

TRAVEL DRUMHELLER 2023 ANNUAL REPORT

CHAIR'S MESSAGE

2023 was a year of expansion for Travel Drumheller. With new marketing programs, the launch of the Destination Development Plan, a new website, an expanded team and delivering the first ever resident sentiment survey it really was a year for celebration.

The numbers of visitors to many of our attractions stayed strong or increased and the "I Love Drumheller Valley Campaign" went from strength to strength with some amazing new documentary style videos celebrating the stories of the Drumheller region.

The results from the resident sentiment survey were so encouraging and I am convinced the future of tourism in the area is great.

I want to say a huge thank you to my fellow board members who volunteered their time with Travel Drumheller. Thanks also need to go to the steering committee of the Destination Development Plan we couldn't do it without you. Also thank you to our partners your support is invaluable in moving the tourism industry forward.

If you have any questions or comments about Travel Drumheller and tourism in the region do not hesitate to get in touch.

Ryan Semchuk

Ryan Semchuk
Chair Travel Drumheller



HIGHLIGHTS

Travel Drumheller reached new levels of promotion, partnership building, lobbying and raising awareness in 2023



Increased staffing

In 2023 staffing increased to 3 full-time permanent employees including Keri Looijen Marketing Manager.

4 contract employees:

- 1 Ambassador
- 2 Social Media Coordinators
- 1 Destination Development Manager



Resident Sentiment

Resident Sentiment towards tourism is increasing:

- 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



Destination Drumheller

Completed and implementing the Destination Development Plan. Hired Lana Phillips Destination Development Manager.

Vision: To be an iconic year-round destination grounded in community



Partnership

Provided 7 workshops to educate and support partners in their marketing and business goals.

Hosted 6 Networking Socials at various partners businesses to collaborate as professionals.

MARKETING THE VALLEY

Travel Drumheller captivates global audiences with immersive storytelling and digital campaigns, enticing travelers to explore the Valley's ancient wonders and vibrant landscapes, igniting wanderlust and promoting it as a must-visit destination.

- ✓ Created Brand Guidelines to create clarity, creativity, and consistency with all marketing messaging, tone, and imagery
- ✓ Steady increase in followers, likes, and engagement since implementing brand voice, tone, and guidelines
- ✓ Increase in followers, views, and engagement in more than 6 countries.

13K

VIEWS OF ONLINE GUIDE



A YEAR IN NUMBERS

6.86%
ENGAGEMENT RATE

a **97.1%**↑
from **2022**
ON AVERAGE POST

OF POSTS
946
534
61

INSTAGRAM +701

FACEBOOK +210

LINKEDIN +61



2,221

new fans and followers

21,083 post engaged users
a 80.2% increase

created assets for **45** businesses & events

50 PARTICIPANTS IN DRUM DISCOVERY

DID YOU
KNOW?

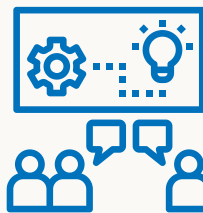
THE WORLD'S
LARGEST DINOSAUR
SAW OVER **140,000** VISITORS

THE ROYAL
TYRRELL MUSEUM
SAW OVER **526,000** VISITORS

77 BUSINESSES
ATTENDED SOCIALS



55 businesses
registered
as partners



44 BUSINESSES
ATTENDED **14** TOPICS
IN 7 WORKSHOPS

IN 2023 THE
ATLAS COAL MINE
NATIONAL HISTORIC SITE

19.5K VISITORS FOR THE
HIGHEST # EVER

\$30K IN EVENT FUNDING
DISTRIBUTED

TOURISM MEANS **\$70 MILLION** IN SALES
\$16 MILLION IN WAGES
1 IN 6 JOBS IN DRUMHELLER