

On Wednesday October 23, nineteen individuals from 15 businesses and organizations across the Drumheller region came together to explore the Summer Visitor Survey Summary Report and how it might be used to inform tourism growth in the region.

Participants gained perspectives from others through this opportunity to connect and collaborate. Based on the captured 'light bulb' moments and facilitator debrief the takeaways from the workshop highlighted the desire to:

- Focus on what we have as we work to fill in the gaps and expand tourism
- Explore opportunities for itineraries in the region
- Create tineraries that are flexible and cater to varying interests
- Focus on adding 'one more day' to trips of any length
- Improve cross-collaboration with eachother and create more opportunities to do this
- Engage and support each other as many businesses and organizations feel like they have to advance tourism on their own
- Improve how we work together as a community by working to understand others perspectives
- Enhance customer service with conflict resolution skills
- Share available resources that help address existing challenges (eg. Travel Drumheller events calendar)
- Understand the importance of personal recommendations as they play a key role in attracting and retaining visitors

Check out the Summary Report (available online) to learn more about our visitors and develop your own insights traveldrumheller.com/destination-drumheller





