

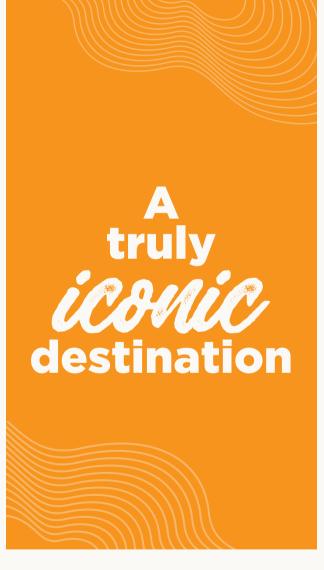


## Uncover Monder

# Trovel Brunheller

# ANNUAL GENERAL MEETING

April 18, 2024























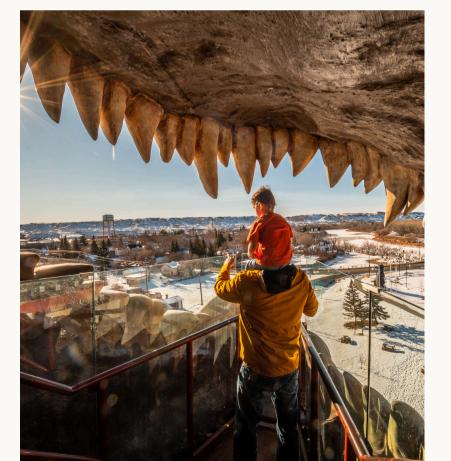












# 2023 Highlights Became a tram of 3 permanent staff

- Launched Destination Development Plan
- Attended Outdoor Adventure Show
- Supported numerous regional events from Springfest to Boogie in the Badlands
- Held the second I Love Drumheller Valley day
- Supported two DrumDiscovery sessions
- Created three I love Drumheller Valley videos to celebrate our stories.

# Resident Sentiment Survey

#### **Positive Results of the 2023**

- Tourism matters to the Drumheller Valley with positive impacts to their daily lives and quality of life
- Drumheller residents are more likely than other Alberta regions to recommend their community to visitors
- Drumheller residents believe the community offers remarkable experiences to visitors
- They are very open to welcoming more visitors anytime throughout the year





# 2023 Highlights

### Created

Strategic Brand Guidelines Social Media Guidelines Social Media Policy

### **Piloted**

Social Media Training

## Mentored

Interned 1 marketing graduate 2 Social Media Coordinators





















# Social Media Stats

-2.873M facebook reach to 5.674M



-267K

instagram reach to 567K

31 1 - AUG 31 278,555 278,555 34,560



# Social Media Stats

6.86% **ENGAGEMENT RAT** 

**946** INSTAGRAM +701



followers

21.083 post engaged users a 80.2% increase

created assets for

5 businesses a nights summer@ the plaza

reel plays on instagram

100 6 of 2023

#### **Social Media**

Canada
United States
United Kingdom
Australia
Philippines
Mexico

#### Website

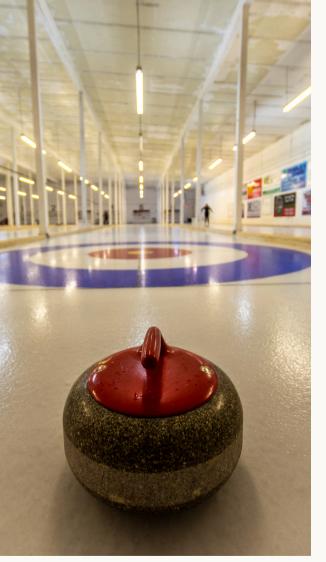
Canada
United States
United Kingdom
China
Australia
France



















# #DESTINATION Prumuleur

# 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

Visitors' Drumheller = Drumheller, plus part of Kneehill, Starland & Wheatland Counties and Special Areas















## CELEBRATE

Continue to celebrate and acknowledge the progress in our community

- Highland Gala January
- Aaron Pritchett February
- Cold Bones Fest February
- Lightfest Fireworks February
- Winter fat tire bikes January onward



# #DESTINATION Prumuleur









## ACTIONS

6 actions, in addition to all the work underway across the region

- 1 Summer Travel Survey
- 2 Tourism Asset Inventory
- Brown Tourism Sign Updates
- 4 Fall/Winter Idea Generation
- 5 Indigenous Relationships
- Discussion on the Visitor Information Centre

# #DESTINATION Prumheller

## HOW CAN I HELP?

- 1. Help get responses to the summer travel survey by participating QR codes, integration into post-event emails, etc
- 2. Input into the Tourism Asset Inventory
- 3. Continue to do great work for our local visitor economy!

## WHY?

Provides critical shareable information to help inform new experiences, support investment and measure progress







