

The Destination Development Plan (DDP) is a community-created multi-year plan to support tourism development in the region (Drumheller, Kneehill, Starland, Wheatland, Special Areas).

Together we're moving from the plan into meaningful action. These actions complement the great work underway across the region.



Vision

To be an iconic year-round destination grounded in community

Mission

Driving significant economic and social value for Drumheller residents, businesses, and visitors through destination development

Who Is Involved

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

For More Information

To learn more or get involved visit www.traveldrumheller.com/destinationdrumheller



2025

January - March

April - June

Community Outreach

Ongoing

- Reach out to learn from and celebrate the work underway in the community
- Inform and/or involve the community in projects underway
- Share and promote the use of data gathered through the DDP actions (eg. Summer Visitor Survey, Tourism Asset Inventory)

Indigenous Relationships

Ongoing

• Take active steps to build a relationship with Blackfoot Crossing and improve celebration of local Indigenous efforts

Tourism Asset Inventory

Summer 2024 - Spring 2025

• Create an inventory asset of tourism products and experiences across the Drumheller region

Visitor Information Centre Reflections

Spring 2025

• Engage in discussions with the Chamber of Commerce and Travel Drumheller to consider the long-term outlook for the Visitor Information Centre given the shifts in visitor preferences for information access and potential changes to the area resulting from the Town of Drumheller Parks & Recreation Master Plan.

Exploring Transportation Opportunities

Fall 2024 - March 2026+

- Acquire funding through grants and other contributors to enable this work that includes two key components: a feasbility study and shuttle pilot
- Lack of transportation is a known challenge to staffing, housing and visitor attraction.
- Explore the feasability of transit within Drumheller through a mix of research, expert analysis and community insights as a starting point to addressing this challenge.
- Develop and launch a pilot program that provides a fixed route weekend shuttle within the core area of Drumheller in Summer 2025. The shuttle provides immediate value to the community and real world data to consider in exploring opportunities.

2025 DDP Action Plan



Updated 10 December 2024