



# Travel Drumheller 2024 ANNUAL REPORT

## Chair's Message

2024 was a year of meaningful progress for Travel Drumheller. With the Destination Development Plan (DDP) in full implementation, we focused on four key priorities, including building stronger relationships with Indigenous communities and gaining a deeper understanding of our visitors. A major highlight was our visitor survey, completed by over 3,000 participants. The insights gained will be instrumental in shaping our marketing efforts, guiding experience development, and supporting local businesses in understanding visitor needs and expectations.

We also took the opportunity to reflect on our 2021 Strategic Plan, evaluating our progress and identifying areas for growth. This review has directly informed our new Strategic Plan, set to launch in May 2025. Thank you to everyone who contributed through interviews and engagement sessions—your input has been invaluable. While the plan is still being finalized, one thing remains clear: the community of the region continues to be at the heart of our work.

Looking ahead, we've begun exploring new funding opportunities to build on our momentum and achieve even greater impact.

I would like to extend my sincere thanks to my fellow board members, the DDP steering committee, and our valued partners—including Community Futures Big Country, the Drumheller and District Chamber of Commerce, and MH Enterprises. A special thank you as well to the dedicated staff at Travel Drumheller.

As always, please don't hesitate to reach out with any questions or ideas.



Ryan Semchuk  
Chair Travel Drumheller

## Highlights

In 2024, Travel Drumheller expanded its reach, strengthened regional and provincial partnerships, and amplified tourism's voice across the Badlands. From strategic lobbying to innovative marketing, we elevated awareness of our region at every level.



### Increased Staffing

In 2024 staffing increased to 3 full-time permanent employees and 1 part-time employee Bookkeeper Kelli Hoff.

6 contract employees:

- 2 Ambassadors
- 2 Social Media Coordinators
- 1 Destination Development Manager
- 1 Development & Training Coordinator



### Digital Engagement

With over 4 million people reached across all platforms, a 403% increase, Travel Drumheller's digital presence achieved unprecedented growth.

Facebook alone saw a 609% increase in reach, while Instagram and TikTok also experienced substantial gains in followers and engagement.



### Destination Drumheller

Travel Drumheller delivered on key goals of the Destination Development Plan. Completed a visitor survey with over 3,000 participants, replaced six major tourism signs across the valley, and participated in ten community events. More than 80 businesses and locations were engaged in the process, helping guide data collection and amplify regional collaboration.



### Training & Development

Launched a pilot High School Work Experience Program, placing six students in local businesses. Deepened partnerships with SAIT and Olds College.

- A capstone project with SAIT
- Work Integrated Learning student from Olds for the summer.

Three FAM tours brought over 60 students and program leaders to Drumheller.



## MARKETING THE VALLEY

Travel Drumheller connects global audiences to the heart of the Badlands through compelling storytelling, strategic campaigns, and unforgettable visuals. Our marketing inspires travelers to explore the region's rich history, breathtaking landscapes, and vibrant local culture.

- ✓ Launched a new Event Partnership Program to help local events amplify their marketing and increase return on investment. Seven events participated in 2024, with even more expected to join in 2025.
- ✓ Consistent brand voice and visuals drove steady growth in followers and engagement. In 2024, we expanded targeting to reach new regional audiences and strengthen awareness across Alberta and Nationally.
- ✓ Increase in followers, views, and engagement in more than 8 countries.



**13K**

VIEWS OF ONLINE GUIDE

## A YEAR IN NUMBERS

**4MILLION**  
IMPRESSIONS

a **403%** ↑  
from **2023**  
ON ALL PLATFORMS

REACTIONS

**23,236**  
**17,404**  
**4,753**

INSTAGRAM

FACEBOOK

TIKTOK



**8,531**

new fans and  
followers

**130K**

active users  
on the website

OVER

**75,000**

assets created  
for businesses  
& events

## 80+ LOCATIONS ENGAGED IN SUMMER SURVEY

DID YOU KNOW?

**THE WORLD'S  
LARGEST DINOSAUR**

SAW  
OVER

**132,600**

VISITORS

**THE ROYAL  
TYRRELL MUSEUM**

SAW  
OVER

**528,372**

VISITORS

**BARNEY'S  
ADVENTURE PARK**

SAW  
OVER

**23,000**

VISITORS

**ATLAS COAL MINE  
NATIONAL HISTORIC SITE**

SAW  
OVER

**18.4K**

VISITORS

10,721  
4,300  
3,650

PEOPLE TOOK A TRAIN RIDE  
PEOPLE WENT UP THE TIPPLE  
PEOPLE HIKE THE MINE PORTAL

**907**

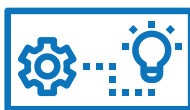
PEOPLE ATTENDED

**7 SOCIALS**



**75**

businesses  
registered  
as partners



**20+ BUSINESSES**

**36 PEOPLE ATTENDED**

A FULL DAY WORKSHOP



**\$40K**

TOURISM FUNDING  
DISTRIBUTED

**800**

FILES  
FILED

**90%**

PAYMENTS  
AUTOMATED

**169**

people participated in  
**resident sentiment**

**3,000**

people participated in  
**visitor summer**

SURVEYS