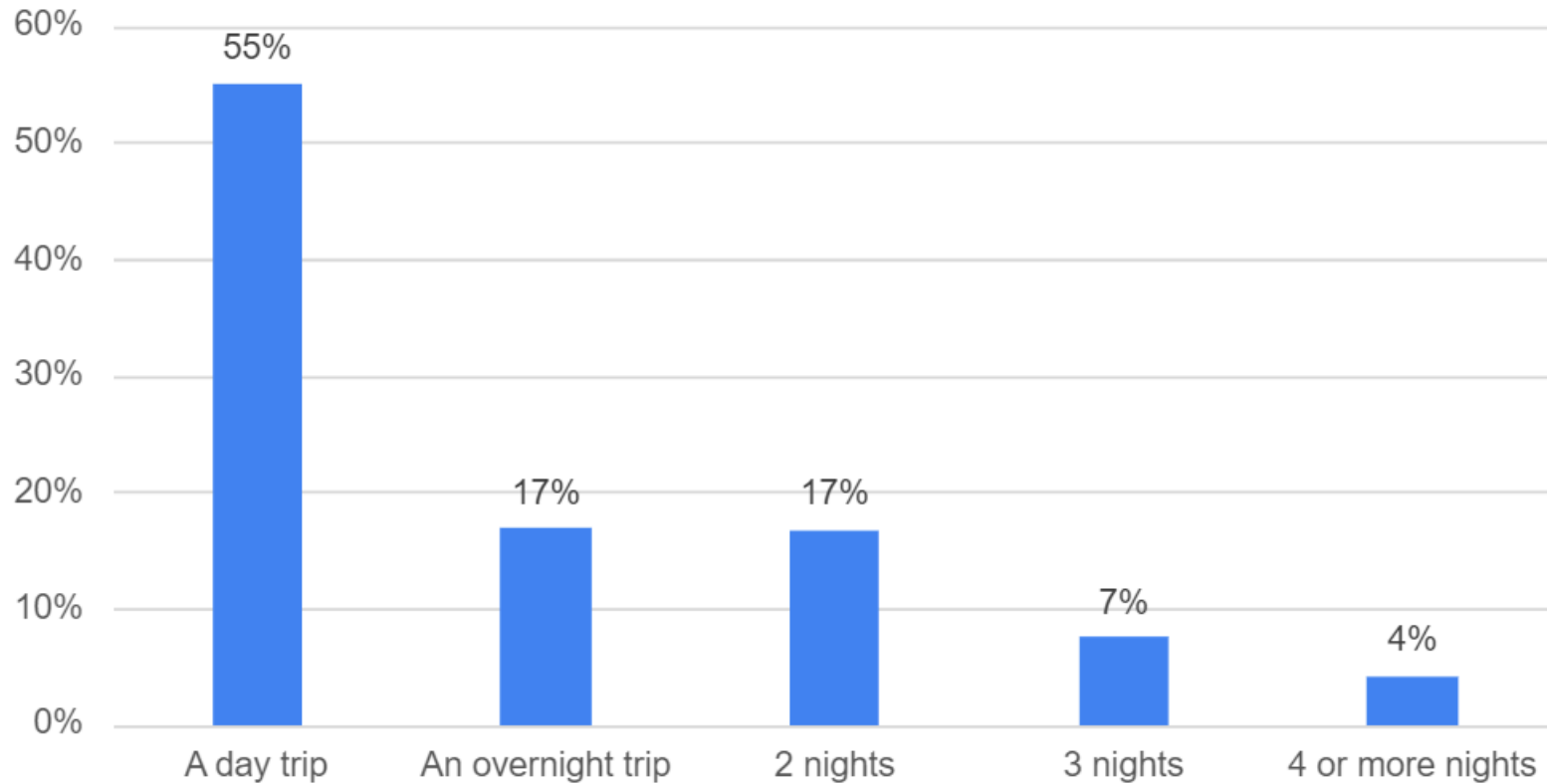
The graphs provide a quick view of the results. For questions with more response options, the graphs may be limited to the top results or options grouped.

Throughout you will find additional information inserted that explores the relationship between questions. The relationship information shared focuses on the key conclusions.

The last question provided an opportunity for open-ended feedback. A sampling of feedback is included as part of questions on the same topic (eg. accommodations). When reflecting on the open-ended feedback look for trends or recurring comments, while at the same time considering the one-off comments. Consider how the comments may inform specific programs, businesses or approaches.

## Starter Questions

Q1. How long was your stay in Drumheller?

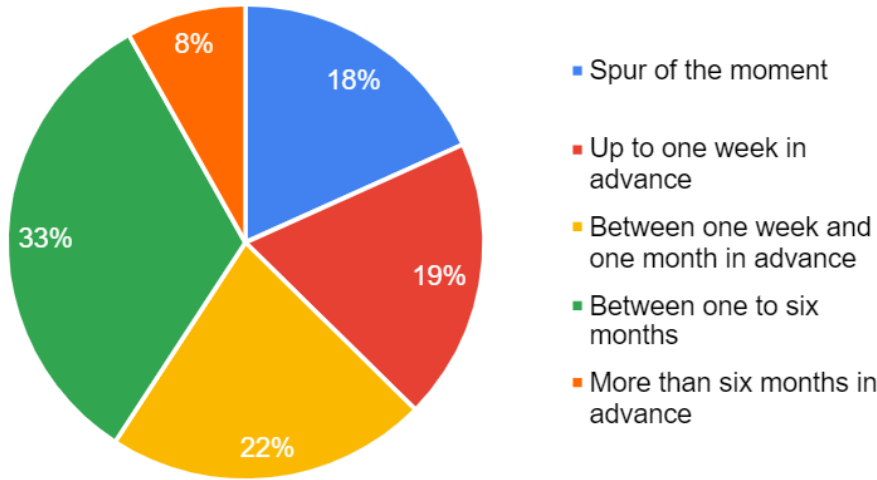


Out of the 3,336 responses, most came for a day trip (55%), with overnight stays focused on 1-2 nights.



# Starter Questions

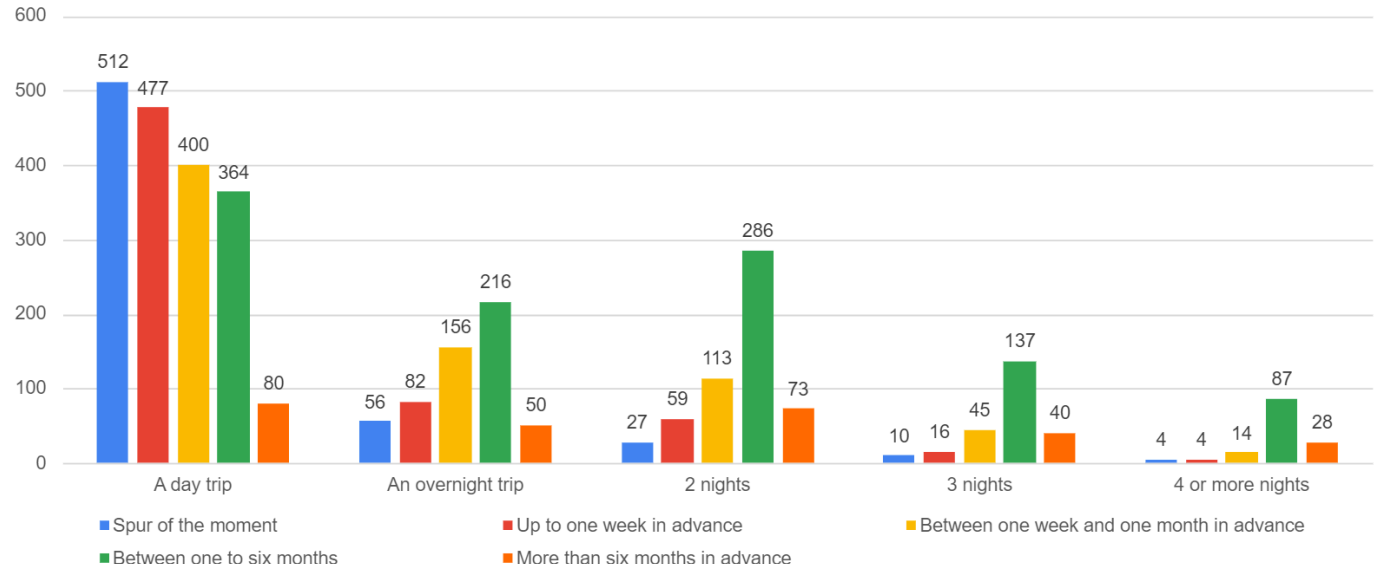
Q2. How far in advance was your trip to Drumheller planned?



Out of the 3,336 responses, most planned their trip between one to six months in advance (33%). Many respondents planned in a one month or less timeframe.

*We may have done more if we were aware of all the other points of interest beyond the museum.*

We can compare the length of stay to how far in advance a trip is planned. A day trip was the most likely to be planned spur of the moment. All other trip lengths were planned one to six months in advance.



## Starter Questions

Q3. What were the main attractions/experiences that brought you to the Drumheller region?

<i>Main Attractions</i>					
<b>1 - Most Important</b>		<b>2 - Second Most Important</b>		<b>3 - Third Most Important</b>	
Royal Tyrrell Museum	51%	Hoodoos	25%	Hoodoos	18%
Badlands Amphitheatre /Passion Play	16%	Royal Tyrrell Museum	16%	World's Largest Dinosaur	13%
Hoodoos	7%	World's Largest Dinosaur	14%	Royal Tyrrell Museum	10%
World's Largest Dinosaur	5%	Horsehoe Canyon	8%	Horsehoe Canyon	8%
Event	2%	Ghost Town of Wayne / Last Chance Saloon	4%	Ghost Town of Wayne / Last Chance Saloon	6%

Respondents were able to choose up to 3 options from a list of 26 options. The list included Other allowing for attractions/experiences not on the list. The intent was that the option selected as 1 was the most important attraction/experience that brought them to the region.

Out of 3,209 responses the attractions/experiences that were most commonly selected as 1, 2 and 3 are listed in the table above

## Starter Questions

### Q3. continued

To view all the responses together a weight was applied to each response. Those selected in first place, got 3 points, second place, got 2 points, and third place, got 1 point. With the 3,209 responses this resulted in a total of 16,634 points. Not all respondents made three selections. The weighted attractions/experiences that brought respondents to the Drumheller region are listed in the table.

The Dinosaur and Badlands options were not originally included in the survey, they were pulled out from the Other category. Options shown a 0% are a result of low points and rounding.

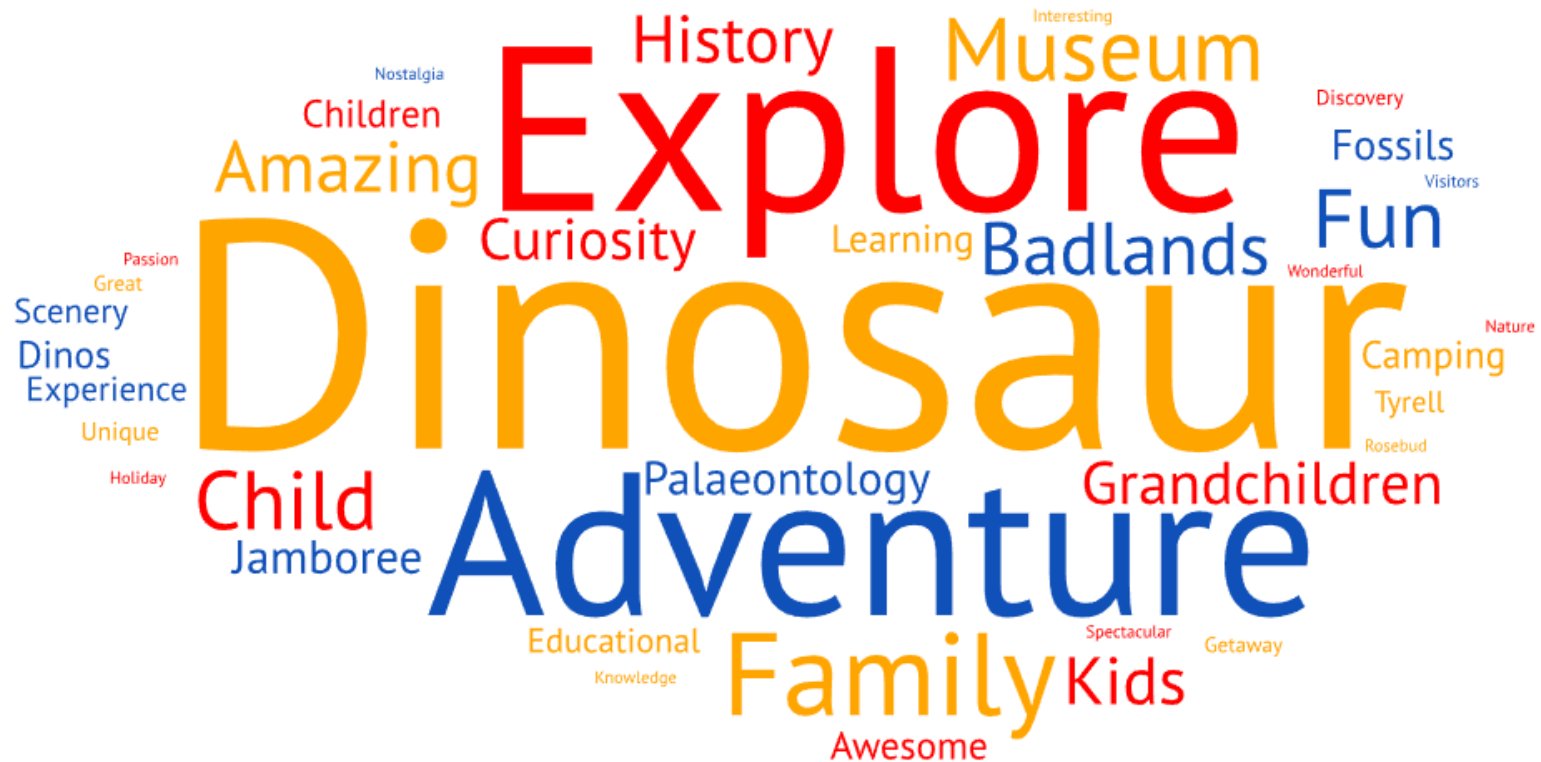
**Respondents came to the region for a wide range of attractions/experiences.**

**36% of respondents indicated that the Royal Tyrrell Museum brought them here.**

<i>Main Attractions - Weighted Ranking</i>	
<b>Reason for Travel</b>	<b>Weighted Rank</b>
Royal Tyrrell Museum	36%
Hoodoos	14%
Badlands Amphitheatre / Passion Play	10%
World's Largest Dinosaur	8%
Horseshoe Canyon	4%
Other	3%
Ghost Town of Wayne / Last Chance Saloon	3%
Atlas Coal Mine National Historic Site	2%
Camping	2%
Star Mine Suspension Bridge	2%
Bleriot Ferry / Dinosaur Trail Scenic Loop	2%
Rosebud Theatre	2%
Event (such as Canada Day, Music Festival, etc)	1%
Horsethief Canyon	1%
Personal visit (your family or friends live here)	1%
Other (Dinosaurs)	1%
Other (Badlands)	1%
Personal event (such as a wedding, family reunion)	1%
Barney's Adventure Park	1%
Shopping	1%
Badlands Historical Centre	1%
Little Church	1%
Homestead Museum	0%
Sunny Spot Outdoor Fun	0%
Orkney Viewpoint	0%
Dinosaur Trail Golf & Country Club	0%
Cactus Coulee Fun Park	0%
East Coulee School Museum	0%

## Follow Up Questions

Q4. In one word, describe the inspiration for your trip to Drumheller?

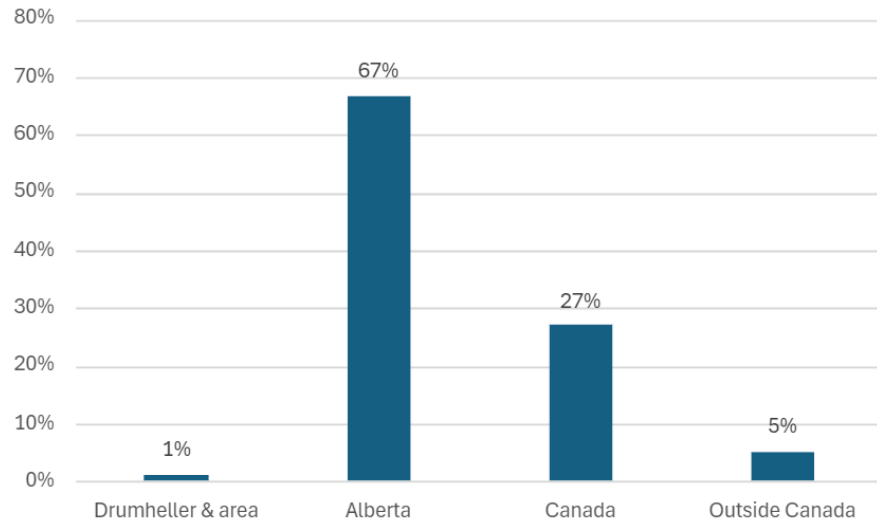


The word cloud represents the top 50 words used by respondents to describe the inspiration for their trip to Drumheller. Out of 1,106 most common responses were versions of or related to dinosaurs (ie. dino, fossils, specific dinosaurs, palaeontology, etc) and versions of family (ie. children, kids, family, etc). There were over 200 different responses including adjectives (eg. Delightful), activities (eg. Theatre), and interests (eg. Geology).

*It's a great place to visit with smaller children. They love the dinosaurs and we get family time camping."*

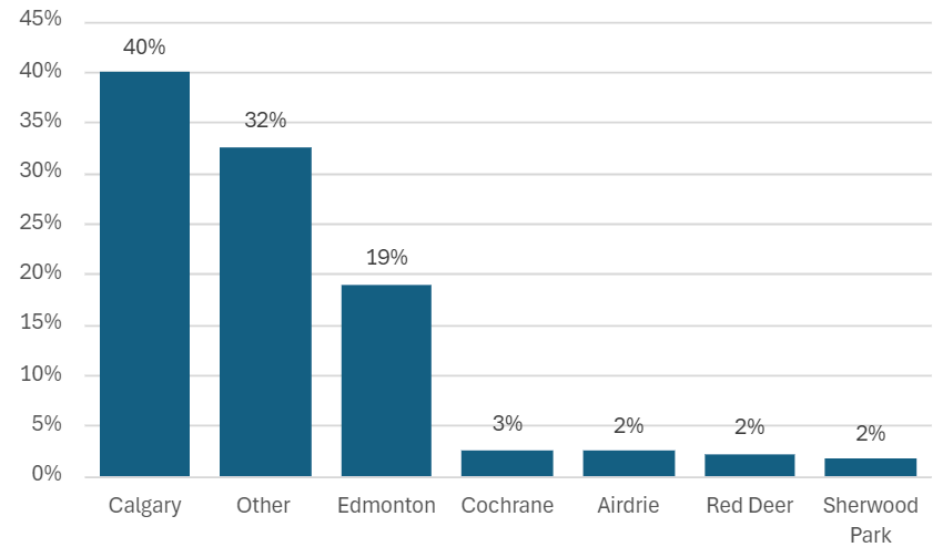
# Follow Up Questions

## Q5. Where do you live?



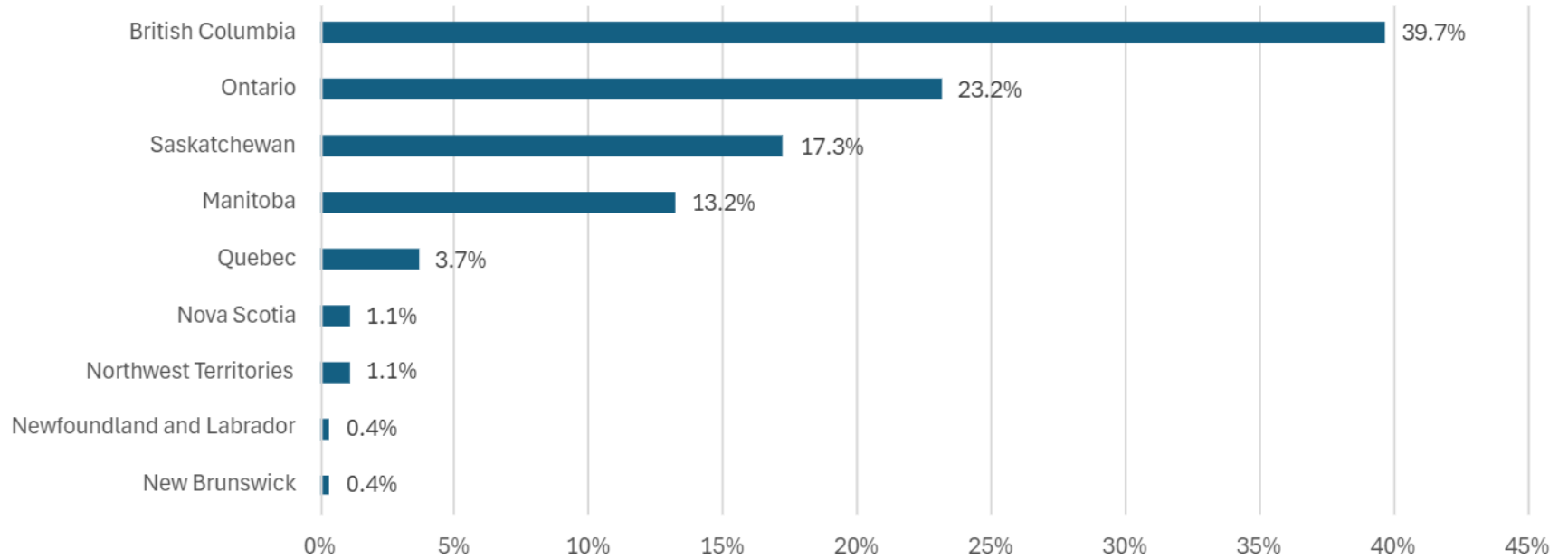
Most of the 1,006 respondents were from Alberta (67%). Those who selected Drumheller & Area are considered locals and would have been directed out of the Follow-Up survey after this question.

Out of the 671 from Alberta, most respondents were from Calgary (40%) and Edmonton (19%). Cochrane, Airdrie, Red Deer and Sherwood Park were far less (2-3%, 11-17 respondents) representing the next most common location where respondents were visiting from. Nearly 100 different Alberta locations were listed by the respondents.



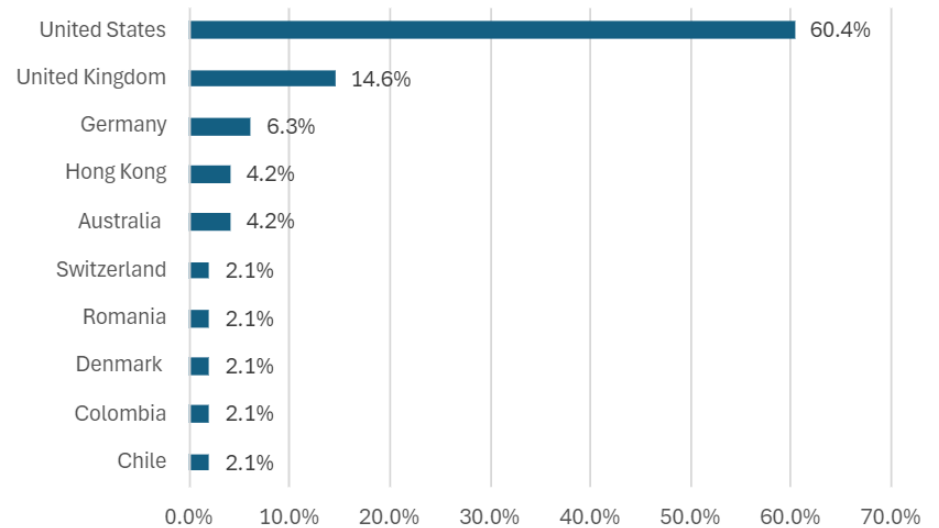
# Follow Up Questions

Q5.



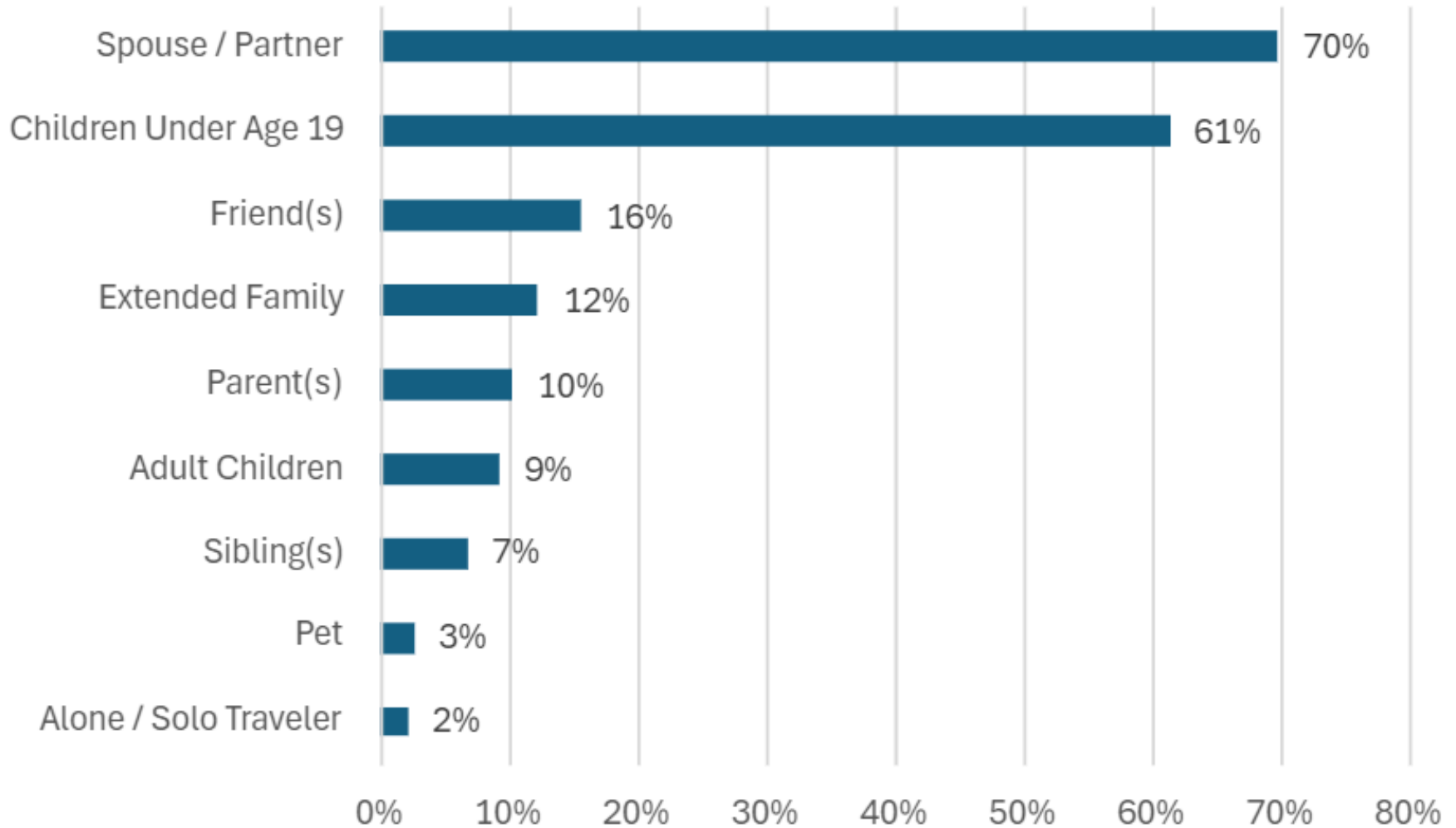
Out of 272 respondents from other locations within Canada, most were from British Columbia (39.7%).

Out of the 50 respondents from outside of Canada, most were from the United States (60.4%).



## Follow Up Questions

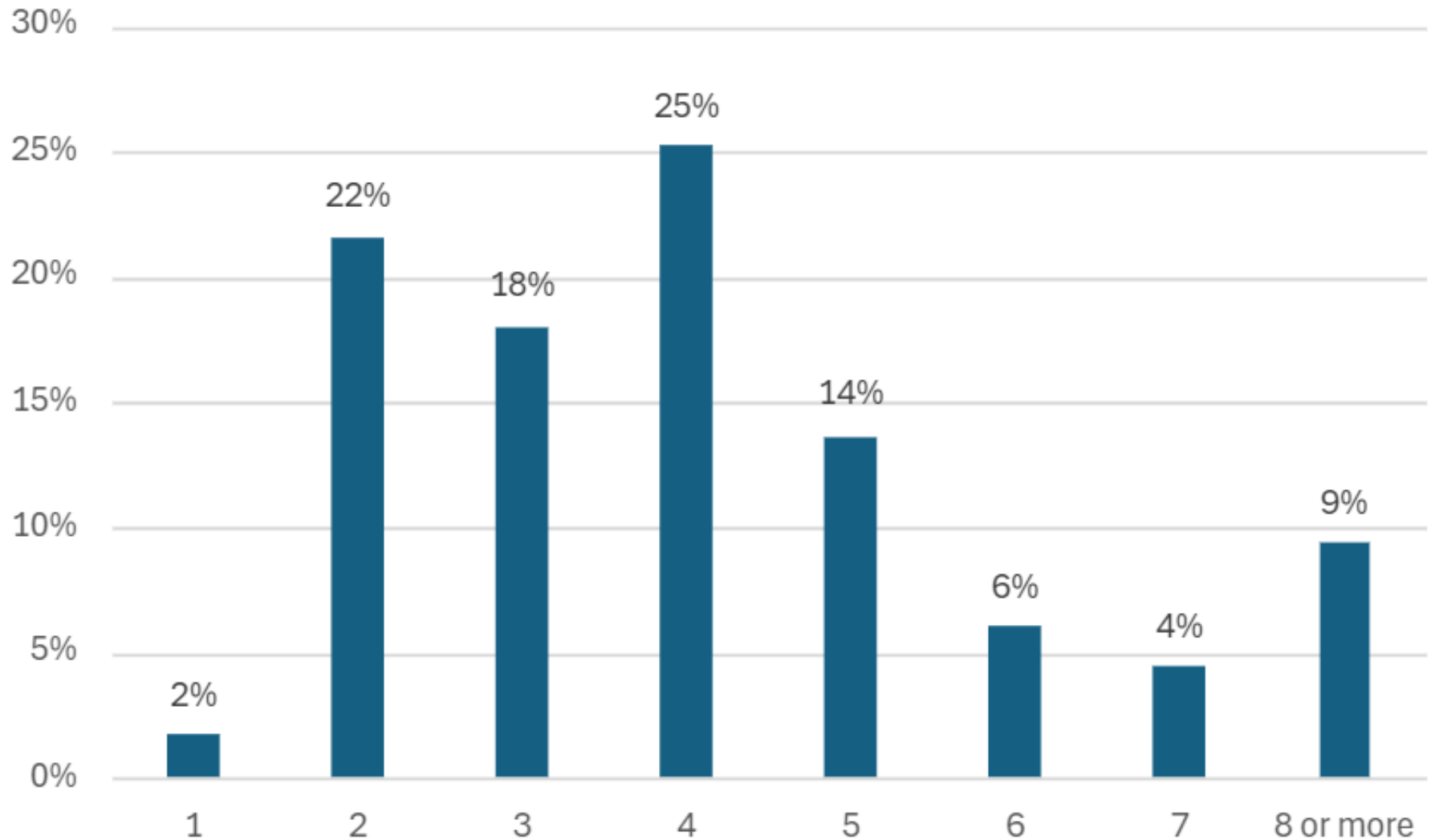
Q6. What category(ies) best describe who you travelled to Drumheller with?



Of the 993 respondents, many came with their spouse/partner (70%) and their children (61%).

## Follow Up Questions

Q7. How many people were in your group, including yourself?

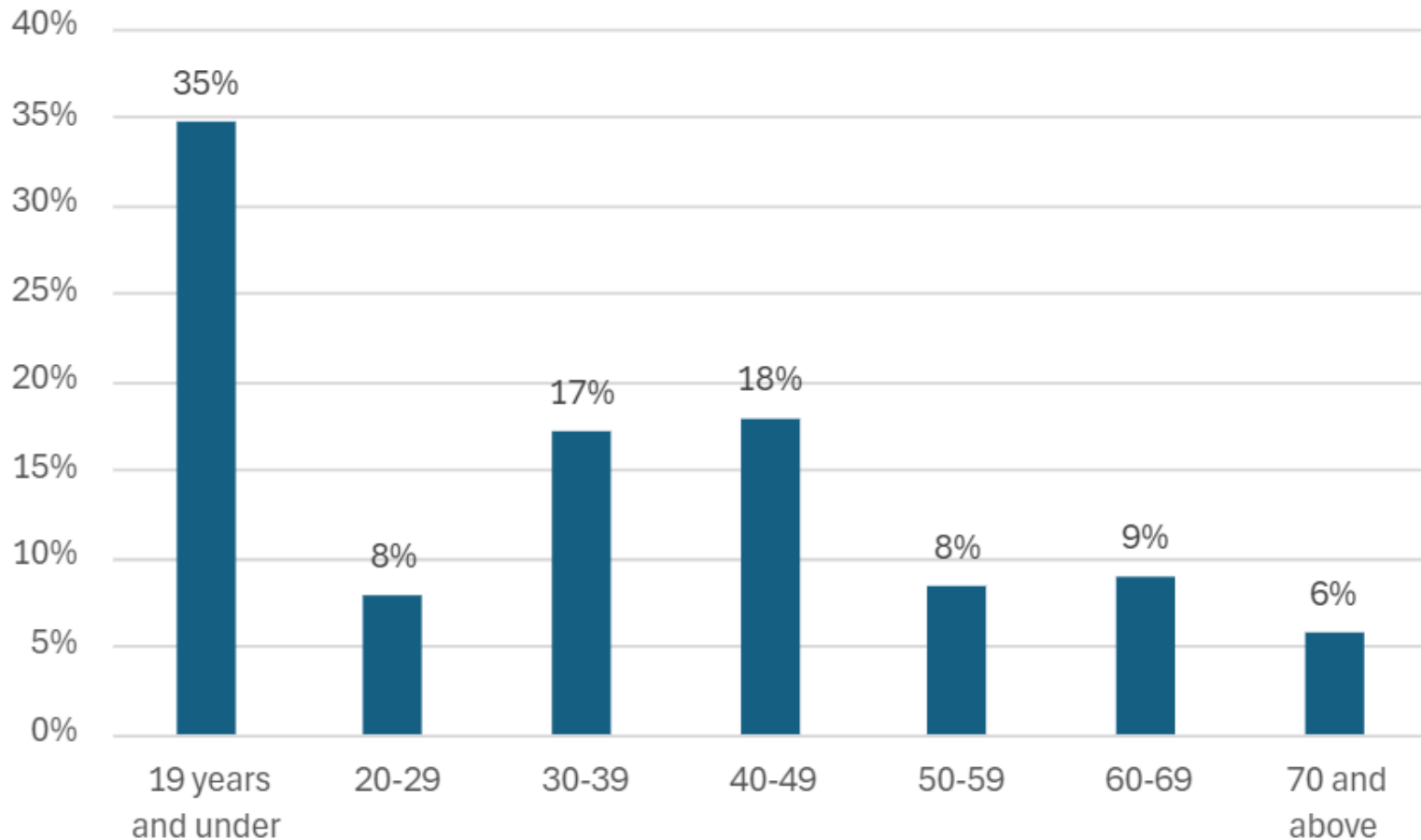


Of the 991 responses the top three group sizes were a group of four (25%), two (22%) or three (18%). Solo travelers made up the smallest portion of respondents (2%).



## Follow Up Questions

Q8. How many people in your group fall into each age category?

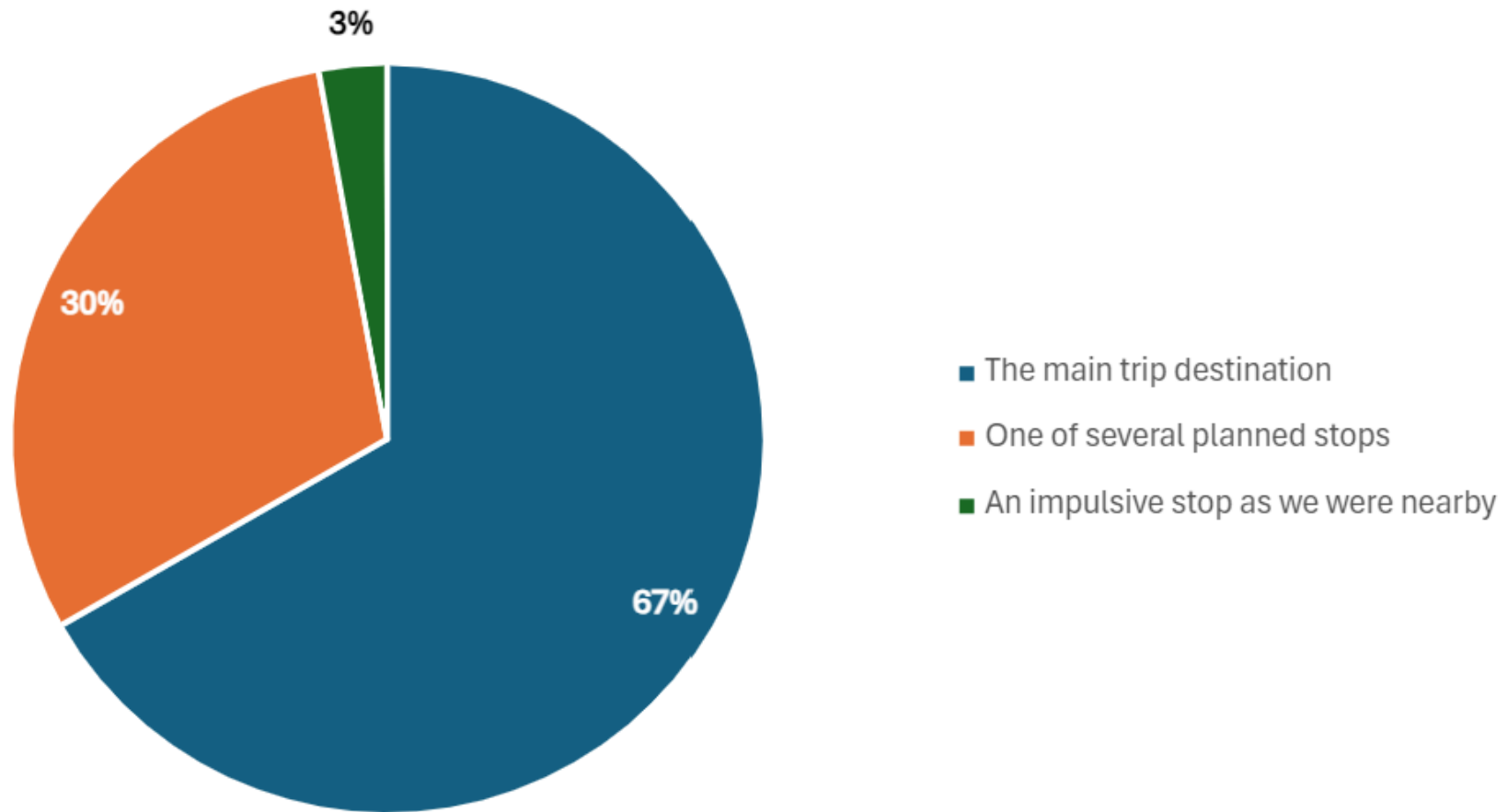


Of the 3,631 respondents the top three age ranges were children (19 years and under) (35%), age 40-49 (18%) and age 30-39 (17%). The remaining one-third of respondents were within the other age ranges.

Each group would have included multiple people, thus the increase in respondents relative to Q7.

## Follow Up Questions

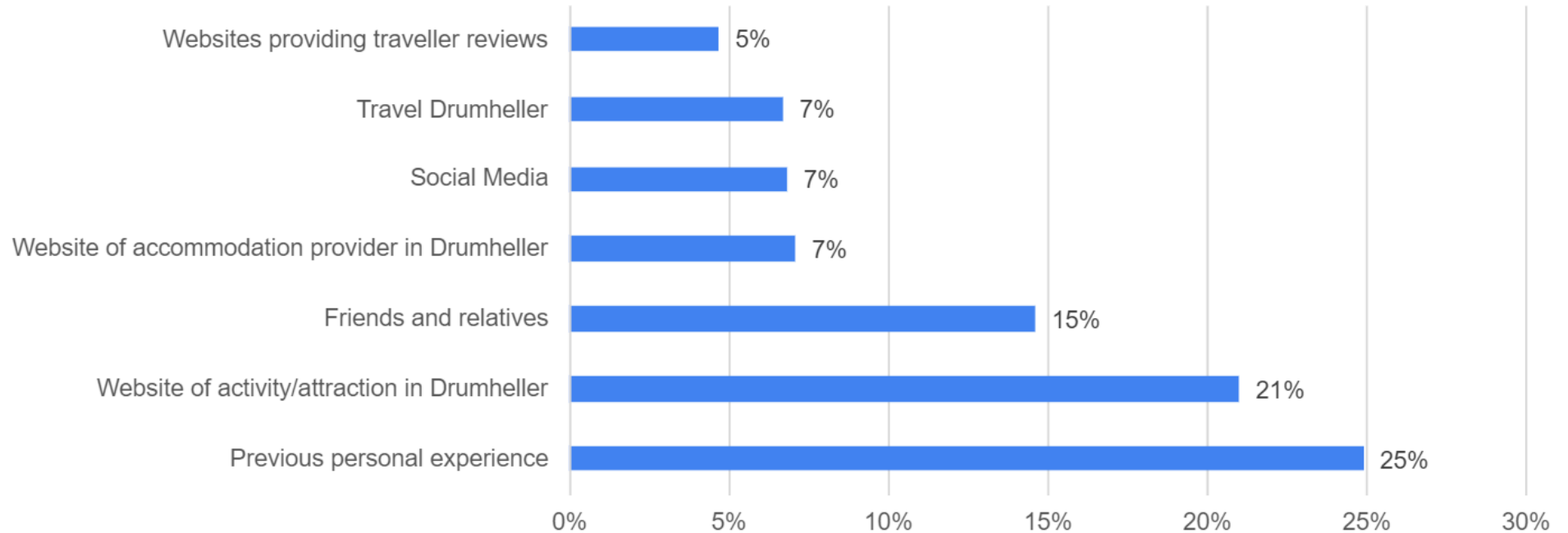
Q9. Complete the sentence, Drumheller was:



Of the 992 responses, two thirds (67%) indicated that Drumheller was the main destination of their trip.

## Follow Up Questions

Q10. What sources of information did you use to plan your Drumheller trip prior to arriving?

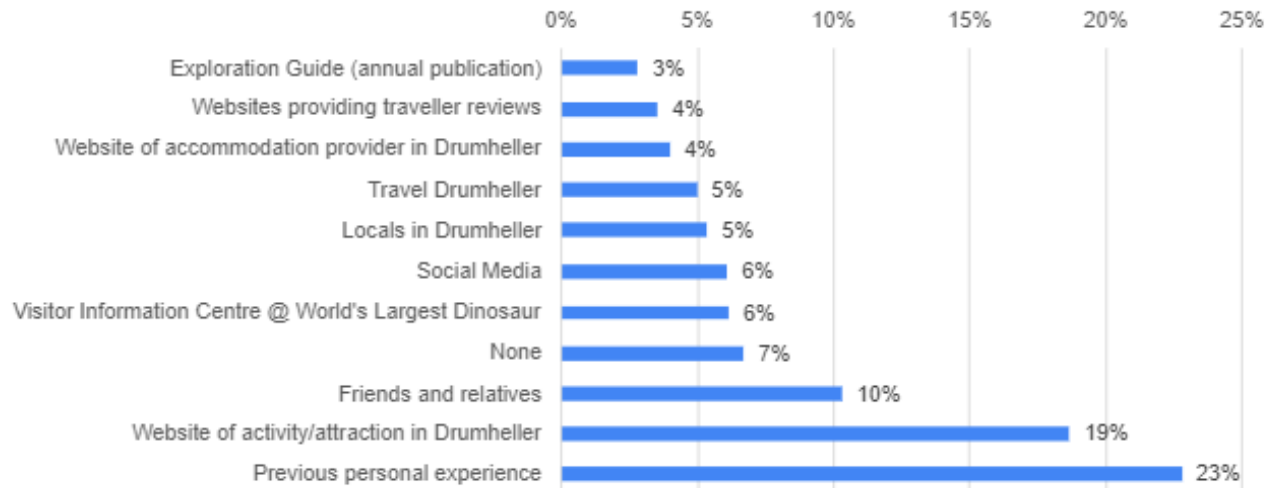


Of the 2,340 responses, the most common sources of information prior to arrival were previous personal experience (25%), the website of an activity/attraction in Drumheller (21%) and friends and relatives (15%). Options with fewer than 50 responses are not included in the graph.

The additional options available included: Exploration Guide, Travel book/brochure, None and Other. Other provided by respondents included Google search/maps and Reddit.

## Follow Up Questions

Q11. What sources of information did you use to plan your Drumheller trip while you were here?



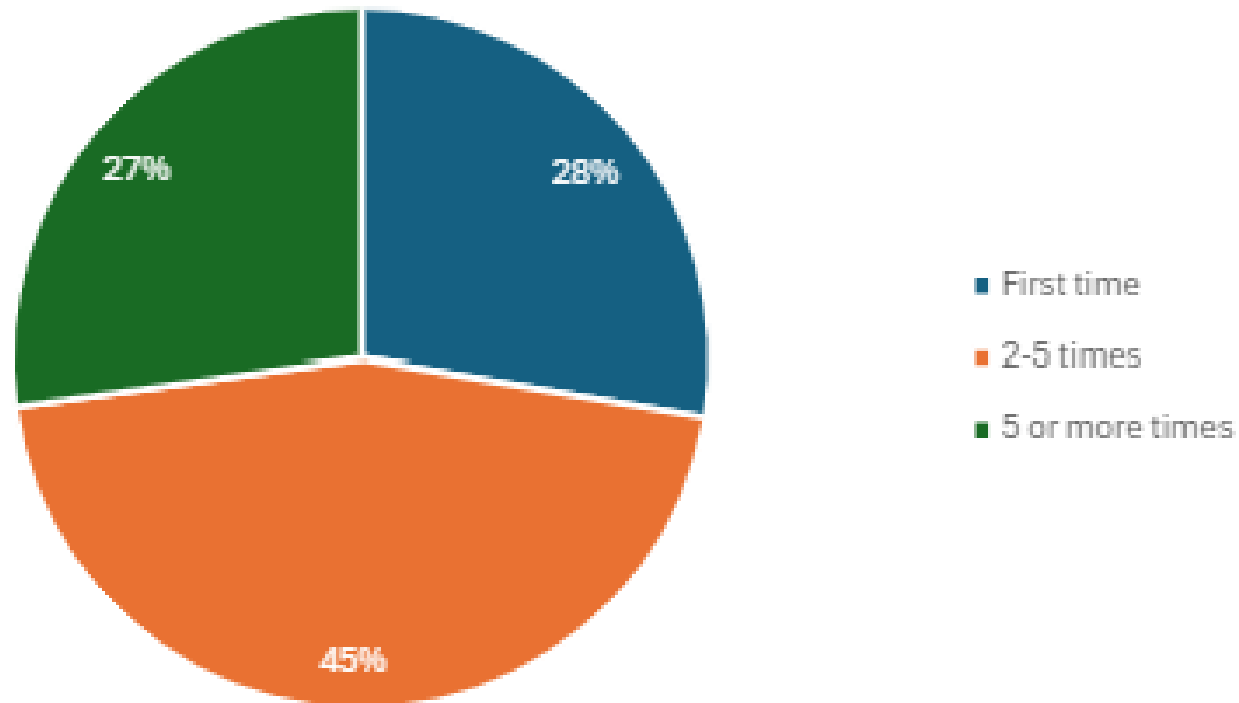
Out of the 1,803 responses, the most common sources of information while in the region were previous personal experience (25%), the website of an activity/attraction in Drumheller (19%) and friends and relatives (10%).

Options with fewer than 50 responses are not included in the graph. The additional options available included: Travel book/brochure, Travel Alberta, Blog/article/brochure, Travel booking website and Other. Other provided by respondents included Google search/maps and other apps.

*We were in Alberta for other reasons and have a dinosaur obsessed son (so we made sure to go to the museum). I didn't realize how many other things there were around. I would have loved some guides (i.e. what to do over three days in Drumheller. best places to eat with kids. sample itineraries). If I had known more about the town I might have spent a day less in Edmonton and a day more in Drumheller."*

## Follow Up Questions

Q12. How many times have you been to Drumheller?

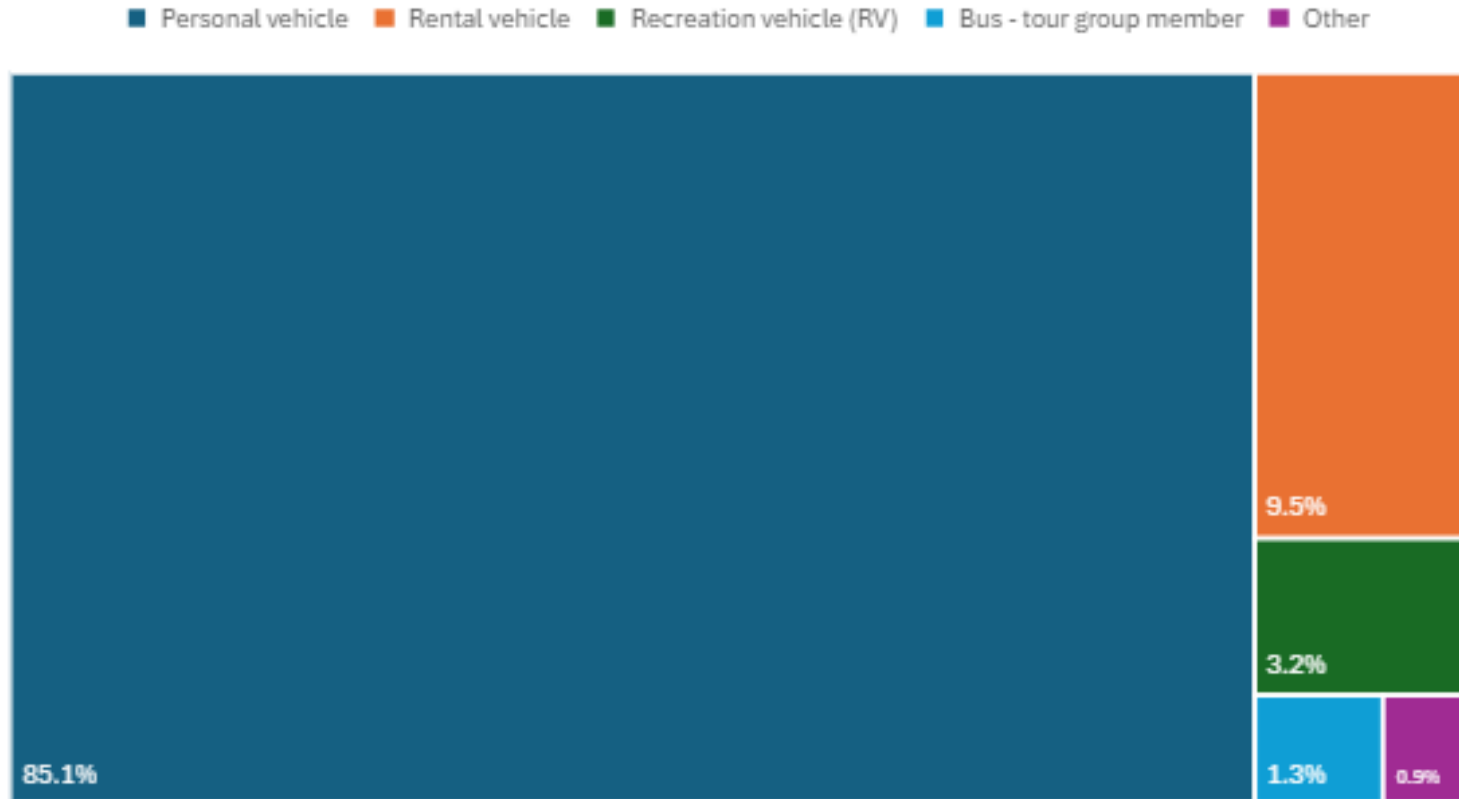


Of the 994 responses, most respondents indicate they have been to Drumheller 2-5 times (45%).

The number of times a respondent has been to Drumheller was compared to the attractions they visited (Q19). The World's Largest Dinosaur and the Hoodoos are less likely to be visited by frequent visitors.

## Follow Up Questions

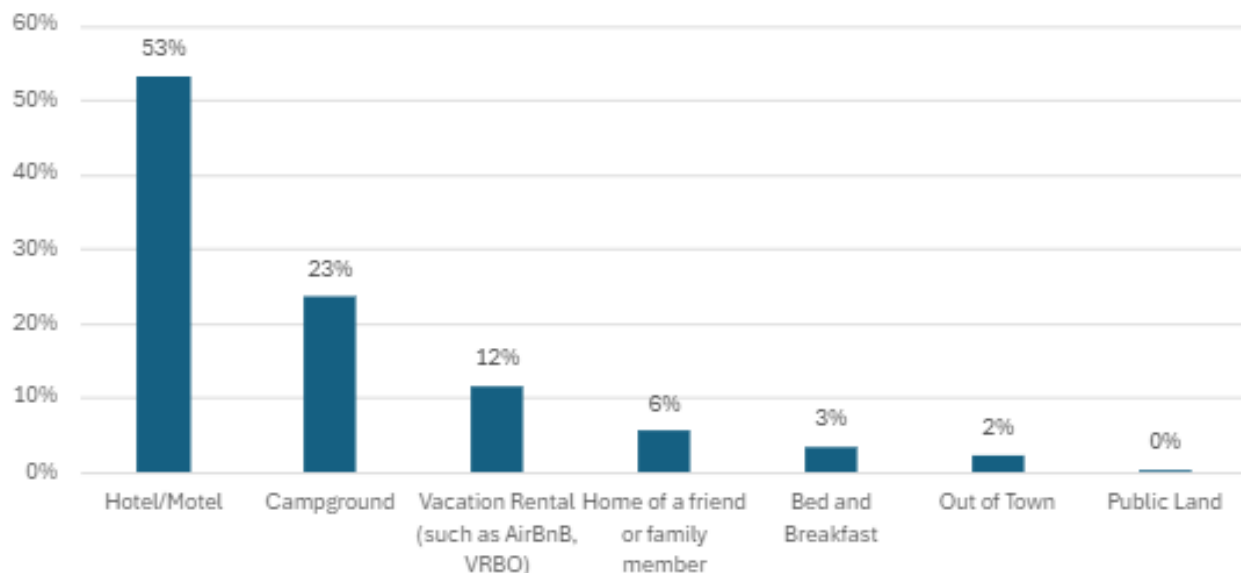
Q13. What form of transportation did you use to get to Drumheller?



Of the 994 responses, personal vehicles (85%) were the most common transportation used to get to the region. Recreational Vehicles (RV) included any camping enabled vehicles. The Other category in the graph groups EV vehicle, Bus - independent traveller, and Other. No respondents selected the option Airplane to the Drumheller Airport.

## Follow Up Questions

Q14. What type of accommodation(s) did you stay in while visiting Drumheller?



Of the 596 responses that indicated they stayed beyond a day trip, the most popular choices for accommodations were a hotel/motel (53%) and a campground (23%). The 0% is a result of low response and rounding.

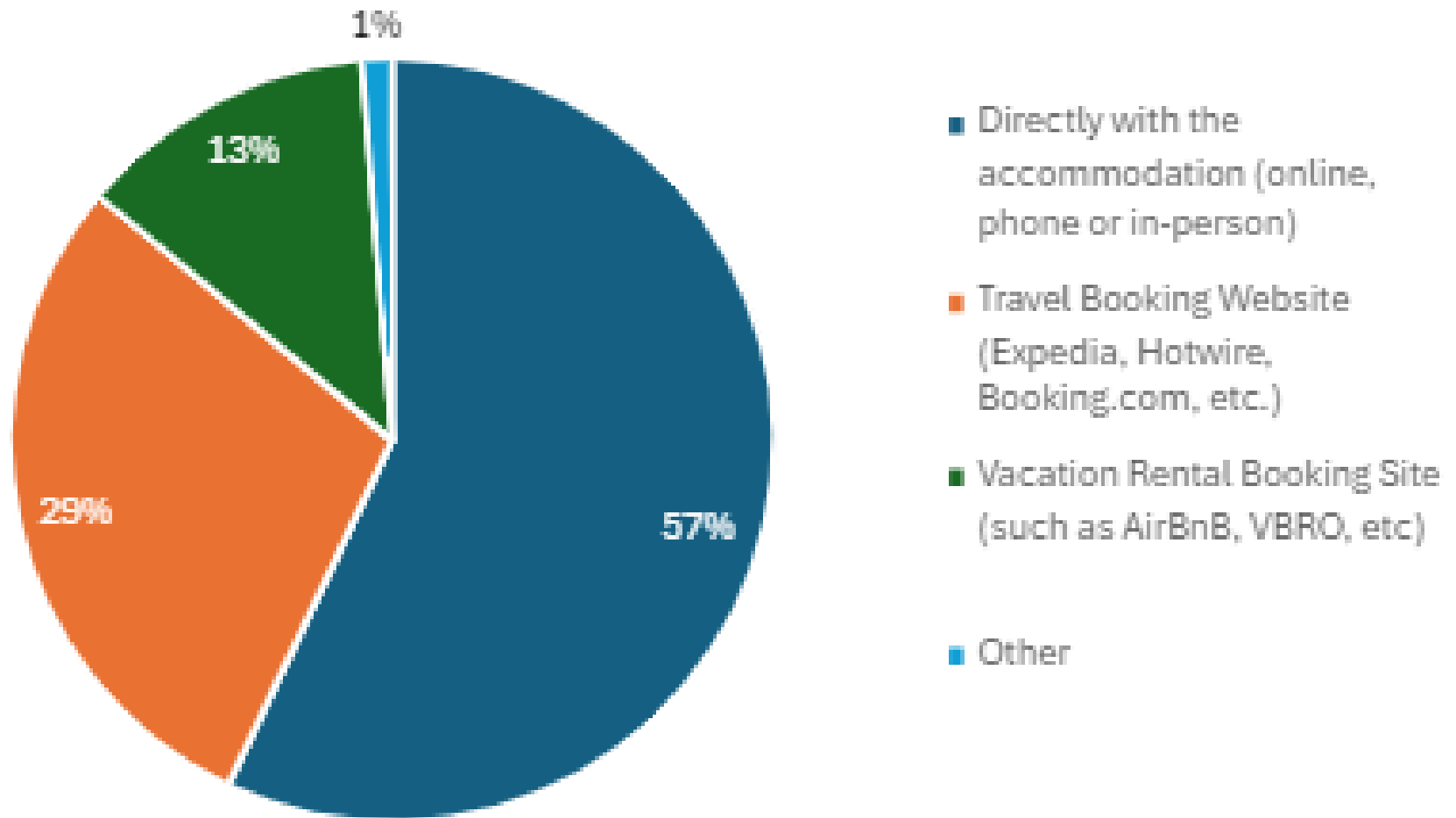
The feedback (Q30 / Appendix A) provides a wide variety of comments on the quality and price of accommodation available in the Drumheller region. The desired type of visitor to the region should be taken into account when reviewing the comments.

*Better quality hotels and restaurants" I'm a uhnn (ultra-high net worth) individual who loves dinosaurs (I have some of my own in my homes). and I loved coming for the day connected to a work trip to Calgary. However there wasn't the higher end accommodations, restaurants, or experiences I would have needed to bring my partner or parents."*

*"Hotels are too expensive. We stayed in Three Hills."*

## Follow Up Questions

Q15. How did you book your accommodations?

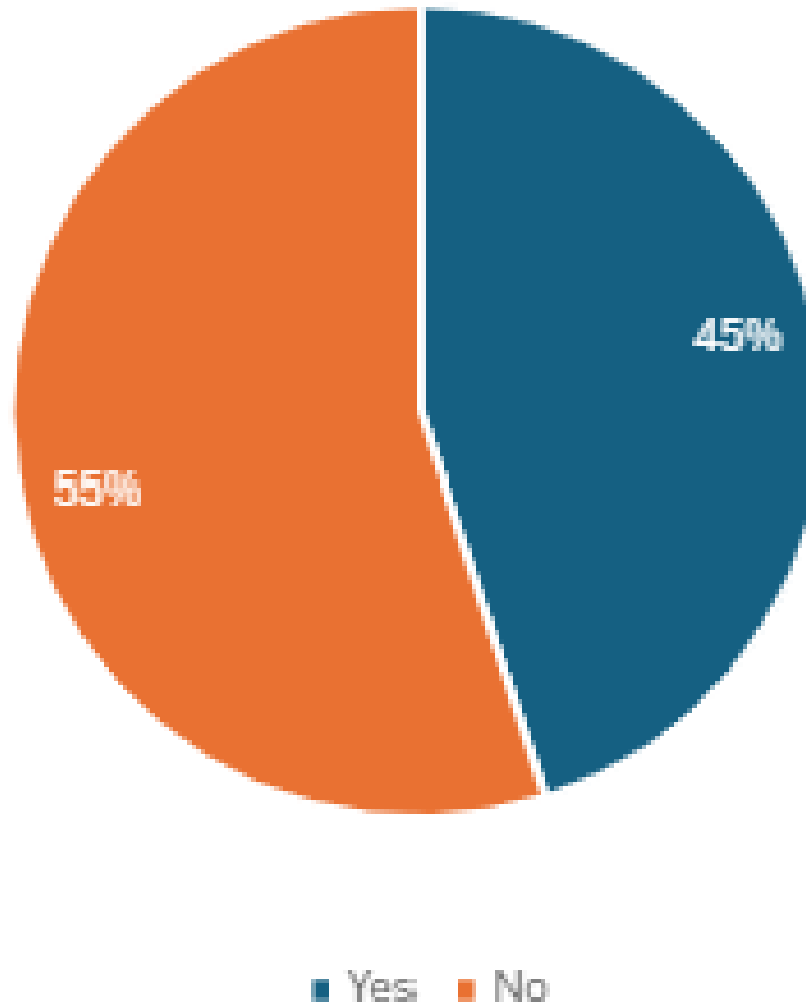


Of the 559 responses, most bookings were made directly with the accommodation (online, phone or in-person) (57%).



## Follow Up Questions

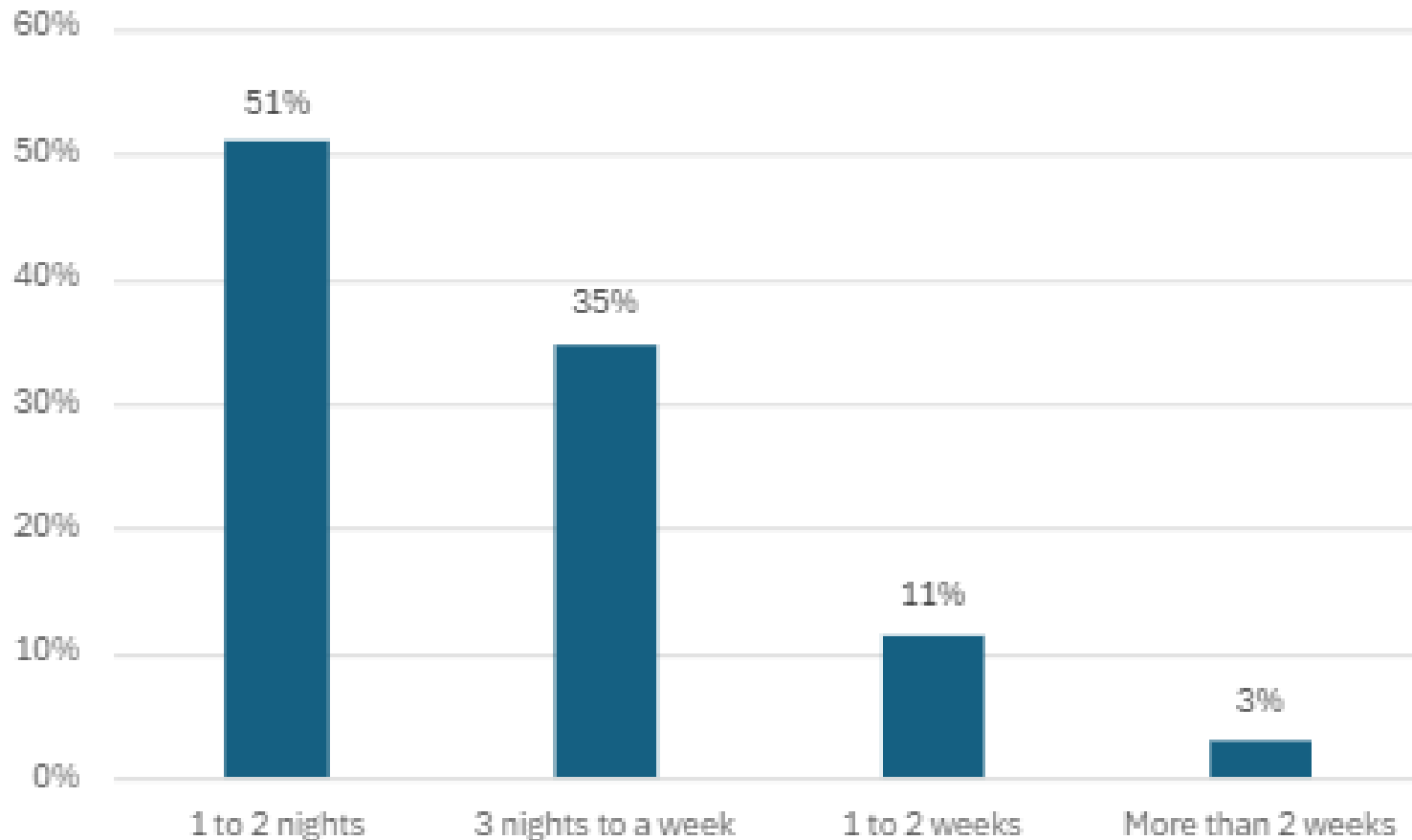
Q16. Did you have the flexibility to extend your Drumheller trip if you wanted to?



Of the 858 responses, 45% of respondents had the option to extend their trip.

## Follow Up Questions

Q17. How many nights was your trip as a whole?

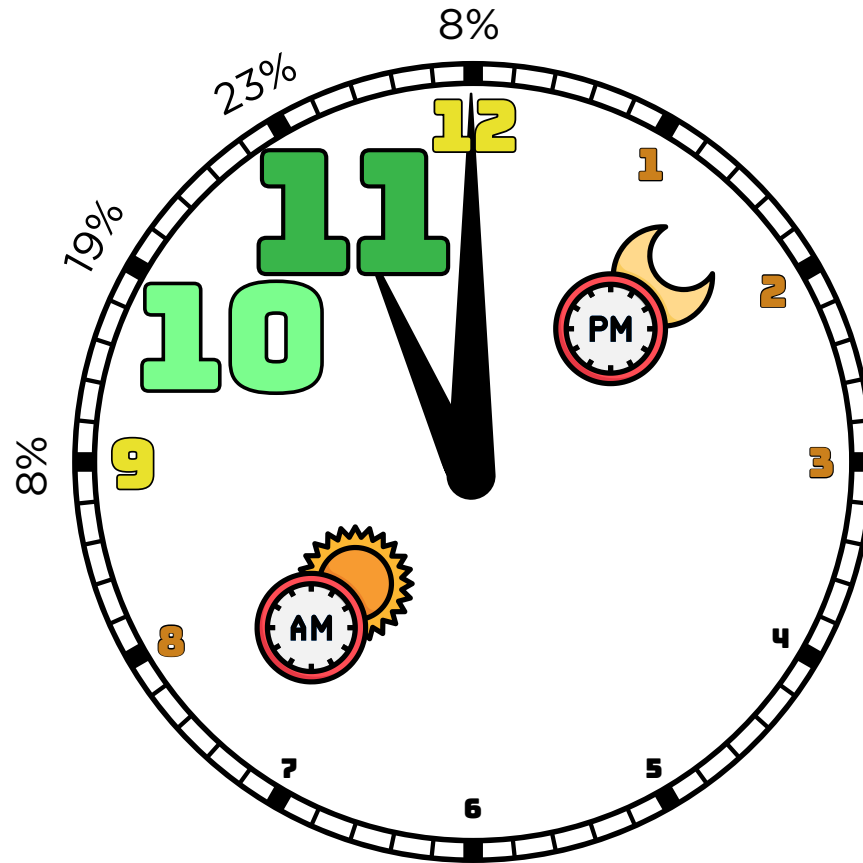


Of the 552 responses, most respondents total trip was limited to 1 to 2 nights (51%). The respondents selected the number of nights stayed from none to more than 15 nights. Day trip, or 0 night stays, were an additional 306 responses.

For most (74% of 295 responses) respondents their time in Drumheller matched their total trip length (Q1 compared to Q17).

## Follow Up Questions

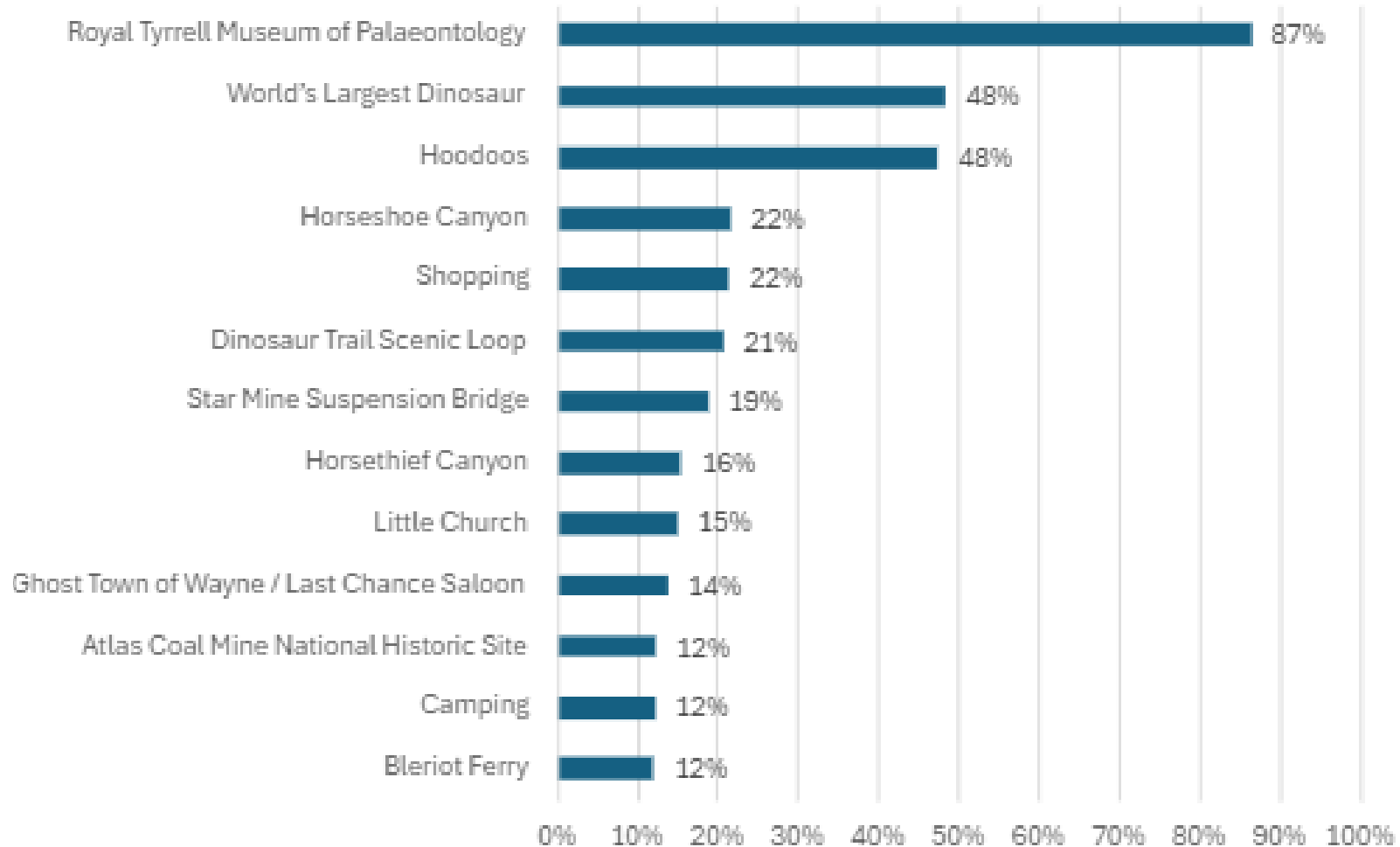
Q18. For your day trip, what time did you arrive in Drumheller?



Respondents (399) who came for a day trip, mostly (77%) arrived in the morning (8:00am to noon). The most popular times to arrive were 11:00am (23%) and 10:00am (19%). Next most popular were 12:00pm/noon (9%), 9:00am (8%), 10:30am (7%) and 9:30am (6%). Afternoon arrival peaked at 2:00pm (5%). Only 5% of respondents arrived in the evening/overnight between 3:00pm and 8:00am.

## Follow Up Questions

Q19. What attractions/experiences did you visit during your trip to Drumheller?



*"We may have done more if we were aware of all the other points of interest beyond the museum."*

## Follow Up Questions

### Q19. What attractions/experiences did you visit during your trip to Drumheller?

Of the 994 responses the most visited attractions/experiences included the Royal Tyrrell Museum (87%), the World's Largest Dinosaur (48%) and the Hoodoos (48%). The graph only shows those attractions/experiences with over 10% response. Respondents were provided with 25 options that additionally included Badlands Amphitheatre / Passion Play, Badlands Historical Centre, Barney's Adventure Park, Cactus Coulee Fun Park, Dinosaur Trail Golf & Country Club, East Coulee School Museum, Farms or Farmers Market, Homestead Museum, Orkney Viewpoint, Rosebud Theatre, Sunny Spot Mini Golf and Corn Maze and Other.

Nine of the attractions were compared to the other attractions, considering the likelihood of those attractions being paired. Comparisons must have a value of +/- 9% to be considered noteworthy. Consideration must be given to the sample size. This comparison showed:

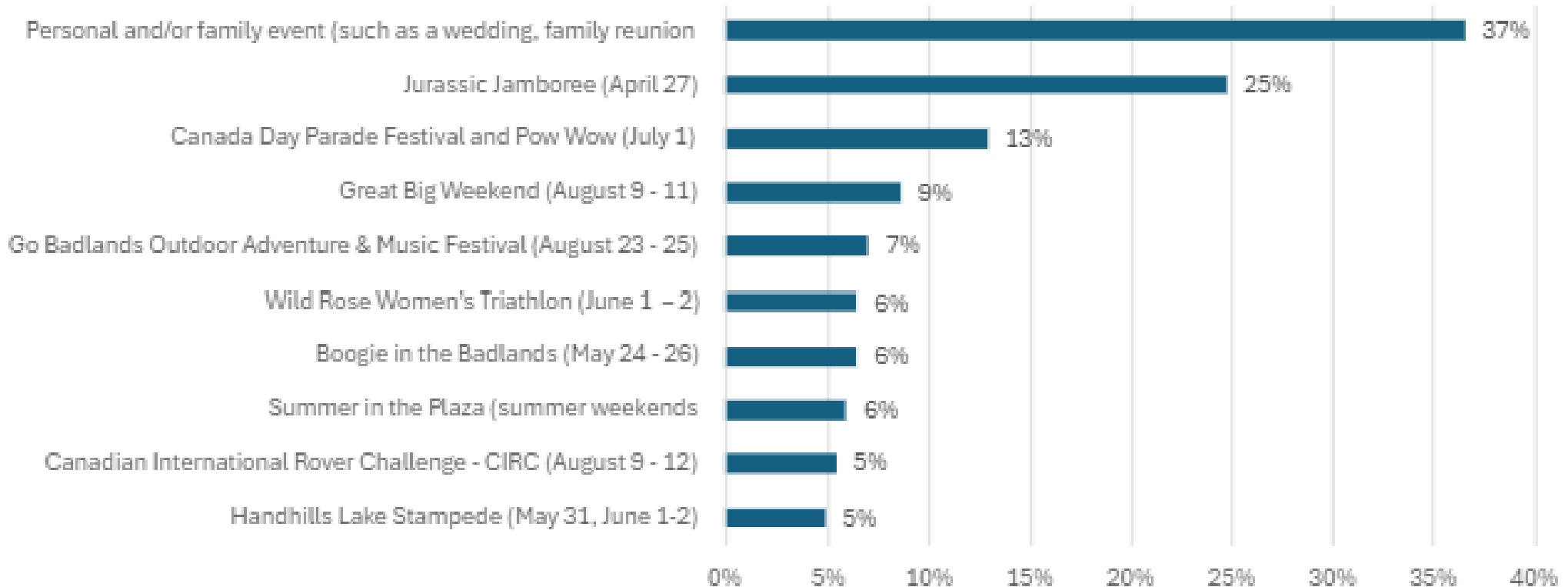
- Respondents that went to the Royal Tyrrell Museum (860 responses) were less likely to visit the World's Largest Dinosaur (-9%) or the Hoodoos (-9%)
- Respondents that went to the Hoodoos (473 responses) were likely to visit the Star Mine Suspension Bridge (9%)
- Respondents that went to the Atlas Coal Mine (123 responses) were likely to go to the East Coulee School Museum (10%) along with many of the free outdoor / natural experiences in the region.
- Respondents that went to the Rosebud Theatre (31 responses) were the least likely (-39%) to pair it with a visit to the Royal Tyrrell Museum.

The attractions/experiences were compared relative to the total trip length (Q17). Comparisons must have a value of +/- 9% to be considered noteworthy. This comparison showed:

- Day trippers (306 responses) are less likely than the overall respondents to visit the World's Largest Dinosaur (-15%), Hoodoos (-11%), Shopping (-10%), Star Mine Suspension Bridge (-10%), Wayne / Last Chance Saloon (-10%), Atlas Coal Mine (-8%) or Camping (-12%)
- Respondents (131 responses) staying for 2 nights are more likely than the overall respondents to visit those same attractions: World's Largest Dinosaur (13%), Hoodoos (10%), Shopping (9%), Dinosaur Trail Loop (9%), Star Mine Suspension Bridge (11%), Wayne / Last Chance Saloon (11%), Atlas Coal Mine (8%) or Camping (18%)

## Follow Up Questions

Q20. If you were visiting Drumheller to attend a specific event, what event was it?

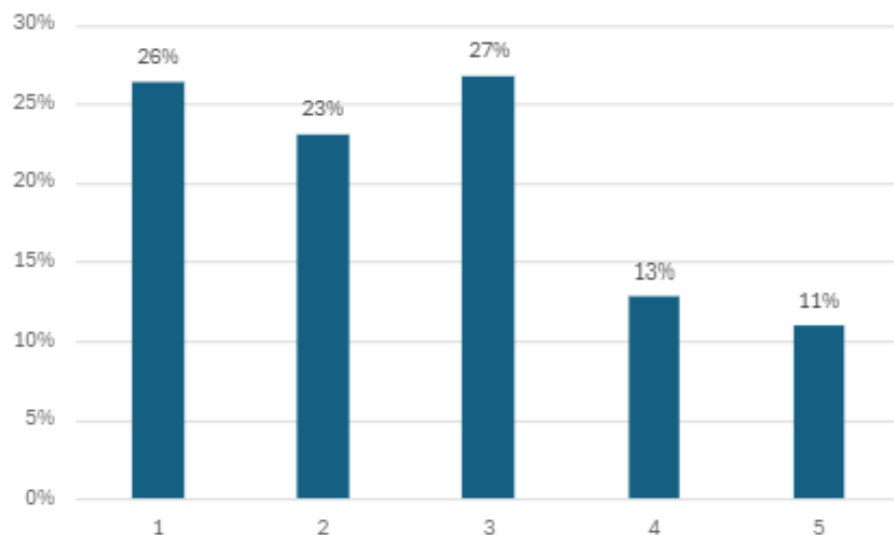


Of the 186 responses that indicated they came for an event, the personal and/or family event (37%) was the most popular. The graph only shows those events with at least 5% response. Respondents were provided with the option of 18 recurring summer events, None, and Other.

The Jurassic Jamboree happened in the spring, and this spike reflects the opt-in of the pilot Starter Survey completing the Follow Up Survey.

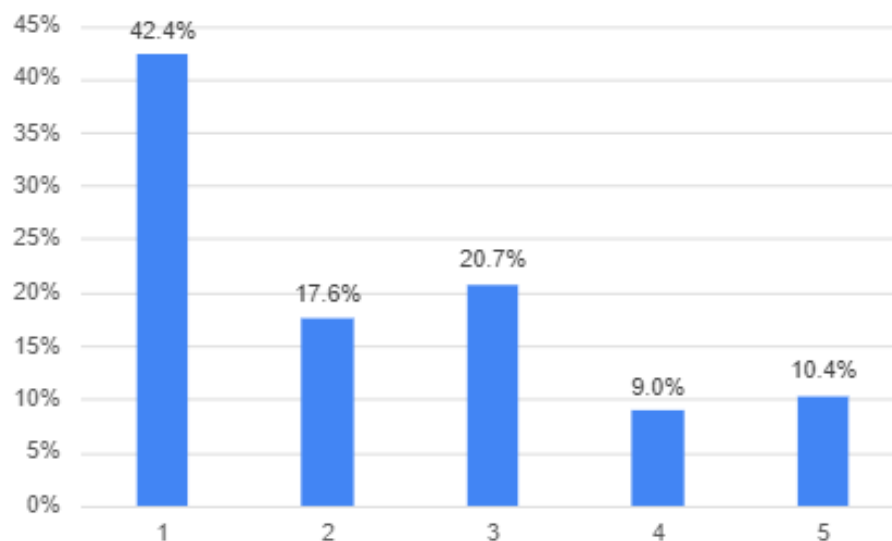
## Follow Up Questions

Q21. How much did the World's Largest Dinosaur factor into your decision to visit Drumheller?



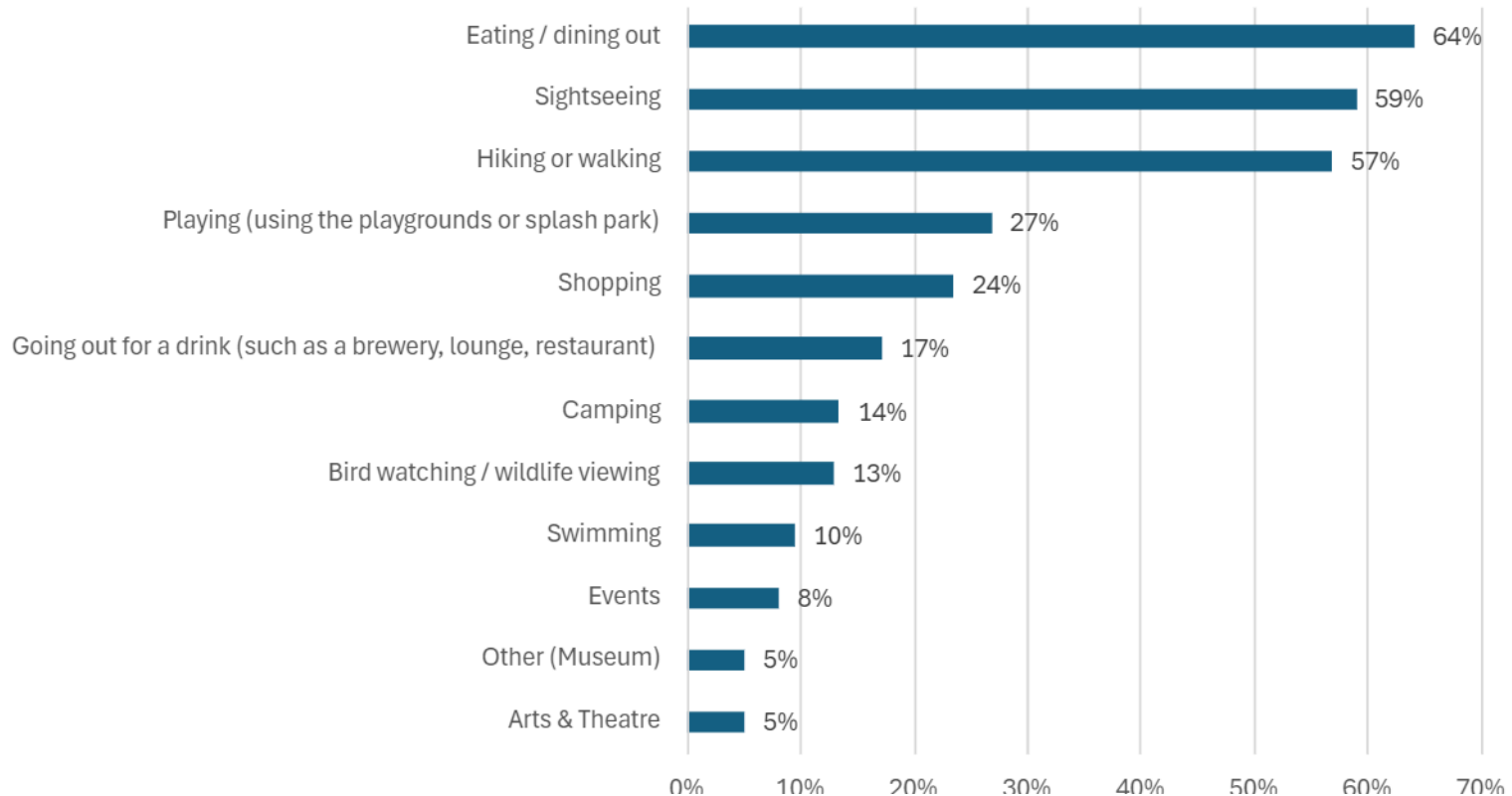
Respondents were asked to provide their response based on a scale of 'not at all important' (1) to 'extremely important' (5). The average of the 994 responses was 2.27, thus the World's Largest Dinosaur was a limited factor to visiting Drumheller. Most respondents indicated it was 'not at all important' (42.4%). Only 51% of the respondents who selected 'extremely important (5)' went to the World's Largest Dinosaur.

When focused on the 482 respondents who went to the World's Largest Dinosaur (Q19) there is a minor increase in the importance of the World's Largest Dinosaur as a decision-making factor, with an average of 2.59.



## Follow Up Questions

Q22. What activities did you participate in during your visit?



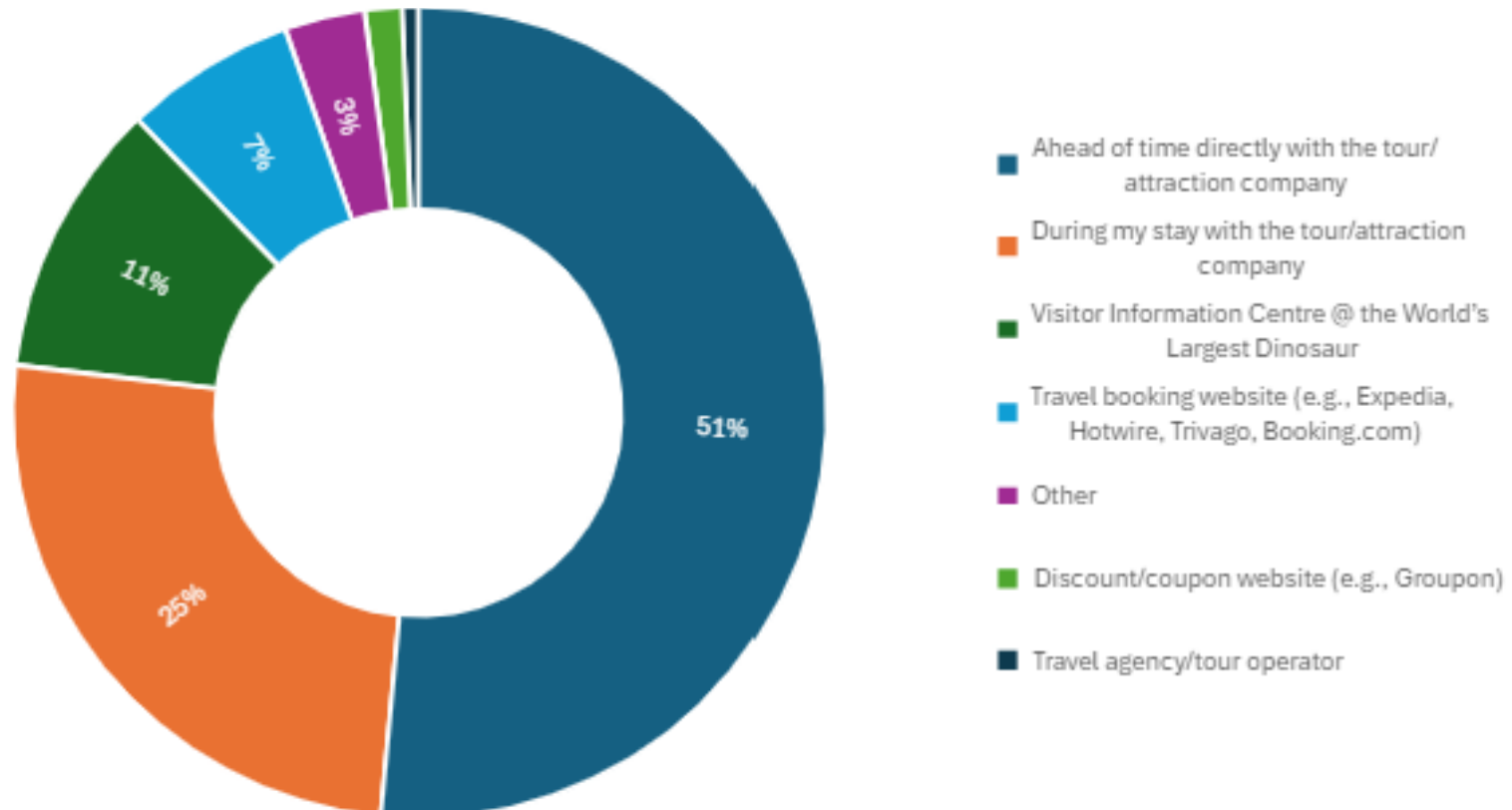
Of the 992 responses, the most popular activities were dining out, sightseeing and hiking or walking. Only those activities with more than 5% response are shown on the graph.

Respondents were provided with a list of 14 options, including Other. The options provided that didn't get more than 5% include bicycling and river-based activities (such as kayaking, canoeing, floating, the beach). The Museum option was included in the graph as it was a common Other response. Other activities listed by respondents were varied and included fishing, golfing, volunteering, star gazing, exploring and disc golfing.



## Follow Up Questions

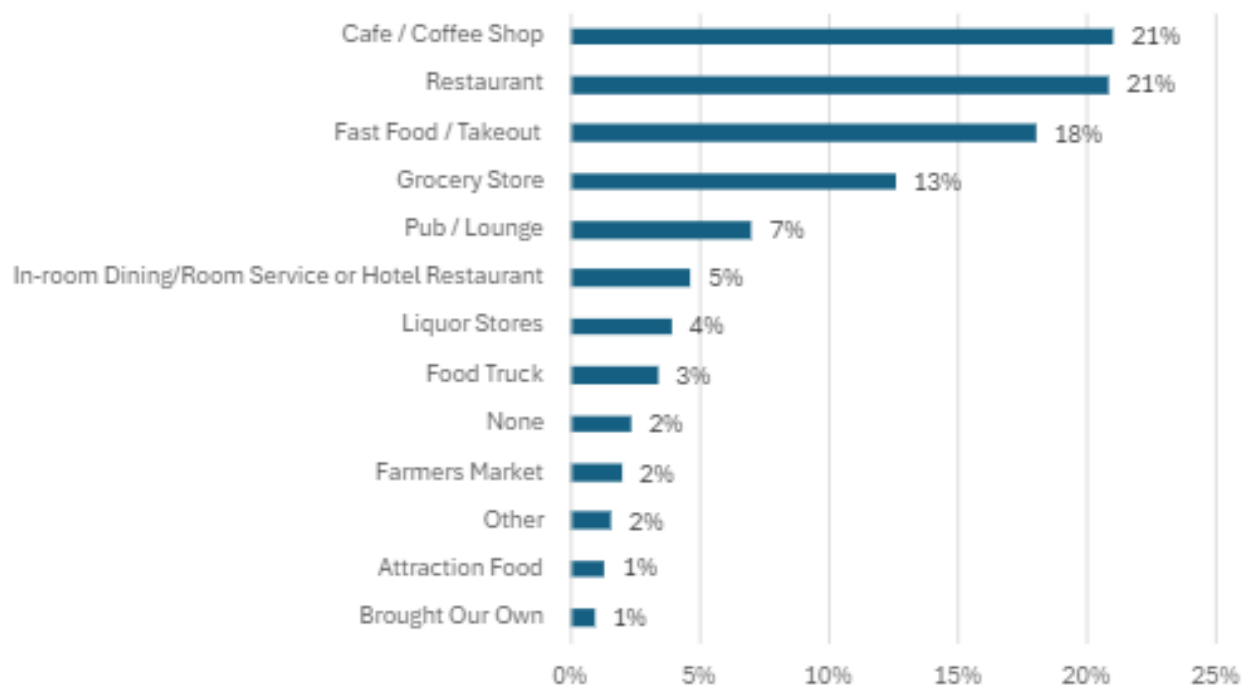
Q23. How did you book your activities and attractions?



Of the 938 responses, most people booked their activities/attractions ahead of time (51%), followed by during their stay (24%). Not all activities/attractions required bookings or are available to book ahead of time. The respondents showed little use of discount/coupon websites (1%) or travel agency/tour operators (1%).

## Follow Up Questions

Q24. What types of food and beverage establishments did you visit while in Drumheller?



Of the 1985 responses, Cafe / Coffee Shop (21%), Restaurant (21%), Fast Food / Takeout (18%) and Grocery Store (13%) were the most common food and beverage establishments visited. Respondents had a choice of 10 options, including Other. The responses to Other are shown as: None, Other, Brought Our Own and Attraction Food. Attraction Food includes locations such as the Royal Tyrrell Museum cafeteria and concert concession at the Badlands Amphitheatre.

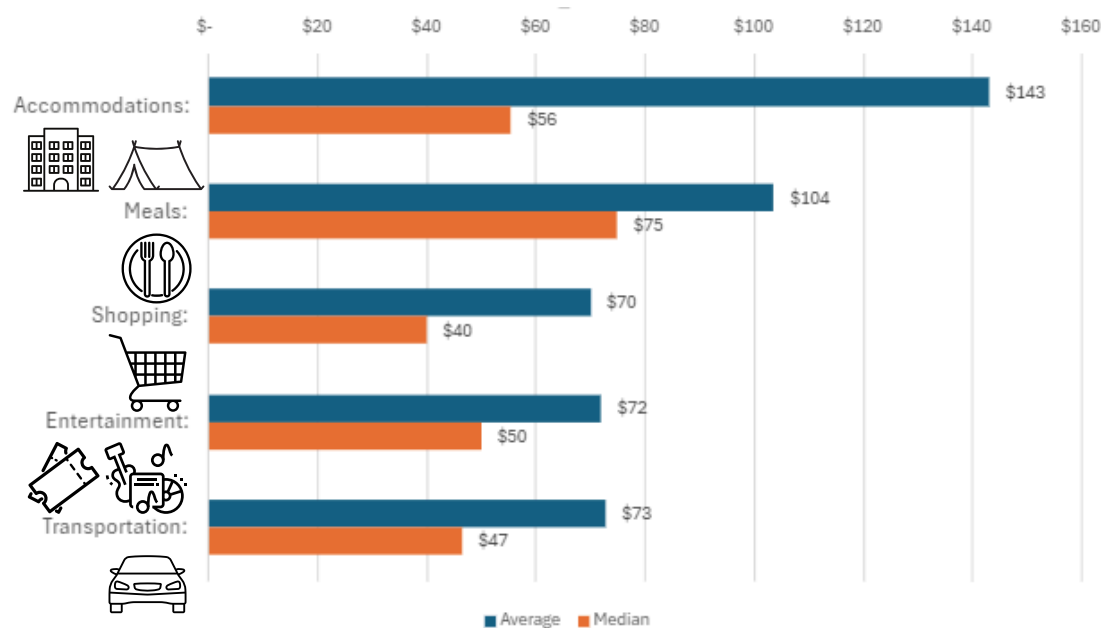
The feedback (Q30 / Appendix A) provides a wide variety of comments on the quality and availability of restaurants available in the Drumheller region. The hours of operation, quality of food and service were raised by many respondents.

*Many of the quality food options were closed during our stay. Which was disappointing."*

*"higher quality restaurants would be welcome:  
too much junk food"*

## Follow Up Questions

Q25. How much did your group spend on a typical day during your visit to Drumheller in each of the following categories: accommodation, meals, shopping, entertainment, transportation.



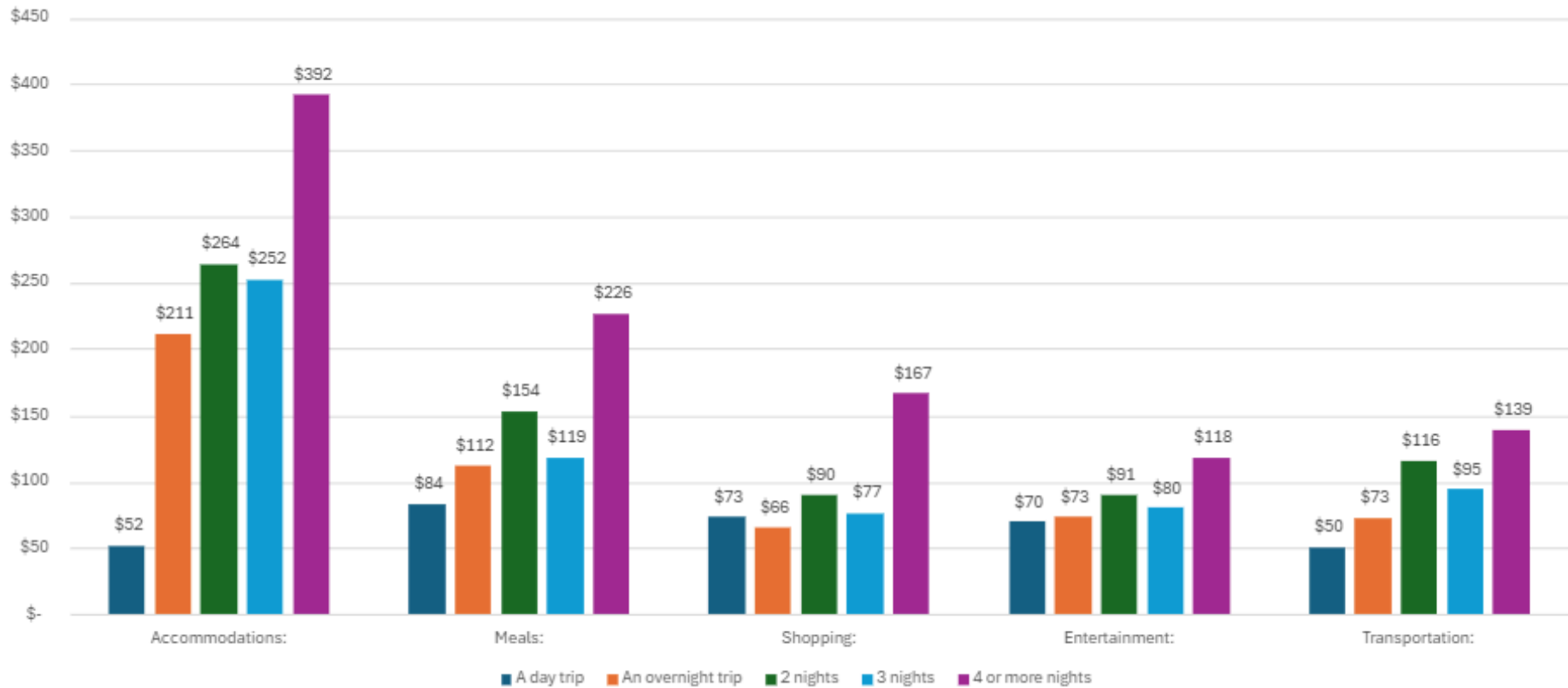
Based on 981 responses, the average spent on a typical day was \$462, with a median spend of \$267.

The typical spending was compared to the length of stay in Drumheller (Q1) - graph on the next page. Based on the 611 responses the average spent on a typical day varies between \$330 to \$1,043. The most common group size was 4 people.

The results to Q25 should be viewed with caution as the data is skewed due to the wide range of responses. The difference between the average and median (ie. the number in the middle of the data set) confirms the skewed data. This may be the result of respondents providing their total spend, rather than their typical daily spend. The lowest amount listed in each category ranged from \$1 to \$10 and the highest amounts ranged from \$1,000 to \$5,000.

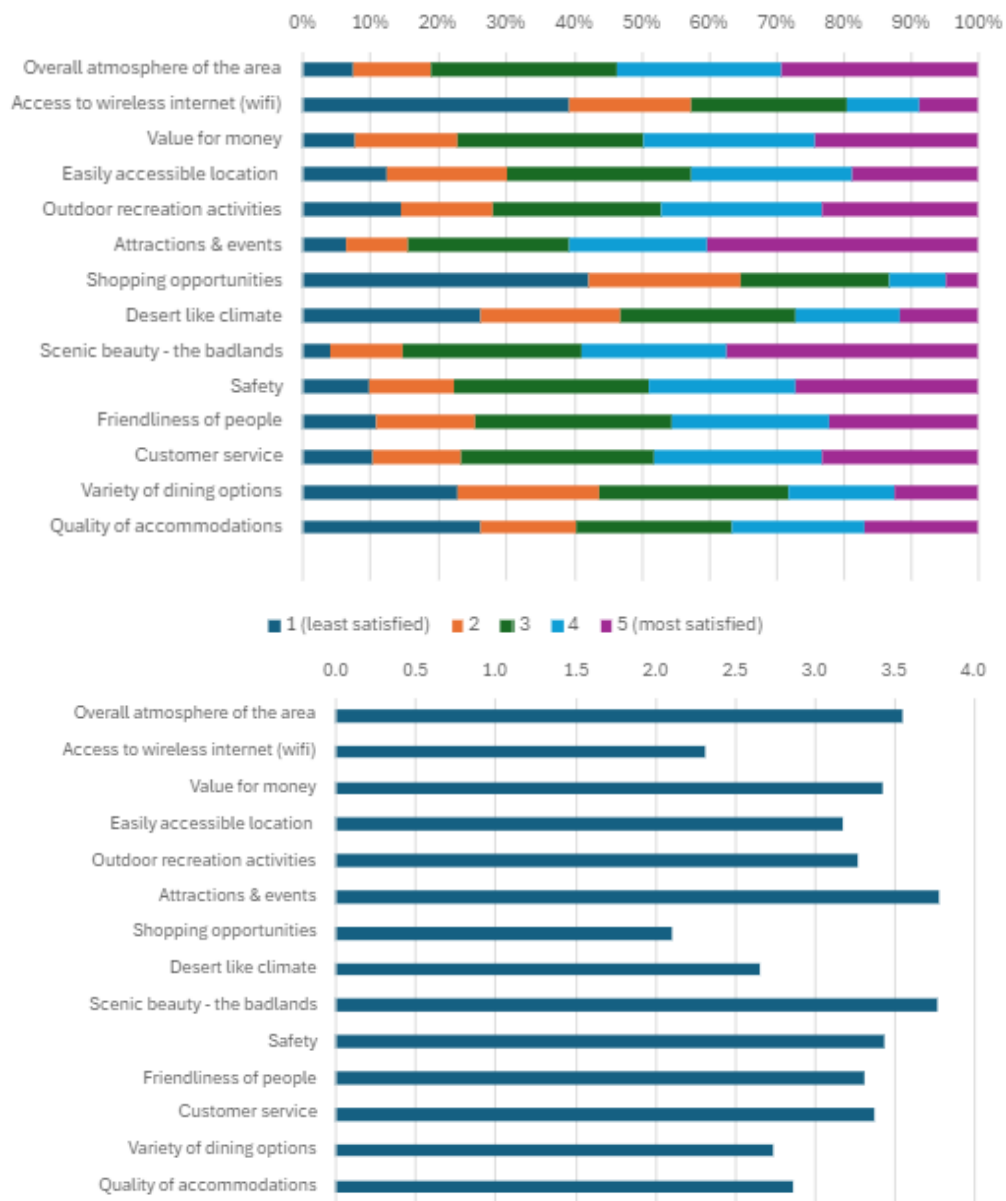
## Follow Up Questions

Q25. How much did your group spend on a typical day during your visit to Drumheller in each of the following categories: accommodation, meals, shopping, entertainment, transportation.



## Follow Up Questions

Q26. How important was each feature in your decision to visit Drumheller?



Respondents were asked to provide their response based on a scale of 'not at all important' (1) to 'extremely important' (5). All responses are consolidated into the top graph.

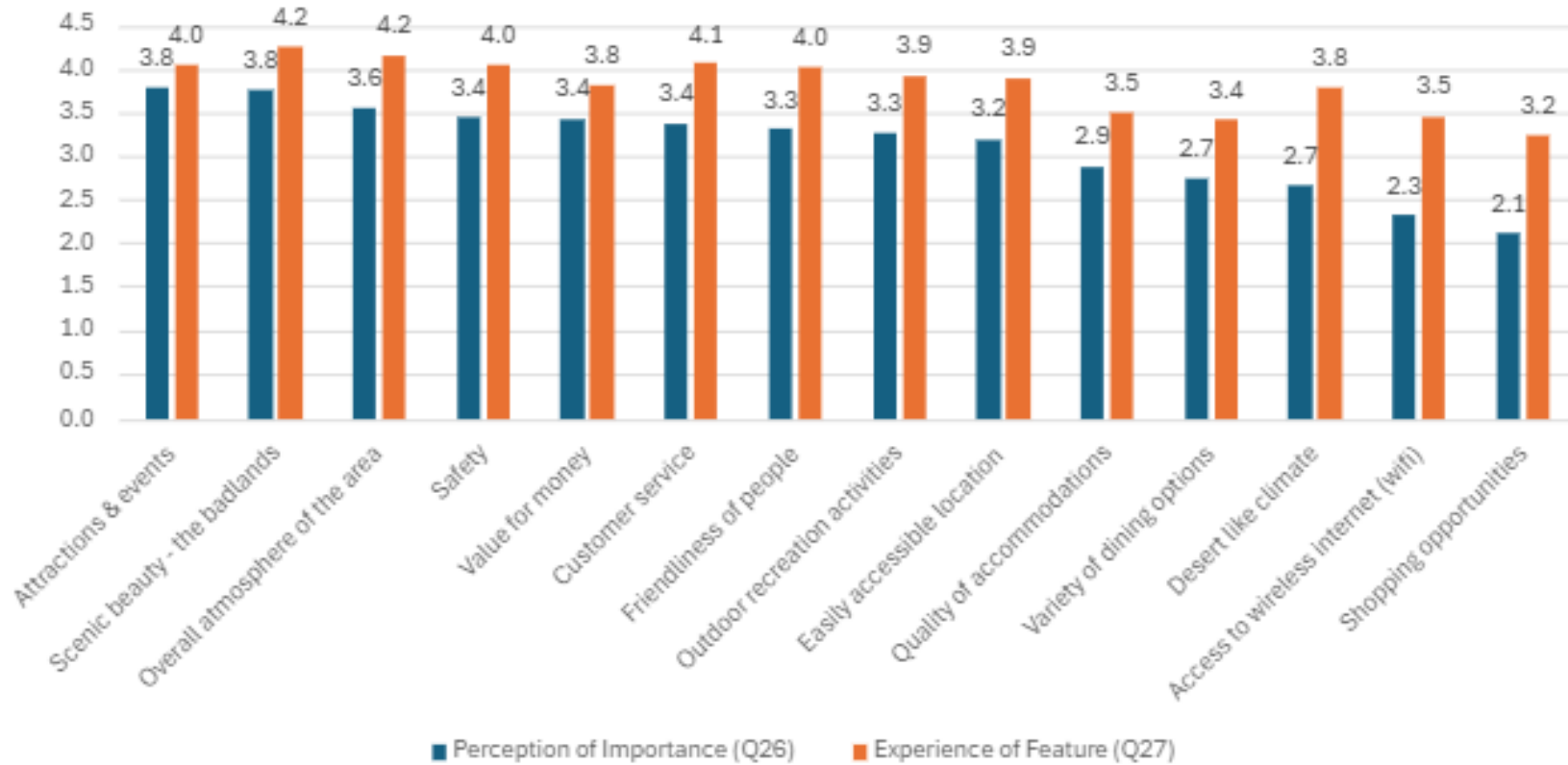
Of the 994 responses, the features that were most important to deciding to visit Drumheller, based on the average of the responses, were:

- Attractions & Events (3.8),
- Scenic Beauty - the Badlands (3.8) and
- the Overall Atmosphere of the Area (3.6)
- Value for Money, Safety and Customer Service (all 3.4).

Shopping (2.1) and Access to Wireless Internet / Wifi (2.3) were least important.

## Follow Up Questions

Q27. How was your experience in Drumheller for each feature?



Respondents were asked to provide their response based on a scale of 'very bad' (1) to 'excellent' (5). Of the 994 responses, the Overall Satisfaction with their experience in Drumheller was good at an average of 4.2 out of 5.

The graph shows the average experience of each feature (Q27) was compared with the respondent's perceptions of importance (Q26).

**Overall Satisfaction = 4.2 / 5**

## Follow Up Questions

Q28: What is the likeliness that you will recommend Drumheller to your family or friends?

The 994 responses to Q28 can be used to calculate a Net Promoter Score (NPS). The NPS is calculated by subtracting the percent of Detractors (scores 0-6) from the overall percent of Promoters (scored 9 and 10). The NPS is 73 (77 % Promoters - 5% of Detractors) which is excellent. The higher the score the more likely respondents will generate positive word-of-mouth and referrals.

Based on the responses in Q19 this high NPS may be more reflective of the Royal Tyrrell Museum, than the Drumheller region as a whole.

The 2023 Resident Sentiment Survey included a NPS of 13% (good), which was higher than the NPS for Alberta as a whole.

**Net Promoter Score = 73**



Detractors



Passives



Promoters





## Follow Up Questions

Q30. Share any feedback or suggestions to improve visitor experience in Drumheller.

Respondents provided 439 comments. The comments they have been grouped into categories that include:

- Accommodations
- Amenities & Infrastructure
- Attractions
- Downtown
- Food & Beverage
- General Comments & Ideas
- Parking
- Promotions & Events

A sampling of feedback has been included alongside questions on a similar topic. The complete set of comments is provided in Appendix A. Comments are repeated if they apply to multiple categories. The comments range in tone and the ability to use in informing decisions in the region. There are respondents who are extremely happy, gracious with their comments, provide helpful critiques or ideas, and respondents who choose an alternative approach.



# Appendices

## Appendix A - Respondent Feedback

### ACCOMMODATIONS

1 Campgrounds need more shade.

2 More pet friendly hotels

Our family would like to find more "wild, offgrid, close to Nature" spot for camping in Drumheller. We tented in RV park that was close to Highway and, next time we visit, we

3 would like to experience something new like I said more "away from people" place.

Our only regret is the accessibility with a small dog for hotel and such. Our dog is ill and needs a treatment every 12h and the only thing missing, beside indoor activities where  
4 she could come which makes sense, is finding a place to stay that is really enjoyable. If you have any recommendations, we would love to know!

5 To have more affordable accommodations

6 Better wifi at the camp sites

7 Better quality hotels and restaurants

8 Focus on unique experiences for all age groups. Date nights at the Museum (late hours). Greater emphasis on camping. Focus on renovated amenities at local accomodations.

I'm a uhnw individual who loves dinosaurs (I have some of my own in my homes), and I loved coming for the day connected to a work trip to Calgary. However there wasn't the  
9 higher end accommodations, restaurants, or experiences I would have needed to bring my partner or parents.

10 The food options were rather limited and basic. The hotel options were OK, I stayed at the Quality Hotel. I'd have preferred to have stayed at a hotel with a bar/restaurant

11 Enjoyed showing family from BC Drumheller area. Accomodation options were sparse

12 It was hot so we loved the indoor Pool option and our hotel was great. Also loved the park outside the museum for our kids

13 Amazing trip but the coal mine national historic site is rough! Needs some major investment. Lovely people but rundown facilities

14 Definitely put it on your bucket list!

We loved our visit! Kids were aged 5 &7. We did hoodoos, royal Tyrrell Museum, & atlas cole mine in 1 day. I felt the royal Tyrrell was reasonably priced and the add on for the fossil hunt was awesome the kids didn't want to leave. The kids liked climbing around the hoodoos. The atlas Cole mine was something to see and do. We just did the basic price with the train add on. I felt it was a bit expensive for what you get, but the kids really enjoyed the train ride and I thought the guy that did the train tour did a great job with the kids. For the price, I would probably say skip it to others. I felt for the price, a little more of the mine should be included.

15 We stayed at the Ramada. This kids loved the pool/waterslide. The hotel itself is becoming a bit dated, but it was clean which is what matters to us. I would recommend it.

We greatly enjoyed it. Parking was a cHallenge near the world largest dino though. And I had trouble finding a campground that had tent-friendly sites, which is why we made it a  
16 Day Trip.

The river grove campground was by far the worst part of the trip, in fact I booked last minute air bnb due to the terrible camping - but the Newcastle air bnb was FANTASTIC, and  
17 the main reason for our trip, museum, hikes, site seeing was incredible as always!

18 Hotels are too expensive. We stayed in Three Hills.

---

19 Missed out on a lot of the Drumheller experience such as the largest dinosaur. I wish it was inexpensive to stay in a motel or hotel for 2 nights to get the full experience

---

20 Our VRBO home had no air conditioning and it got very warm in the house.

---

21 We were a bit upset that our hotel (Quality Inn) didn't have a Pool, and weren't sure of our indoor swimming options in town.

---

Your attractions are dated and in poor condition. Paid parking with zero infrastructure is an insult. The hoodos was like something from a circus. Paid parking but unpaved, porta potties, an icecream shop, people climbing all over the place. A zoo. Local shops charge disgusting amounts for things. Drumheller is not Banff. Local accommodation prices are outrageous for the horrendous quality. Couldn't find a decent non branded restaurant.

---

I found the road signs confusing. All were on weird angles to the traffic lights and I was always unsure of where to turn. Also, the hotels should offer advice for a direct and easy route out of Drumheller. Highway 9 to 21 to 27 to 791 is a bit crazy. Highway 56 and 3 train tracks is also crazy!!

---

The construction was a pain to get through, but i understand it is necessary. Unfortunately the locals (in a marked business vehicle) were less than kind to myself and other tourists trying to merge into traffic. There are not enough accommodations in the area and I chose to stay elsewhere which took my food and shopping dollars elsewhere. I would have camped in the area, but I struggled to find a suitable campsite. Hotel accommodations were very expensive.

---

#### AMENITIES & INFRASTRUCTURE

---

1 More options for vegetarian food. More parking spaces

---

2 Better wifi at the camp sites

---

3 Better cell service

---

4 Better wi-fi in the town and around Royal Tyrell Museum

---

5 wish there was better cell phone service at the royal tyrell Museum.

---

6 Have a maximum capacity for the museum, it was hard to get through the exhibits without bumping into other people. Fix the bridge or create a second route in/out.

---

7 Don't fix a bridge during summer. And keep or have extra fun little things open so more to do.

---

8 Would be nice if the government do another bridge, we spend a bunch of time trying to pass the construction. That could be better with another bridge in the city.

---

9 Signage to hoodoos could be better.

---

10 Better signage to get to the Royal Tyrell - especially with the bridge construction

---

11 better traffic control thru the road construction on the route to Royal Tyrell Museum

---

12 Bridge alternatives should be advertised, especially leaving Tyrell museum

---

13 More inexpensive things to do outside

---

14 More options for shade and drinking fountains (or signs for where to find these if they already exist). Bring Fossil World back! The dig was amazing for toddler-aged children

---

15 Incentives for local people to be able to clean up their yards and homes.

---

16 Expanding the parking lots

---

17 better internet provider

---

Better signage for crossing the bridge on foot while under construction (we didn't realize to follow the route under the bridge so crossed the road itself. Otherwise, all was how I remembered it and I was excited to see it through my kids and my nephews eyes :)

---

19 Fix bridge quicker

---

20 Tesla superchargers. We couldn't venture out too far in our ev due to lack of ev charging stations.

---

---

21 Affordable transportation options from Calgary would increase the likelihood of me returning. Renting a vehicle in Calgary for an overnight trip to Drumheller was very expensive.

22 Better bike paths

23 better road access

24 Better signs to places like the suspension bridge

25 BETTER TAXI SERVICE!!!!!!!!!!!!!!!!!!!!!!!!!!!!

26 Finish the bridge construction ASAP

27 Fix the bridge

28 Fix the bridge

29 Fix the bridge into town

30 Fix your bridge

31 Get the bridge finished!

32 I love how more of the rail tracks are being paved!

33 Improve Traffic

34 Make biking more of an option to get around town and the area

35 More family friendly river access points

36 More free walks in the badlands.

37 More parks for kids

38 More signage for certain attractions

39 More signage. Lots of constr downtown and signage hard to read.

40 No road block to town

41 Please fix the bridge

42 public water fountains

43 Redo some signs

44 Will be better with less construction.

45 Bridge construction sucks but has to get done

46 I hope the traffic jam due to the bridge construction is quickly resolved

47 Less construction would have been nice

48 Looking forward to completion of the bridge construction

49 Once the bridgework and the scenic river walkway reopens, I can't see any other improvements to Drumheller

50 The construction

51 Traffic (Bridge) was a bit frustrating

52 Great trip. Bridge repair work was a real bummer... but such is life.

53 It was lovely in Drumheller! It would be nice to have some EV chargers near restaurants though. The GM charger is free but I would pay for a charger near more food options.

54 The only hiccup was the road construction, everything else was extremely enjoyable!

Thought the experience was great, anything you needed was close by. Only down side was the bridge construction that made crossing take a bit of time. But it was honestly not  
55 that bad!

---

---

Cell reception was a challenge. Didn't think to look for free wifi! We wished we had longer to stay but had already gone to Dinosaurs PP for two nights...your big draw was the  
56 Museum then we continued into the mountains.

---

57 Cell service was often a challenge making it difficult to plan further outings on the go.

---

58 Cell service/wireless internet was really bad throughout the valley.

---

59 Wifi and Cell Service coverage (hard to use maps on phones)

---

60 Construction on bridge prevented me from visiting my favorite restaurant on the south side of the river

---

Prob need to advertise local eats better. I did a Google search but couldn't find anything standing out so decided to get pizza hut. Also construction on the only bridge needs to be  
61 limited on weekends

---

62 get rid of the paid parking at the hoodoos. Don't do bridge repairs during summer break (peak season)

---

I have me tinned a few things along the way, but better signage of attractions, the construction in town was a big delay, I know there are bigger hoodoos somewhere, but still have  
no clue. We almost didnt stop in drumhellar and would have missed the whole thing, but the kids spotted the Dinosaurs, so we took a detour and thats how we got to see that,  
63 the hoodoos, got food, and then off to our original destination,

---

64 Should have more than one bridge, as the one has construction and we waiting 30+ minutes each way. Tough with young kids

---

The only negative is the road construction over the bridge but that is understandable and out of control. I appreciate the notice of potential delay that the Tyrrell Museum provides  
on the website (kudos to them). Wonderful experience at BertaBurritos Food Truck! The food was delicious but the lady their was incredibly kind. A member of our party got stung  
by a bee and she was so attentive and caring. She opened her first aid kit to see what she had to help. As she didn't have ice she did not hesitate and helped by providing a  
65 popsicle to apply for coldness. Amazing service!

---

66 The playgrounds were overrun by wasps and we couldn't enjoy family time outside. Please spray or set up traps. It was terrible and we had to cancel our picnic.

---

Bridge traffic was a huge issue, and in my professional experience/opinion, an EMO issue. Should be two bridges within the town, or the single bridge construction should be  
67 expedited.

---

68 Build another bridge! The ONLY one was under construction, causing massive traffic backlogs. Did you have to do the construction in the height of tourist season? Seriously...

---

69 Don't do construction on the one bridge during tourist season

---

EV charging infrastructure - there is basically none. We'd have stayed longer and toured around but a lack of charging made that impossible. Had to make a Day Trip from Calgary  
70 to visit the Tryrell Museum only. High speed, public chargers would be a great addition.

---

71 Get more access to transportation in this area from nearby locations. Very poor transit options.

---

72 Maybe don't have one lane closed on the bridge during a long weekend? Waiting in traffic for over an hour just to leave the museum was not ideal.

---

73 Road construction was annoying.

---

74 That bridge construction added an hour of time to our day. It was insanity and our kids we miserable. Worst part of the trip, honestly.

---

75 That bridge construction was AWFUL. 1 hour and 10 minutes to get back downtown from the dinosaur museum was almost as long as our entire trip to Drumheller from Okotoks.

---

76 The construction was a hindrance, some very long left-turns, waiting for a break in traffic

---

77 the line up for the bridge was long

---

VERY frustrated with the delays caused by bridge construction. Sat in traffic for one hour. Annoyed that we didn't have enough time to visit the Hoodoos. The parking at Royal  
78 Tyrrell Museum needs to be expanded. Suggest an added parking area which could be further from the museum.

---

79 Was a bit hard to find the off leash dog park and when we finally did, we discovered it was very small as if made for puppies

---

---

Didn't visit largest Dinosaurs or info centre as had to pay for parking should be free. Delays on bridge and construction barriers were confusing and were stressful. Too many people in Museum in morning was crushing so left. Came back in evening to finish and was excellent . Seemed so quiet downtown and paying for parking kept us away. Couldn't  
80 find the badlands music festival and no signage promoting it.

---

There was very limited parking at the visitor center and many people were there for the pool so we were unable to stop. Construction in that area also made it difficult to navigate,  
81 as such we drove by, but never stopped.

---

82 Traffic management

---

## ATTRACTIONS

---

1 More dining options at Museum

---

2 More limitations on the number of people in the museum at a time. It was very crowded and hard to read or see anything.

---

3 the view of the stage during third night at ampitheatre - open the stage so section B can see

---

It would be better if the 10am adult trail tour at the Royal Tyrell happened more than once per day.

---

4 Also all of the food places close super early, so my boyfriend and I were not able to have an actual dinner in Drumheller.

---

5 Have a maximum capacity for the museum, it was hard to get through the exhibits without bumping into other people. Fix the bridge or create a second route in/out.

---

6 A little more air circulation in the Museum

---

7 If the Museum had more hands on features for young children at the Royal Tyrell Museum. Also sad that the bubble wall was taken out.

---

8 Maybe have workers periodically spread to contain kids and prevent the pure chaos.

---

At the Royal Terrell museum they could use with more hands on activities for the kids. I loved it as an adult, but the kids were getting frustrated with not being able to touch things. For example at science world in Vancouver, they had a cast of a dinosaur covered with pretend dirt (possibly Cork bits) and had brushes so the kids could uncover the  
9 cast of dinosaur bones underneath. The kids absolutely loved that. It was still amazing at the museum, just more children's activities.

---

10 Better access to museum and much better parking facilities there

---

11 Book ahead to get designated entrance time

---

12 Clear signage at the Tyrell museum for parking, bigger parking stalls. We have a large truck, it is hard to park during the busy season in the tiny stalls.

---

13 Free area maps in Royal museum

---

14 I want the museum souvenirs to be bigger.

---

15 It might be good to have better signage to the entrance of the Royal Tyrell Museum

---

16 It would be great if there will be more areas for families to eat outside of the Royal Tyrrel Museum as we waited an hour to get a spot.

---

17 It would be nice if there are food trucks in Royal Tyrell Museum.

---

18 It would be nice to have a few more places to sit in the museum because it's so large. I've toured it twice and look forward to coming back again.

---

19 It would be beneficial to have the things to do board right outside the entrance of the museum.

---

It would have been nice to have a cool drink as we walked through the Royal Tyrell museum. I'm Diabetic and it took much longer to walk through than I remembered from years  
20 ago. I nearly passed out due to low blood sugar. We didn't see anywhere to buy a quick drink, so luckily we were able to get back to the car in time.

---

21 Leave lots of time for Tyrell

---

22 more parking at the museum

---

23 more scientific introduction or group tours

---

24 Museum is crowded, maybe limit people going inside one at a time.

---

---

Museum staff were very rude about kids existing and touching things (for time that had no signs and were not roped off, like we were supposed to know. ) would reconsider  
25 coming back as we have kids and they didn't seem to want them there.

---

26 QR codes (on the museum's info stand) with the map coordinates to the key sightseeings.

---

Would like the Triassic period to be expanded in that part of the royal Tyrell cause at the moment it is only shinosaurus in that part of the mezoic era where the Triassic period is  
27 very intresting would be cool to see it be part of the muuseum

---

28 Carbon free discount when you arrive to the museum by bicycle

---

29 add more waterpark?

---

30 Renovate, remodel outdoor water splash park in front of the biggest dinosaur

---

31 Add fans or air freshener to stairs of world's largest dinosaur for hot days as it was very stuffy and a bit smelly.

---

32 Towels available to purchase by splash park in gift shop

---

33 Even more dinosaurs (jk, it was pretty darn perfect. Prices in the museum gift shop were a bit much, but that's to be expected)

---

34 Focus on unique experiences for all age groups. Date nights at the Museum (late hours). Greater emphasis on camping. Focus on renovated amenities at local accomodations.

---

you should include the Dino Art Walk in this. It's really fun to find all of the statues and there should be a scavenger hunt or something that people can do. Splash part/wading  
35 pool is amazing for families.

---

36 I wish you could help bring back fossil world. It was so cool!

---

I'm a uhnw individual who loves dinosaurs (I have some of my own in my homes), and I loved coming for the day connected to a work trip to Calgary. However there wasn't the  
37 higher end accommodations, restaurants, or experiences I would have needed to bring my partner or parents.

---

38 Signage to hoodoos could be better.

---

39 Better signage to get to the Royal Tyrell - especially with the bridge construction

---

40 better traffic control thru the road construction on the route to Royal Tyrell Museum

---

41 Bridge alternatives should be advertised, especially leaving Tyrell museum

---

42 More inexpensive things to do outside

---

43 More options for shade and drinking fountains (or signs for where to find these if they already exist). Bring Fossil World back! The dig was amazing for toddler-aged children

---

Was surprised you had to pay for parking at the visitor centre. Loved the sHellow Pool at the spray park on a hot day. Loved how it didn't cost us to hike horsetheif canyon and hoodoos. McDonald's should've parpaid for tourist. They were so busy with a 10 wait for food and they were sold out of sweet n sour sauce. Boston pizza was a good family  
44 place that's a/c and quiet.

---

You should have more signage to show tourist around. You should also have pictures or models for the dinosaur with its skin and such next to the bones. So people can see what they're looking at. With so many people there all the time you can't get close enough to read anything.

---

45 Please for the love of God fix your air conditioner. The only place cool was the new "learning lab" which was crawling with kids and moms

---

46 The Museum was so busy it felt very rushed going through it.

---

47 Insufficient parking at Tyrrell Museum. Horseshoe canyon experience good. Like the steps down into canyon and picnic area.

---

48 My son-in law from California with his 6.5 yr old son loved the Tyrell Museum & Largest Dinosaur

---

Doing the additional Dino dig at the museum was well worth the cost. The kids really enjoyed it and we all learned so much about palaeontology. The museum was very busy but  
49 the dig had a smaller group and was very nice. Everything was well marked out and easy to find all the other attractions. The Hoodoos were very cool to visit.

---

---

The Last Chance Saloon and the royal Tyrell Museum were the highlights of the trip. We got free entry to the museum since I am a CAF veteran, which was fantastic. The 11 bridges to Wayne was also a huge highlight and a lot of fun. I said to my kids (16 and 13) that Rosebud and Wayne should make a tubing company so you can tube down the 50 rosebud river and stop at the LCS for dinner. That would be an epic tourist activity! Thanks for the great trip Drumheller! We will be back again. (This was our second time)

It was such a cute and adorable town. There was Dinosaurs statues everywhere in town which was super cute. And the Museum is so so worth to come. I mean you have to visit 51 there..it is amazing how much resources & knowledge you can get from it is just speechless.

Thank you to the Royal Tyrrell for keeping prices affordable for a family visit. Calgary attractions (Zoo, Telus Spark, Calaway) are so expensive that we can't go. We had a 52 wonderful day out and won't leave it so long until our next trip!

It was a great day. I was kind of surprised and sad that our guide for the Dinosite tour wore a mask. I felt a bit uncomfortable with that. But that did not detract from his knowledge 53 or humour during the tour. It was awesome.

---

54 We had a fabulous guide, Jaimie, on our Dinosite tour offered through the Royal Tyrrell Museum. The guided tour of the park and his interpretation was the highlight of our day trip.  
55 Definitely go it's great to explore the Dino museum.

---

56 It is always a great visit to the RTM. People are friendly, employees everywhere are kind, helpful and knowledgeable. Home of my favourite museum so I will keep coming back  
57 it is nice place. I hope i will be have someone opportunities to visit this wonderful place. Thank you

---

58 It was so lovely, the Royal Tyrrell Museum should be talked about more! Its so good

---

59 Museum customer service was excellent. Every staff member smiled and was helpful & welcoming! It really stood out for me!

---

60 No suggestions, we came for the Royal Tyrrell Museum and it did not disappoint!

The activities offered by the museum were exceptional. Our guide Jay (Jamie) was absolutely wonderful. He guided us on the Dino dig (replica fossil dig) and Dinosite tour with fossils. So genuinely interested in sharing his knowledge. Very kind and positive with all participants (children to adults). Sarah for the fossil castings was also wonderful. All employees of the museum were so knowledgeable and kind. They made the trip totally worth it. They all engaged the participants well. Our 11 and 15 year old boys had as much 61 fun as we did. Thank you!!!!!!

---

62 -we came for the museum and loved it

---

63 Amazing trip but the coal mine national historic site is rough! Needs some major investment. Lovely people but rundown facilities

---

64 Definitely put it on your bucket list!

---

We loved our visit! Kids were aged 5 &7. We did hoodoos, royal Tyrrell Museum, & atlas cole mine in 1 day. I felt the royal Tyrrell was reasonably priced and the add on for the fossil hunt was awesome the kids didn't want to leave. The kids liked climbing around the hoodoos. The atlas Cole mine was something to see and do. We just did the basic price with the train add on. I felt it was a bit expensive for what you get, but the kids really enjoyed the train ride and I thought the guy that did the train tour did a great job with the kids. For the price, I would probably say skip it to others. I felt for the price, a little more of the mine should be included.

---

65 We stayed at the Ramada. This kids loved the pool/waterslide. The hotel itself is becoming a bit dated, but it was clean which is what matters to us. I would recommend it.

---

66 love the place, museum is great, wished we had more time

---

Our trip to drumheller exceeded our expectations. The world's largest dinosaur was ideally located by the visitor information centre which was helpful. We likely wouldn't have 67 sought us the visitor centre but we were there for the dinosaur. The ladies at info centre were knowledgeable and helpful.

---

68 Traffic was tricky. Otherwise, WONDERFUL museum.

---

69 Tyrell Museum is world class, parking can be a cHallenge sometimes.

---



---

70 Thank you for taking the time to read through visitor feedback

---

Your attractions are dated and in poor condition. Paid parking with zero infrastructure is an insult. The hoodos was like something from a circus. Paid parking but unpaved, porta potties, an icecream shop, people climbing all over the place. A zoo. Local shops charge disgusting amounts for things. Drumheller is not Banff. Local accommodation prices are outrageous for the horrendous quality. Couldn't find a decent non branded restaurant.

---

It's not something that can be controlled, but the amount of visitors at the Royal Tyrell Museum and other tourist attractions were so overwhelming. It was very hard to stop and read all the information and exhibits while you could barely move. We drove out of the hoodoos parking lot because of how many vehicles and people that were there. Just wasn't an enjoyable experience and ended up staying more time at our campground than we expected

---

73 Disappointed in the Museum and it was raining so we could not enjoy the outdoors.

---

74 Museum was crammed with people. Hard to see exhibits

---

75 The washrooms in tyrell Museum is dirty, tissues are everywhere and theres no maintenance.

---

While at the Museum, my cousin and husband were asking questions of the cashier about the ticketing options and events that day (since they brought their 3 kids with them) and it was their first time at the Museum. No one was in line behind them. However, they were told to move to Customer Service so as not to slow down services...but no one was behind them...it seemed completely unnecessary and somewhat disrespectful to the cashier trying to help them out. If there was a long queue behind them, it would have been understandable to move to Customer Service but, there was no queue at all.

---

77 Bring back the interactive exhibit, that is closed.

---

Don't think we'll return to the museum during summer months on a weekend, too busy. Think that was our only negative experience, as there were just too many people and people that were rude or just not very aware of others.

---

Royal Tyrell Museum ticketing and queue management was not good - we purchased tickets ahead of time in order to skip the queue however we still needed to wait in the queue to get our tickets checked. This was very frustrating. Recommendation to have 1 ticket booth exclusively to expedite entry for pre-purchased tickets and 2 other booths for ticket purchase walk-ins.

---

Separate line at museum for pre purchased ticket holders. Why did I buy in advance if I'm in line with those who need to buy. Buying in advance stressed me out because entrance time was committed and my situation changed

---

81 The museum fossil dig was a disappointment.

---

82 The museum is grossly overbooked and parking is a nightmare. Not an enjoyable experience

---

83 The museum was just too crowded. The max number should be a bit less.

---

84 The museum was too hot. The AC could not keep up.

---

The number of rude and disrespectful customers within the museum was disgraceful. If there could be more employees within the Museum to ensure that those who are in wheelchairs and other mobility devices are given the same sight seeing rights as everyone else instead of literally being physically stopped from moving within the various galleries. As a person in a wheelchair, I was not able to view the various exhibits due to other pushing their way in front of me.

---

The store has become too small to accommodate the number of guests. It was an unpleasant experience. No browsing.

---

86 The guy at the food service counter couldn't understand what we wanted.. got the topping wrong and under cooked the burgers, fries and onion rings.

---

87 Too many people are allowed in museum so it is hard to enjoy and read the information. Also too many people inside to allow air conditioning to cool building properly.

---

We booked online our time slot for the RTM but we saw people walking in and booking in person. We were under the impression you had to book online this put a bit more stress on me because it was hard to judge how long it was going take to get there.

---

We booked our tickets in advance for the Tyrell Museum. Despite, we were required to stand in the long lines to get in. That would discourage me from ever going again. Don't have an online Booking.com system if there is no advantage.

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When we arrived at the museum with our prepaid tickets we still had to wait in line with others who had not purchased. I think if you've prepaid and booked an admission time 90 then you should be fast tracked in.

---

The splash pad seemed very slippery and one of my kids slipped and cried. Plus we saw at least 3 other kids do the same thing. After that my kids preferred the fountain for water fun. Can anything be done with the splash pad surface? It's such a wonderful area for kids to play otherwise and very visually inviting.

Loved the dino statues and searching for them.

For kid fun, it would be nice to have playgrounds called out on a few maps. We found two wonderful ones by walking.

Also loved the running/walking paths by the river. Nice to see that improvements/maintenance are being done on them.

Overall a wonderful place to visit. Glad we made it just before the summer rush (we left June 30th). It was relaxed, comfortable and not too crowded. Really loved Black Mountain 91 Roasters. Went there a lot, and just loved seeing them work well with people at something they seemed to enjoy. Plus their food, coffee and tea were excellent!

---

The splash park is INCREDIBLE slippery. My son slipped, while walking carefully, and hit the back of his head on the cement. We had a lot of other near misses as well. Please fix 92 this. Otherwise, we always love coming to Drumheller to camp, see the Dino's and splash in the paddling Pool

---

One disappointment is that as visitors for the Labour Day weekend, we were on the cusp of summer and winter hours. I think the businesses should consider extending summer hours to the end of the long weekend because Labour Day really is the end of summer.

We triple checked the hours for the World's Largest Dinosaurs and the website said 9-9 every day. So, we loaded our kids into the car on Monday morning and promised them one last bit of fun before our long drive home. We arrived at 9:10. The hours on the door said it wouldn't open until 10. There were at least 5 other families who had the same confusion. Unfortunately, we just couldn't wait an hour to experience the Dinosaurs so my son cried the first hour of the drive home because he was disappointed. I assume the hours changed with the summer/fall hours and the website was out of date. But it just makes no sense to change the hours when people are visiting for end of summer trips, and leads to confusion and disappointment.

Otherwise, we had a really wonderful trip, and we will definitely be back. But I have learned that websites for local attractions are not to be trusted and we can't deviate from our 93 plan with spur of the moment additions to our day.

## DOWNTOWN

- 1 We hope there is business hours sign clear every attraction, include at Tyrell museum after 5 is not available for out door adventure, thanks
- 2 The town is starting to become tired looking. A face-lift in housing & downtown stores is needed. We have definitely seen a difference in the 30 years we have been coming  
Downtown needs to have more family friendly shops. Would have loved to support local with going in a buying stuff but not many options. Love going to new places to explore
- 3 their downtown, Drumheller could defiantly work on yours. Still an awesome visit and loved the town and surrounding areas!
- 4 Further developing downtown into a larger shopping/dining/activity destination would be great.
- 5 I hope there's more variety of souvenir to shop
- 6 if stores were open later
- 7 Keep improving commercial space (reface and tidy run down old buildings) that will give the town a facelift. One bad building can ruin the atmosphere.
- 8 More shopping places
- 9 Continue keeping the town well maintained and encouraging businesses to locate and stay in area
- 10 Not much events during the year, some places were closed for souvenirs wish we had known.
- 11 Shops/restaurants seems to close up very early or have odd hours. Town had a "rolled up the sidewalk" feel to it
- 12 so many places weren't open on a Monday in the summer holidays!

---

13 Some store hours were very limited so the town felt quiet.

---

14 It felt abit creepy downtown on Saturday evening. Many things were closed, felt abit like a ghost town.

---

The one thing I wish Drumheller had more of was artisan crafts and local wares. There was a lot of souvenirs but they were all plastic, mass created, etc. There wasn't a strong  
15 arts scene in Drumheller where I would have bought lots of gifts for family and friends.

---

Disappointing. Everything old / run down. Nothing new except Barney's Adv Park. Museum very old - same as day it opened! Most business closed by 5pm or closed during  
weekdays during TOURIST SEASON - really! Minimal dinning choices and no where really to shop. Purchased zero souvenirs as couldn't find anywhere open to buy them. Likely  
16 will not be returning any time soon. Very disappointing.

---

The look of the town felt old but not always in a charming way. Some buildings could use a touch up. Construction of the bridge caused major delays and I was a bit surprised  
17 there wasn't another, even temporary, access across the river to the Royal T museum closer than Bleriot considering this is likely peak tourist season.

---

The work on the bridge leaving the museum was horrible. The city ought to have someone directing traffic in instances like this. We'd have been able to do more shopping  
18 downtown had we not been delayed as we left the museum.

---

Didn't visit largest Dinosaurs or info centre as had to pay for parking should be free. Delays on bridge and construction barriers were confusing and were stressful. Too many  
people in Museum in morning was crushing so left. Came back in evening to finish and was excellent . Seemed so quiet downtown and paying for parking kept us away. Couldn't  
19 find the badlands music festival and no signage promoting it.

---

## FOOD & DRINK

---

1 We hope there is business hours sign clear every attraction, include at Tyrell museum after 5 is not available for out door adventure, thanks

---

2 Larger variety of things open later would be great on weekends

---

3 Businesses should be open later

---

4 Better dining downtown

---

Better dining options. We were very disappointed in both sit-down meals we had, Smittys as well as the Chinese restaurant. Very poor quality food and the Chinese buffet was  
5 expensive for the options and variety.

---

6 Limited option of dining restaurants, a food court would be an option

---

7 More delicious dining options

---

8 Restaurants needed to be open we were very limited on where we could eat not fast food places!

---

The only request I have anywhere I go is to have more accommodating food options. I have a child who is allergic to a handful of foods (most of which in the top allergens) and  
our food options are extremely limited. I was glad to find out that the fries at the Museum were cooked separately than other foods but besides that and Edo there were no other  
food options within Drumheller that could accommodate her. Everything else is fantastic, we even purchased the year membership so we could come back again this year and  
9 next summer, we're even coming back soon to bring my father who has never been.

---

10 Another kid friendly restaurant would be nice

---

11 Another restaurant in Rosebud

---

12 Better restaurants - something other than Boston Pizza would be nice. Last Chance Saloon was too busy, and with no indoor seating. Would have loved to have visited.

---

13 Have local restaurants be open past 6pm. We prefer to support local bit most were closed at 6 so we're forced to go to Boston Pizza.

---

14 higher quality restaurants would be welcome; too much junk food

---

15 I e yet to find a really great restaurant guide.

---

16 Little cheaper prices and more dining options would be great.

---

17 more dining options, I am celiac and it was difficult to accommodate my health requirements

---

- 
- 18 More food options
- 
- 19 More gluten free and dairy free options
- 
- 20 more local restaurants available in late evenings
- 
- 21 More options for food
- 
- 22 More places to eat icecream!
- 
- 23 more restaurant options
- 
- 24 More restaurant, and camping site.
- 
- 25 Need more family oriented restaurants with sufficient staffs and good customer service
- 
- 26 We would really love to see more late-night dining options. And we mean food options, we're aware bars are open late, but the kitchens all close early.
- 
- 27 we wouldn't mind if some of the eating options were open earlier or later in the day
- 
- 28 Better quality hotels and restaurants
- 
- 29 More dining options, expansion of Tyrell museum (it was a little crowded)
- 
- 30 More variety of sit down restaurants. More recreation along river
- 
- 31 More options for vegetarian food. More parking spaces
- It would be better if the 10am adult trail tour at the Royal Tyrell happened more than once per day.
- 
- 32 Also all of the food places close super early, so my boyfriend and I were not able to have an actual dinner in Drumheller.
- I'm a uhnw individual who loves dinosaurs (I have some of my own in my homes), and I loved coming for the day connected to a work trip to Calgary. However there wasn't the
- 
- 33 higher end accommodations, restaurants, or experiences I would have needed to bring my partner or parents.
- 
- 34 Fewer rednecks ;- ) ;- ) and far greater meal options for those who are gluten intolerant.
- Was surprised you had to pay for parking at the visitor centre. Loved the sHellow Pool at the spray park on a hot day. Loved how it didn't cost us to hike horsetheif canyon and hoodoos. McDonald's should've parpaid for tourist. They were so busy with a 10 wait for food and they were sold out of sweet n sour sauce. Boston pizza was a good family
- 
- 35 place that's a/c and quiet.
- 
- 36 Restaurants need to update hours on Google to reflect when they're actually open
- 
- 37 The food options were rather limited and basic. The hotel options were OK, I stayed at the Quality Hotel. I'd have preferred to have stayed at a hotel with a bar/restaurant
- 
- 38 Found it unusual that some of the restaurants were closed certain nights during the summer, like Sun to Wed
- 
- 39 Not as many dining options as I would have expected
- 
- The Last Chance Saloon and the royal Tyrell Museum were the highlights of the trip. We got free entry to the museum since I am a CAF veteran, which was fantastic. The 11 bridges to Wayne was also a huge highlight and a lot of fun. I said to my kids (16 and 13) that Rosebud and Wayne should make a tubing company so you can tube down the
- 
- 40 rosebud river and stop at the LCS for dinner. That would be an epic tourist activity! Thanks for the great trip Drumheller! We will be back again. (This was our second time)
- 
- 41 Shops/restaurants seems to close up very early or have odd hours. Town had a "rolled up the sidewalk" feel to it
- 
- 42 so many places weren't open on a Monday in the summer holidays!
- 
- 43 Some store hours were very limited so the town felt quiet.
-

---

Considering how many people visit the town, the dining option is pretty limited, and most people bring lunch and have picnic. Also, many attractions/sites seem a bit abandoned without proper management (for example, Hoodoos have no one to look after the safety of visitors, I see a lot of tourists recklessly climbing up the hills and have trouble coming back down). The idea of historic sites with numbering is good, but you may need to improve their maintenance and guide people how they could enjoy it. (E.g. two years ago, I  
44 was at the historic coal mine site, but there was not much explanation other than just looking around for 15 minutes, felt like waste of time in the searing heat).

---

45 We travelled on a Monday - and a number of things including restaurants were closed.

---

46 dining options horrible ended up getting sick, would not recommend to eat in Drumheller

---

47 easy season offered few dining options

---

48 Encouraging grocery stores to have fresh produce. We found margarine, cheese and bread that had expired on their shelves

---

49 Food options are lack-luster, most of the dine out options are kind of dives and we were missing something a bit more upscale.

---

50 Many of the quality food options were closed during our stay, which was disappointing.

---

51 We didn't find any restaurants that offer gluten-free and dairy free options

---

Disappointing. Everything old / run down. Nothing new except Barney's Adv Park. Museum very old - same as day it opened! Most business closed by 5pm or closed during weekdays during TOURIST SEASON - really! Minimal dining choices and no where really to shop. Purchased zero souvenirs as couldn't find anywhere open to buy them. Likely  
52 will not be returning any time soon. Very disappointing.

---

53 Construction on bridge prevented me from visiting my favorite restaurant on the south side of the river

---

Prob need to advertise local eats better. I did a Google search but couldn't find anything standing out so decided to get pizza hut. Also construction on the only bridge needs to be  
54 limited on weekends

---

Poor choices for eating in restaurants not many open and slow service. So disappointing about not qualifying for world guinness.. feel like it was a farce, so this is impacting my  
55 desire to go to drum again

---

#### GENERAL COMMENTS & IDEAS

1 Businesses should be open later

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2 Even more dinosaurs (jk, it was pretty darn perfect. Prices in the museum gift shop were a bit much, but that's to be expected)

---

3 Focus on unique experiences for all age groups. Date nights at the Museum (late hours). Greater emphasis on camping. Focus on renovated amenities at local accommodations.  
you should include the Dino Art Walk in this. It's really fun to find all of the statues and there should be a scavenger hunt or something that people can do. Splash part/wading

---

4 pool is amazing for families.

---

5 I wish you could help bring back fossil world. It was so cool!

---

6 Continue keeping the town well maintained and encouraging businesses to locate and stay in area

---

I'm a uhnw individual who loves dinosaurs (I have some of my own in my homes), and I loved coming for the day connected to a work trip to Calgary. However there wasn't the  
7 higher end accommodations, restaurants, or experiences I would have needed to bring my partner or parents.

---

8 Fewer rednecks ;- ) and far greater meal options for those who are gluten intolerant.

---

9 Don't fix a bridge during summer. And keep or have extra fun little things open so more to do.

---

10 We may have done more if we were aware of all the other points of interest beyond the museum.

---

11 A grocery store other than Walmart would be nice. I only found the Walmart, and I don't shop there.

---

12 Air Conditioning

---

13 Check the weather beforehand

---

14 Continue to support small local events for people to experience. Like the ghost tour, or a movie night.

---

---

15 Discounts for Alberta residents.

---

16 Diversity

---

17 go during summer

---

18 Great drive to take visitors

---

19 Hope more activities and fun events

---

20 More and new dinosaurs for repeat trips

---

21 More attractions

---

22 More dinosaurs

---

23 More dinosaurs lol

---

24 More info or markers for bike trails

---

25 The cost feels a bit high. It would be nice to have a single parent discount.

---

26 Update and invest in new attractions

---

Was looking for a place to rent a mountain bike (not e-bike) but could not find one. Would have liked to be able to get a trail map for running/hiking on trails through the badlands,  
27 but this was not available at the visitor centre.

---

28 Have facilities open later

---

29 Bring back reptile world! Or something similar!

---

30 add machines so that you can make a print on a postcard.

---

31 Maybe build an amusement park next to the museum- for all ages

---

32 Walking tour, bikes for rent, hiking trails, social experiences

---

33 Incentives for local people to be able to clean up their yards and homes.

---

34 Shorter survey

---

35 Enjoyed showing family from BC Drumheller area. Accommodation options were sparse

---

36 Meet up with groups to sightsee

---

37 We haven't seen all of Drumheller yet, this is our second visit.

---

38 A lot of unhoused people in area

---

39 Ability to stay longer next time :)

---

40 Ac keeping

---

41 It was just very busy on a long weekend but that is to be expected.

---

42 Next time I'm bringing the Grandkids.

---

We can a week before "tourist season" began. We weren't aware of this, so a lot of activities weren't open during the week for the season until the day we left, so we felt like we  
43 missed out on quite a bit. Lesson learned for next time!

---

44 We derived all of our information from the museum. We were focused on the dinosaurs and lost sight of the larger Drumheller environment.

---

45 Will do again with Grandchildren

---

46 a complete printed visitor guide

---

47 Discount coupons, walking tour, unique dining experiences

---

48 Discounts for seniors

---

49 We would have spent more time in Drumheller had we known more about the attractions and how family friendly it was in advance. It was our daughter's favorite stop.

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---

The Last Chance Saloon and the royal Tyrrell Museum were the highlights of the trip. We got free entry to the museum since I am a CAF veteran, which was fantastic. The 11 bridges to Wayne was also a huge highlight and a lot of fun. I said to my kids (16 and 13) that Rosebud and Wayne should make a tubing company so you can tube down the 50 rosebud river and stop at the LCS for dinner. That would be an epic tourist activity! Thanks for the great trip Drumheller! We will be back again. (This was our second time)

It was such a cute and adorable town. There was Dinosaurs statues everywhere in town which was super cute. And the Museum is so so worth to come. I mean you have to visit 51 there..it is amazing how much resources & knowledge you can get from it is just speechless.

Thank you to the Royal Tyrrell for keeping prices affordable for a family visit. Calgary attractions (Zoo, Telus Spark, Calaway) are so expensive that we can't go. We had a 52 wonderful day out and won't leave it so long until our next trip!

53 Amazing trip but the coal mine national historic site is rough! Needs some major investment. Lovely people but rundown facilities

54 Definitely put it on your bucket list!

We loved our visit! Kids were aged 5 &7. We did hoodoos, royal Tyrrell Museum, & atlas cole mine in 1 day. I felt the royal Tyrrell was reasonably priced and the add on for the fossil hunt was awesome the kids didn't want to leave. The kids liked climbing around the hoodoos. The atlas Cole mine was something to see and do. We just did the basic price with the train add on. I felt it was a bit expensive for what you get, but the kids really enjoyed the train ride and I thought the guy that did the train tour did a great job with the kids. For the price, I would probably say skip it to others. I felt for the price, a little more of the mine should be included.

55 We stayed at the Ramada. This kids loved the pool/waterslide. The hotel itself is becoming a bit dated, but it was clean which is what matters to us. I would recommend it.

56 love the place, museum is great, wished we had more time

Our trip to drumheller exceeded our expectations. The world's largest dinosaur was ideally located by the visitor information centre which was helpful. We likely wouldn't have 57 sought us the visitor centre but we were there for the dinosaur. The ladies at info centre were knowledgeable and helpful.

58 Great trip. Bridge repair work was a real bummer... but such is life.

59 It was lovely in Drumheller! It would be nice to have some EV chargers near restaurants though. The GM charger is free but I would pay for a charger near more food options.

60 The only hiccup was the road construction, everything else was extremely enjoyable!

Thought the experience was great, anything you needed was close by. Only down side was the bridge construction that made crossing take a bit of time. But it was honestly not 61 that bad!

I visit Drumheller often and love the town. This survey was a bit confusing as at times I felt I was answering for my most recent visit, other times my whole experience. It would be 62 nice to differentiate the questions a bit more.

We greatly enjoyed it. Parking was a cHallenge near the world largest dino though. And I had trouble finding a campground that had tent-friendly sites, which is why we made it a 63 Day Trip.

64 It was great. Maybe gave a brochure to give to guests about all of the places to explore and activities in drumheller.

65 Amazing!

66 Everything is so good. I could'nt think of any suggestion for improvement.

67 Good job!

68 Great

69 great atmosphere, please keep it as it is. I would not want it change a bit

70 great day

---

71 Great nature
72 Great place - close to Calgary for even a day trip
73 Great place! Amazing experience!
74 Highly recommend exploring the hiking trails and going beyond the crowds for some wonderful views and quiet enjoyment of nature!
75 I got nothing although I do love how there's Dinosaurss all over especially the ones on building's
76 I thoroughly enjoyed my experience and am very likely to come back again for a longer stay.
77 keep up the good work
78 No suggestions, it's lovely
79 None, we have always enjoyed our visits.
80 None. We had a lovely and educational time!
81 The stay was great
82 Very fun
83 All good
84 All the fun dinosaurs tgame, statues on park benches or on buildins was fun. Kids loved it! Scenery was beautiful
85 Always enjoyable
86 Always like coming here...I visit several times per year for both personal and business
87 Amazing!
88 Awesome visit! Amazing activities and sightseeing. Friendly locals with great advice on where to eat and what to see and do during our stay. Highly recommend. Thank you!
89 Bring it closer to my home lol
Drumheller has the friendliest, most welcoming people I have ever met on a vacation. They bent over backwards to take care of us. I am a well-travelled woman. I lived overseas for 14 years. In my retirement, my goal has been to visit places in Alberta and Canada. Each time I have visited Drumheller, I have come away feeling extremely warm in my heart
90 because of the way the locals treated me and my party.
91 Drumheller is a beautiful amazing place and my lady and 2 daughters had an absolute blast during our retreat!!! We will return again for sure!!
Drumheller was great. However, after being there for only 8 hours, I went into labour 6 weeks early. We needed to leave the hotel and cancel our events in order to drive back to Edmonton.
We went to the hospital to get assessed when I thought my water broke. Only issue we had, was that the hospital didn't have the means to deliver a 6 week premature baby and didn't have an ambulance available to transport us.
Everything worked out in the end, but to have a hospital give me morphine and ask my husband to drive ourselves to Red Deer to get reassessed seems crazy to me. Especially because I was under the impression I was unconvincing the on called Doctor. She came in and said that it was cold outside and that's why her hands were cold. But if she had washed them under warm water prior to examining me, they would t have been ice cold. She had only used hand sanitizer I believe.
Anyways, I went into full labour 7 hours later and thankfully had made it back to my city. We now have a crazy story to share with people. Hopefully one day we will make it back
92 to Drumheller and get to visit all they have to offer.
93 Enjoyable
94 Everything was awesome
95 Everything was great. Excellent vacation experience
96 Everything was nice



- 
- 97 Everything was quite nice and enjoyable
- 
- 98 Excellent
- 
- 99 Great job!
- 
- 100 Great people and service
- 
- 101 Great time!
- 
- 102 Great trip - would recommend to others
- 
- 103 Have a great day
- 
- I love Drumheller and can't give much suggestions for improvement. I'm always very pleased with my visits. Lots of things to do and see, Plenty of restaurants/cafes, gas stations
- 
- 104 are easy to access and lovely people.
- 
- 105 I thought the trip to Drumheller had so much to offer! Wish we could have stayed longer to experience more of what was offered !
- 
- 106 I was bringing a friend from the states to this precious place. It is one of my must sees for alberta!
- 
- 107 Impressive
- 
- It was a great experience for the kids to see the beauty of badlands. It's just too bad that they don't got a chance to experience digging outside. However, we will surely come back
- 
- 108 to visit Hoodoos, Wayne etc... a day is not really enough at all.
- 
- 109 it was a nice good trip next time we will spend more time camping and visiting the surrounding area
- 
- 110 It was a pleasure! Want to return to add to the positive experience!!
- 
- 111 It was a very nice visit
- 
- 112 It was all lovely! Bi wish I could have been there longer.
- 
- 113 It was awesome, will be back.
- 
- 114 It was excellent as-is!
- 
- 115 It was great to have multiple options for our very young children. We all had a lot of fun.
- 
- 116 It was great trip
- 
- 117 It was great. Drumheller was lovely.
- 
- 118 It was lovely
- 
- 119 It was wonderful.
- 
- 120 It's incredible place to visit. Thank you for making it so special
- 
- 121 It's a great place to visit with smaller children. They love the dinosaurs and we get family time camping.
- 
- 122 It's all good.
- 
- 123 It's all good. No need to improve.
- 
- 124 Its great
- 
- 125 Keep it simple ... local flair is really important
- 
- 126 Keep on keeping on!
- 
- 127 Keep up the great work
- 
- 128 Kudos to all the staff!
- 
- 129 Lots to see and do!
- 
- 130 Love Drumheller!!! Great town:)
- 
- 131 Nice little town
- 
- 132 No feedback. We will be back when we are in Alberta next.
-

- 
- 133 No suggestions. Had a great time  
No suggestions-just praise for how wonderful we felt the customer service was. The employees we encountered at the hotel/restaurant/museum were all so helpful and friendly. I
- 
- 134 also loved the cartoon-ish statues of dino's all around town.
- 
- 135 None - our trip was great
- 
- 136 None. Very enjoyable. Lovely place to visit. Will definitely come again!
- 
- 137 nothing - we had an amazing time, weather was great, and the bonding time with my son was terrific
- 
- 138 Nothing to add - great Day Trip with our 6 yr old granddaughter.
- 
- 139 Nothing to add, we had lots of fun.
- 
- 140 Nothing. Had a great trip to a great small town
- 
- 141 Nothing. We will be back next year!
- 
- 142 Perfect
- 
- Pleasant town! We were here for CIRC but enjoyed the town a lot. The dinosaurs are fun and cute, and there is a variety of cafes and food. The scenery is more beautiful than I
- 
- 143 expected. I'd like to come back for longer another time!
- 
- 144 Seeing the look on my children's faces while being in Drumheller will make this experience unforgettable
- 
- 145 Simply was great! (Turn down the heat? lol)
- 
- 146 Thank you
- 
- 147 Thank you for having us
- 
- 148 Thank you!
- 
- The town is very organized and set in the dinosaur era. Fulfilling our son's dream of going to the museum was amazing. His dream is to be a paleontologist and this visit has
- 
- 149 inspired him even more.
- 
- 150 This is an annual trip that we enjoy sharing the experiences with our international students
- 
- 151 Very educational. Me and my two kids watch in a small tv a clip about fossils.
- 
- 152 Very very.... Wonderful
- 
- Was an awesome time there. Wish we had another day to spend there but was crunched for time on our holidays. Was happy to take the kids on their first road trip to see how
- 
- 153 cool the Dino museum is!
- 
- 154 Was great
- 
- 155 We all had a wonderful time
- 
- 156 We enjoyed finding the 30 dinosaurs around the town.
- 
- 157 We enjoyed our day. The Travel Drumheller rep we talked to at the Hoodoos, was a wealth of information.
- 
- 158 We enjoyed our trip and will be back.
- 
- We had a wonderful time visiting Drumheller. The attractions we visited were awesome and the staff were so friendly and welcoming. We also found the restaurant staff super
- 
- 159 welcoming and friendly. We've already recommended to people!
- 
- 160 We had a wonderful visit! Thank you!
- 
- 161 We have fun when we come out.
-

---

We have small children who love dinosaurs, so visits to the Tyrell museum in Drumheller is an important staple. We purchased an annual pass to the museum due to the value. On subsequent trips through the year(s) we have discovered many other enjoyable things about the area. Whenever we have friends or family visiting from out of province we try to bring them to Drumheller area. The Rocky mountains are generally the top destination for travellers to Alberta, as they are world renowned. Drumheller valley and area is a valuable gem in Alberta's history and tourism industry. There is always something fun and interesting to do. It is enjoyable for all ages and all backgrounds. We have looked into purchasing property in the area due to frequent visits.

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162 purchasing property in the area due to frequent visits.

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163 We love the people and scenery of Drumheller. I can't think of any changes

---

164 We loved every moment and will always have wonderful memories

---

165 We loved our stay!

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166 We really enjoyed our first visit

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167 We were thrilled with our trip!

---

168 We were visiting Jasper and had always been interested in the dinosaurs of eastern Alberta. The trip to Drumheller was definitely worth it!

---

169 We will love to come back at drumheller

---

170 worth the visit

---

171 I would love to visit here again, very soon. A lots of Fun and beautiful things to look

---

The river grove campground was by far the worst part of the trip, in fact I booked last minute air bnb due to the terrible camping - but the Newcastle air bnb was FANTASTIC, and the main reason for our trip, museum, hikes, site seeing was incredible as always!

---

Disappointing. Everything old / run down. Nothing new except Barney's Adv Park. Museum very old - same as day it opened! Most business closed by 5pm or closed during weekdays during TOURIST SEASON - really! Minimal dinning choices and no where really to shop. Purchased zero souvenirs as couldn't find anywhere open to buy them. Likely will not be returning any time soon. Very disappointing.

---

Drumheller felt like it was relying on their reputation and stopped trying to earn our business. The town had their hands in our pockets - we even had to pay for parking at the Star Mine suspension bridge which is a 5 - 10 minute stop. Nothing was there other than bathrooms and the bridge, yet the town wanted us to have to pay for parking. This is unacceptable, there should be more at the site to promote people staying and provide value for the time it takes to stop there. Even to find out more information from the Visitor Centre, guess what, you paid for parking.

It was very disappointing and I don't think we will be back. The town and attractions are getting greedy, rather relying on the reputation of Drumheller instead of trying to earn loyal visitors. The Tyrell museum was disappointing with so few hands on exhibits along with an outdoor play structure closed for over an hour during our visit (shouldn't maintenance be done outside visitation hours?).

---

Drumheller needs to step it up and realize people can go other places. Focus on earning trust and loyalty from people, not charging hidden hotel fees (DMF), parking for a 5 minute attraction, etc.

---

174 A lot of places seem to be closed on sundays, and that can be an issue when you're only visiting on the weekend.

---

175 Was very peopley

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176 Hours of places were a bit restrictes

---

## **PARKING**

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1 no paid parking

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2 Expanding the parking lots

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Was surprised you had to pay for parking at the visitor centre. Loved the sHellow Pool at the spray park on a hot day. Loved how it didn't cost us to hike horsetheif canyon and hoodoos. McDonald's should've parpaid for tourist. They were so busy with a 10 wait for food and they were sold out of sweet n sour sauce. Boston pizza was a good family  
3 place that's a/c and quiet.

---

4 Fantastic town, wish I'd had more time to visit! Add a machine to pay at locations instead of the phone based system.

---

5 Parking tickets should have a special rate if paid early to provide incentive to actually pay the tickets.

---

6 More options for vegetarian food. More parking spaces

---

It is understandable, but disappointing that so many parking places now require paid parking to site see the attractions of drumheller.

7 Even in accommodations there are small price points that make it frustrating as a visitor- \$1-\$2 for a 5 minute shower.

---

We greatly enjoyed it. Parking was a cHallenge near the world largest dino though. And I had trouble finding a campground that had tent-friendly sites, which is why we made it a  
8 Day Trip.

---

Your attractions are dated and in poor condition. Paid parking with zero infrastructure is an insult. The hoodos was like something from a circus. Paid parking but unpaved, porta potties, an icecream shop, people climbing all over the place. A zoo. Local shops charge disgusting amounts for things. Drumheller is not Banff. Local accommodation prices are  
9 outrageous for the horrendous quality. Couldn't find a decent non branded restaurant.

---

Drumheller felt like it was relying on their reputation and stopped trying to earn our business. The town had their hands in our pockets - we even had to pay for parking at the Star Mine suspension bridge which is a 5 - 10 minute stop. Nothing was there other than bathrooms and the bridge, yet the town wanted us to have to pay for parking. This is unacceptable, there should be more at the site to promote people staying and provide value for the time it takes to stop there. Even to find out more information from the Visitor Centre, guess what, you paid for parking.

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Drumheller needs to step it up and realize people can go other places. Focus on earning trust and loyalty from people, not charging hidden hotel fees (DMF), parking for a 5  
10 minute attraction, etc.

---

11 get rid of the paid parking at the hoodoos. Don't do bridge repairs during summer break (peak season)

---

12 Had to pay to park at the dinosaur and spray park , while it already costs \$15 just to walk up the Dinosaur for 3 mins

---

Didn't visit largest Dinosaurs or info centre as had to pay for parking should be free. Delays on bridge and construction barriers were confusing and were stressful. Too many people in Museum in morning was crushing so left. Came back in evening to finish and was excellent . Seemed so quiet downtown and paying for parking kept us away. Couldn't  
13 find the badlands music festival and no signage promoting it.

---

There was very limited parking at the visitor center and many people were there for the pool so we were unable to stop. Construction in that area also made it difficult to navigate,  
14 as such we drove by, but never stopped.

---

15 I got a parking ticket and was very surprised as I did not know pay parking was implemented. I called and it was rescinded and I was grateful.

---

16 Parking was difficult to find - not sure there's any solution to that. But a shuttle from Calgary, or a train, would be great.

---

17 Free parking at hoodoos and suspension bridge as we couldn't view these as don't have a cell phone to pay for parking...very disappointed!

---

18 Free parking or at least parking that down require a smartphone to pay for!

---

Get rid of paid parking at hoodoo, suspension bridge and downtown. Or get metered parking. I do not have a phone that does the QR code thing and we were disappointed that we could not stay to see the hoodoo or suspension bridge cos of that so we had to do a drive by. Luckily our hotel was close enough to walk to downtown to go to WLD and  
19 shopping, otherwise we would have had to skip that too. Not all people have cell phones!

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Horrible to have to pay to park at the hoodoos. It needed an app and we were only staying about 15 mins to look, also bought a coffee at the shop there so felt it was horrible to ask for \$\$ to park.

---

21 It was raining the whole time that we were there. I also got a parking ticket at the world's largest dinosaur not realizing you had to pay for parking. Signage is too small

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22 Lack of parking

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Parking should be included.

23 With the amount of tourism , parking should be included, it seems that it's another way the city is trying to make money on tourists

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## PROMOTIONS & EVENTS

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1 The town is starting to become tired looking. A face-lift in housing & downtown stores is needed. We have definitely seen a difference in the 30 years we have been coming

---

Really enjoyed coming out from Calgary, will be back. There could be more promo material put into the Gran Fondo participant handout bags.

2 Also, your "how was your experience..." question should have a not applicable option. I put 3 down for all my N/As.

---

3 I would have more local events on the weekends such as farmer's markets or food trucks

---

It would be really wonderful - and valuable to the Town of Drumheller - to encourage and support the Nars River cHallenge as an annual event. Perhaps there could be swag and discounts for participants and even a town -sponsored event, such as a parade! A display of the various Rovers might be of interest to locals and tourists alike. This event offers a

4 unique opportunity for science and children of all ages who might enjoy a celebration of Mars! (Invite Elon Musk!!) :))

---

5 More events with inflatable dinosaurs

---

6 We may have done more if we were aware of all the other points of interest beyond the museum.

---

7 Restaurants need to update hours on Google to reflect when they're actually open

---

8 Promote and advertise better/more. Spruce up the town a bit.

---

It was helpful to have someone at the popular tourist spots to suggest other nearby activities and restaurants. Fix the sign for the suspension bridge. Thankfully she helped with

---

9 directions.

10 Access to more upcoming events

---

11 Better organized event! Chaotic at times with poor communication

---

12 Break world record

---

13 For organizers to have better communication for the event and better sound system as people could not hear the instructions.

---

14 Map of the dinosaur sculptures in the city

---

15 More advertising

---

16 More reliable methods for counting participants

---

17 More washrooms were needed.. 3 portable washrooms for 3,000 people! Wow

---

18 One webpage that gathers all of the camping sites available near Drumheller and lists basic characteristics such as cost, amenities, distance to the city of Drumheller etc.

---

19 Playground maps

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20 Really liked the signage to all the attractions, building up the Google hits for the attractions would help people who plan like I do see all your great attractions

---

21 Should get an app for interactive things to do in and around Drumheller

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---

The websites to ascertain river/lake activities lack information. We went to the reservoir and there was not information regarding the shut down due to algae until we arrived  
22 there.

---

We were in Alberta for other reasons and have a dinosaur obsessed son (so we made sure to go to the museum). I didn't realize how many other things there were around. I  
would have loved some guides (i.e. what to do over three days in Drumheller, best places to eat with kids, sample itineraries). If I had known more about the town I might have  
23 spent a day less in Edmonton and a day more in Drumheller.

---

You should have more signage to show tourist around. You should also have pictures or models for the dinosaur with its skin and such next to the bones. So people can see what  
they're looking at. With so many people there all the time you can't get close enough to read anything.

24 Please for the love of God fix your air conditioner. The only place cool was the new "learning lab" which was crawling with kids and moms

---

25 you should include the Dino Art Walk in this. It's really fun to find all of the statues and there should be a scavenger hunt or something that people can do.

---

26 Not much events during the year, some places were closed for souvenirs wish we had known.

---

27 We would have spent more time in Drumheller had we known more abt the attractions and how family friendly it was in advance. It was our daughter's favorite stop.

---

What an experience. Everyone was happy it was entertaining beyond expectation and I would show up another hundred times to try for that record. Well done on the best,  
28 funniest, most chill experience in a crowd I have ever been a part of. Invite us all again. Soon! Thank you

---

29 Disappointed that Guinness Book of World Records was unable to count the participants.

---

30 Don't lie to people about events.

---

31 Event volunteers not easy to find/identifiable (there were an excessive amount of dinos though so it is understandable!)

---

It was devastating that after spending hundreds of dollars you didn't have the Guinness attempt figured out and we didn't beat it. What an embarrassing lost opportunity. You  
32 should have planned better or fought for the title harder.

---

33 The world record attempt was a scam

---

34 Very sad the world record attempt didn't count. Better planning definitely needed for next time (and hopefully similar costs!)

---

We went specifically to do the world record attempt. 4 of us registered for the certificate, only 1 has received it. It was poorly managed, too small a space, chaos. There was  
little to do downtown that we found - we were looking based on the flyer for Tyrell Museum to have stuff downtown, we were directed by your info people that they were out of  
35 town, nothing downtown. In short, we had a great family day, but the 'Drumheller' experience was not good.

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