



Dancing with the Dinosaurs Powwow



Joe Vickers at Waynestock

# 2024 Resident Sentiment

Presentation for Community & Stakeholders

March 19, 2025



Resident Sentiment 2024

# Purpose of the Survey

- ✓ **Date Conducted:** September 12-13, 2024
- ✓ **Method:** Online survey distributed via Travel Drumheller's social media, posters, and other outreach channels.
- ✓ **Participation:** 169 completed surveys.
- ✓ **Comparative Analysis:** Results benchmarked against Travel Alberta's Summer Pulse Check for provincial comparisons.

The 2024 Resident Sentiment Survey was conducted to understand the perspectives of residents in Drumheller and the surrounding Badlands region on the impact of tourism. The findings help guide tourism strategies to maximize benefits while addressing community concerns.



Hi-Tops at Heller Good for Cold Bones Fest



# Key Insights for Drumheller and Region

Resident Sentiment

# 1. Strong Knowledge & Engagement in Tourism

88%

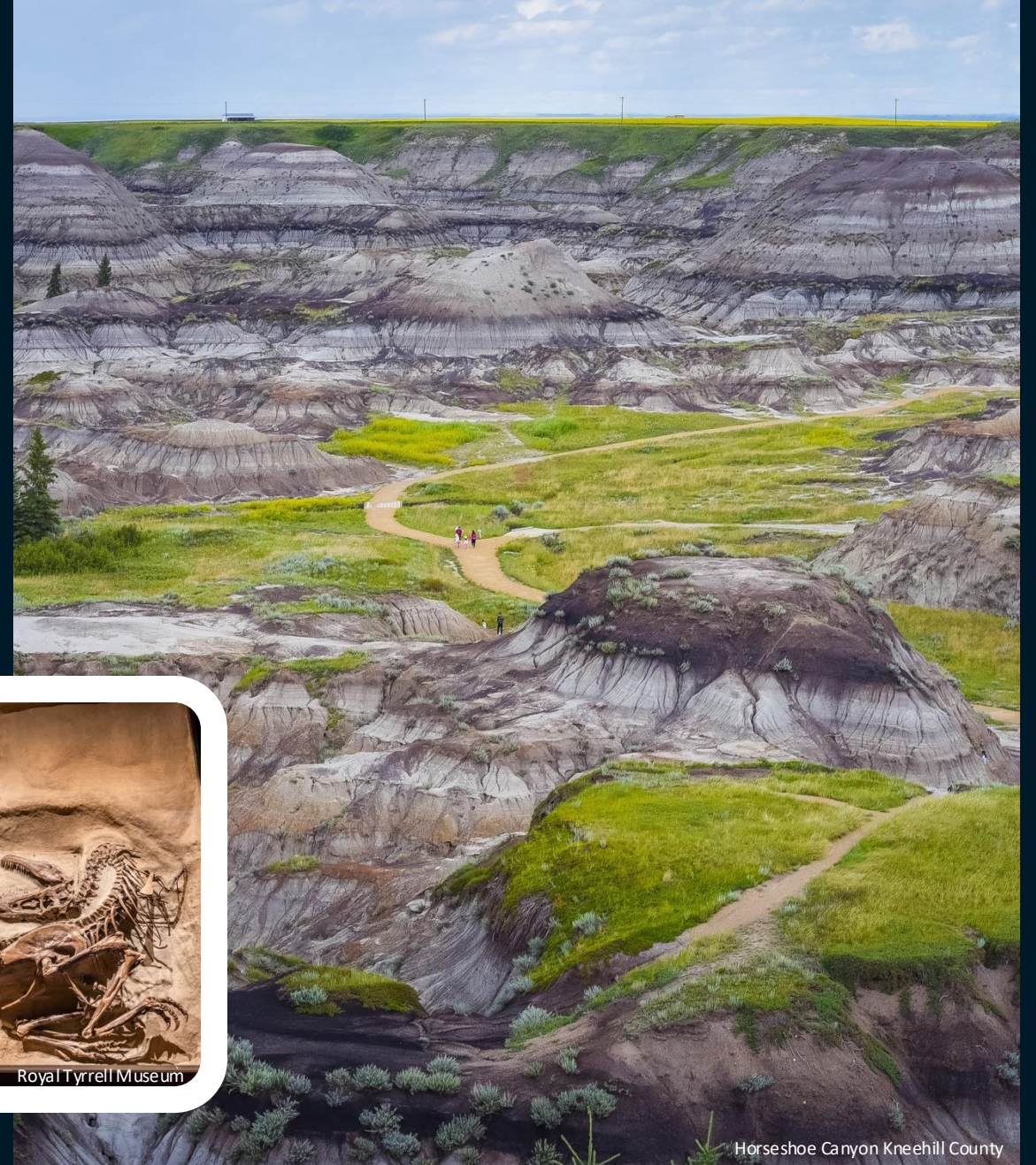
**Knowledgeable about tourism**

•88% of residents consider themselves knowledgeable about tourism—26% higher than the Alberta average.

•Residents recognize Drumheller's unique experiences but lack understanding of how tourism directly supports local amenities and businesses.

26%

**Higher than provincial average**



Horseshoe Canyon Kneehill County

## 2. Economic Impact & Growth Potential

*Quote: "Tourism is an important economic driver, and residents really understand that it's helping support their community."*

Tourism is seen as a major economic driver, rated 24% higher than the industry average.

Residents see future potential but are less likely to recognize its current importance compared to other industries.



Canada Day Fireworks at the World's Largest Dinosaur

Resident Sentiment

# 3. Tourism's Positive Impact Comes with Challenges

Quote: *"Most Albertans would welcome more visitors, but residents in Drumheller are slightly more reluctant to increase visitation during summer."*



Drum Distilling Co

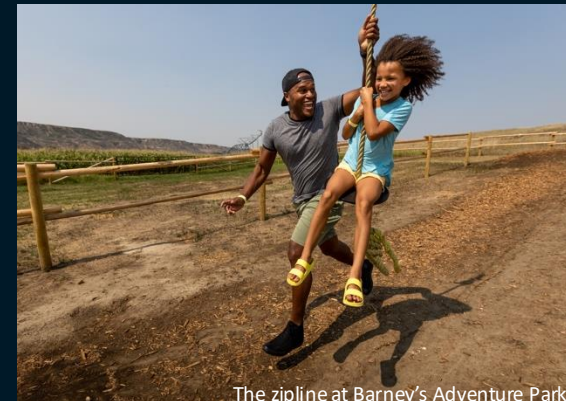
- ✓ Traffic congestion and parking issues are key concerns during peak seasons.
- ✓ Cost of living increases due to tourism-related demand.
- ✓ Affordable housing challenges remain a top issue.
- ✓ Limited access to amenities during peak tourism times.

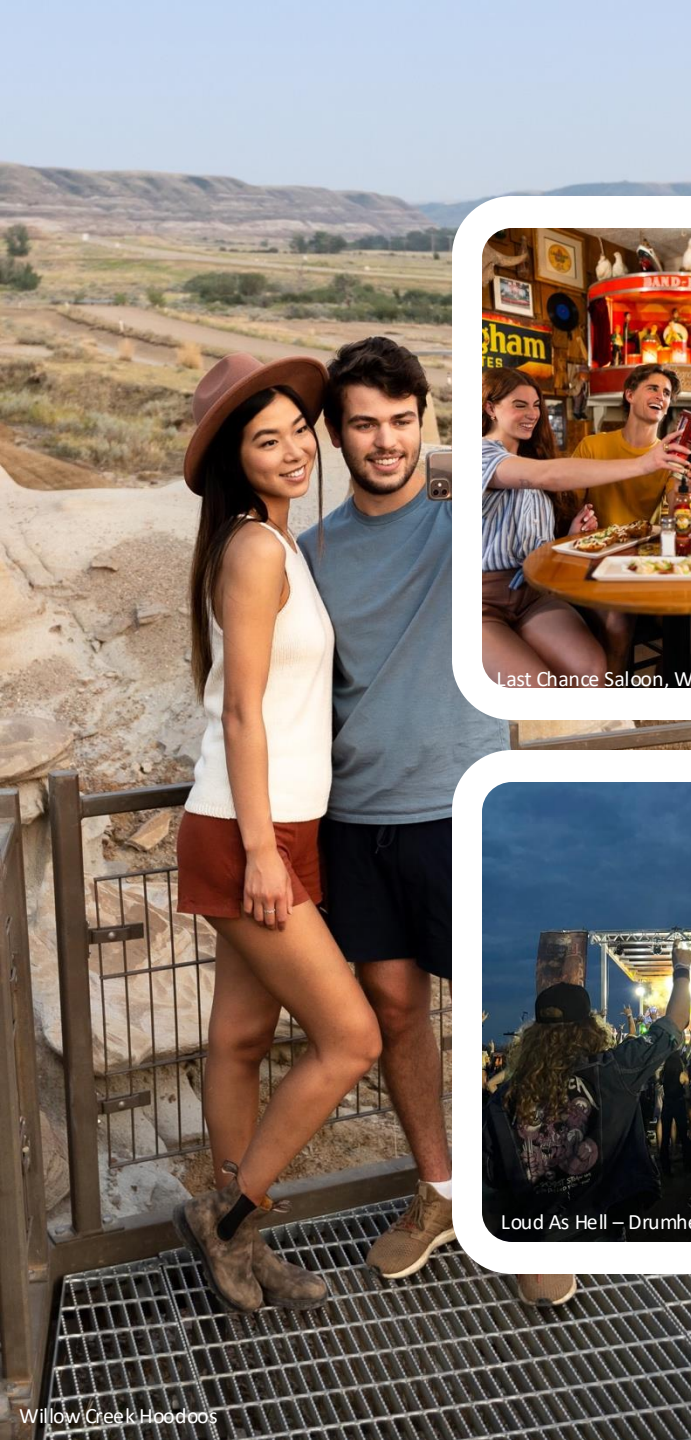
Resident Sentiment

## 4. Demand for More Recreation & Leisure Options

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Residents highly rate unique experiences in Drumheller, but many feel there are fewer recreational and leisure opportunities compared to other Alberta regions.





Last Chance Saloon, Wayne



Loud As Hell – Drumheller Ag Society



Willow Creek Hoodoos

Resident Sentiment

# 5. High Resident Advocacy for Drumheller as a Destination

Net Promoter Score (NPS)—measuring willingness to recommend Drumheller—remains higher than the Alberta average and stable since 2023.

Willow Creek Hoodoos



# Next Steps for Sustainable Tourism in Drumheller



## Increase Awareness

1. **Increase Awareness of Tourism's Direct Benefits:** Educate residents on how tourism supports local businesses, jobs, and community services.



## Address Concerns

2. **Address Resident Concerns:** Collaborate with local leadership on traffic management, affordability solutions, and housing strategies.



## Enhance Offerings

3. **Enhance Recreational Offerings:** Expand leisure and recreational options to balance tourism and community needs.



## Maintain Engagement

4. **Maintain Strong Community Engagement:** Continue gathering resident feedback to shape future tourism strategies.



## Leverage Advocacy

5. **Leverage Resident Advocacy:** Encourage locals to promote Drumheller while ensuring tourism aligns with community values.



# Thank You

Contact for more information

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Willow Creek Hoodoos



Café Ole Drumheller

# Resources & Info

## Additional Resources

- [Full 2024 Resident Sentiment Report](#)
- [Media Release](#)

## Travel Drumheller Brand & Vision

- **Vision:** To be an iconic destination.
- **Mission:** To promote Drumheller and Badlands region as a premier destination.
- **Brand Essence:** Community, curiosity, authenticity, trustworthiness, boldness.
- **Tagline:**
  - Uncover Wonder
  - Rediscover Drumheller.