

## FOR IMMEDIATE RELEASE

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# Drumheller Residents Weigh In on Tourism: Benefits, Challenges, and Future Growth.

**DRUMHELLER, AB** – Travel Drumheller has released the results of the **2024 Resident Sentiment Survey**, providing valuable insights into how local residents view tourism in the region. The survey, conducted in September 2024, gathered feedback from 169 community members, helping to shape future tourism strategies that align with resident needs and concerns.

The results reveal that **88% of Drumheller residents consider themselves knowledgeable about the tourism industry**—a figure **26% higher than the Alberta average**. Residents widely recognize the economic benefits of tourism, particularly its role in supporting local businesses and employment opportunities.

*"Tourism is an important economic driver, and residents really understand that it's helping support their community," says Keri Looijen, Marketing Manager at Travel Drumheller. "The challenge is ensuring that tourism growth benefits both visitors and residents alike."*

## Key Findings

- **Tourism's Economic Role is Well-Recognized** – Residents see tourism as a key economic driver, ranking its future potential **24% higher than the industry average**. However, fewer residents acknowledge its **current** importance compared to other industries.
- **Traffic, Cost of Living, and Housing Remain Challenges** – Peak-season congestion, rising costs, and affordable housing availability continue to be top concerns for locals.
- **Demand for More Recreational and Leisure Opportunities** – While residents highly rate Drumheller's unique experiences, many feel there are fewer recreation options compared to other Alberta regions.
- **Strong Advocacy for Drumheller as a Destination** – The **Net Promoter Score (NPS)**, which measures a community's willingness to recommend their destination, remains **higher than the Alberta average** and stable since 2023.

## A Balanced Approach to Tourism Growth

The survey highlights the need for a **balanced tourism strategy**—one that maintains economic benefits while addressing resident concerns.

*"Drumheller's residents are deeply engaged in our tourism industry," says **Julia Fielding, Executive Director of Travel Drumheller**. "The survey results give us clear direction on how to enhance the local experience, ensuring that tourism continues to be a positive force for our community."*

## Next Steps for Travel Drumheller

Travel Drumheller is committed to addressing community concerns while promoting sustainable tourism. Key priorities for 2025 include:

1. **Increasing Awareness** – Educating residents on how tourism supports local businesses, jobs, and community services.
2. **Addressing Traffic and Housing Concerns** – Working with local leadership to develop strategies for congestion, affordability, and housing.
3. **Expanding Recreational Opportunities** – Enhancing leisure options to benefit both residents and visitors.
4. **Strengthening Community Engagement** – Continuing open discussions with residents about tourism's role in Drumheller.

## Full Report Available

The **2024 Resident Sentiment Presentation for Community & Stakeholders** and the **full 2024 Resident Sentiment Survey report** are available online at Travel Drumheller's website. Residents, businesses, and stakeholders are encouraged to review the findings and join the conversation about the future of tourism in Drumheller.

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