

DRUMHELLER & REGION BUSINESS SURVEY RESULTS



Downtown Drumheller

2025 UPDATE

ACKNOWLEDGEMENTS

We respectfully acknowledge that Travel Drumheller and partners operate on lands that have been cared for by Indigenous peoples across what we now call Canada, from coast to coast to coast to coast. In Drumheller, Alberta, our home office is situated on Treaty 7 territory, the traditional lands of the Blackfoot Confederacy—including the Siksika, Kainai, and Piikani Nations. We also acknowledge the Métis Nation of Battle River Territory Number 4, who have a long-standing connection to this land.

Across Canada, we recognize the diversity and contributions of First Nations, Métis, and Inuit peoples, who have stewarded these lands for generations. We honour their history, cultures, and knowledge and commit ourselves to working toward meaningful reconciliation, building connections rooted in respect, equity, and community.

We would like to express our sincere appreciation to the **100 local businesses** who contributed to this important survey. Their insights, feedback, and experiences provided invaluable information that shaped this report.

We also extend deep gratitude to our project partners — **Community Futures Big Country, the Drumheller & District Chamber of Commerce, Travel Drumheller, the Town of Drumheller Economic Development Department, and MH Enterprises**. Their collaboration and commitment have been instrumental in delivering a comprehensive and community-driven analysis.

KEY TAKEAWAYS & INSIGHTS

A higher percentage of businesses are thriving than struggling.

The availability and quality of the labour pool remains a core challenge.

Tourism continues to be a major economic driver but is constrained by seasonality.

Strong community support and interconnectedness are viewed as key advantages by local businesses.

WHY THIS SURVEY MATTERS

The 2025 Business Survey provides a vital snapshot of the Drumheller and region business landscape. The findings inform decision-making related to policy, business supports, and strategies for fostering economic growth. This report also offers a comparative view of how trends have shifted since the 2022 survey, allowing community leaders and businesses to track progress and anticipate future needs.



BUSINESS COUNTS & SECTORS:

The region's most common sectors include Agriculture, Real Estate, Construction, Professional Services, and Retail. Small businesses (1–9 employees) represent 81% of the total.

ECONOMIC OUTPUT:

Total annual sales across all sectors reached \$957 million, with Public Administration, Agriculture, Manufacturing, and Accommodation & Food leading in sales.

LABOUR MARKET & GROWTH:

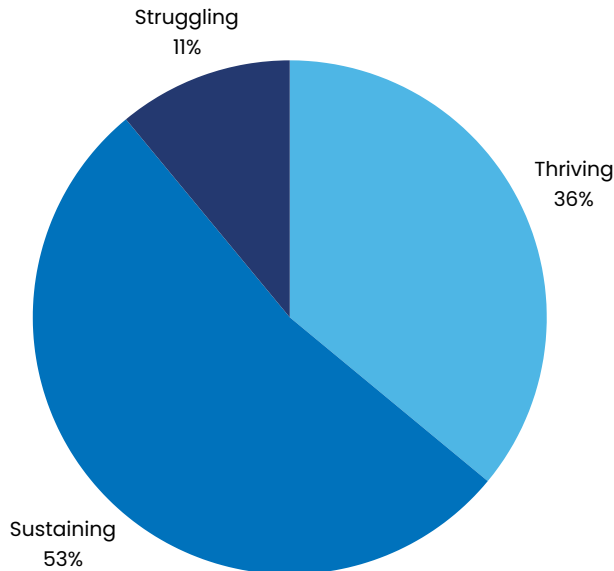
Job growth is projected at 9% by 2030, with Accommodation, Health Care, and Administrative Support expected to lead employment gains.



81%
small businesses
with 1–9 employees

BUSINESS LANDSCAPE

BUSINESS HEALTH:



- 36% reported thriving.
- 53% are sustaining.
- 11% are struggling.

90% EXPECT TO MAINTAIN OR EXPAND IN THE NEAR FUTURE

WHO RESPONDED:

Survey respondents represented a diverse range of sectors, with Services and Accommodations most prominent. A majority were small businesses, and 64% had been operating for over 10 years.

BARRIERS & SUPPORTS:

Top challenges include seasonality, labour shortages, and rising costs. Marketing and advertising support was the most requested form of assistance.



Waynestock, Last Chance Saloon Downtown

BUSINESS INSIGHTS

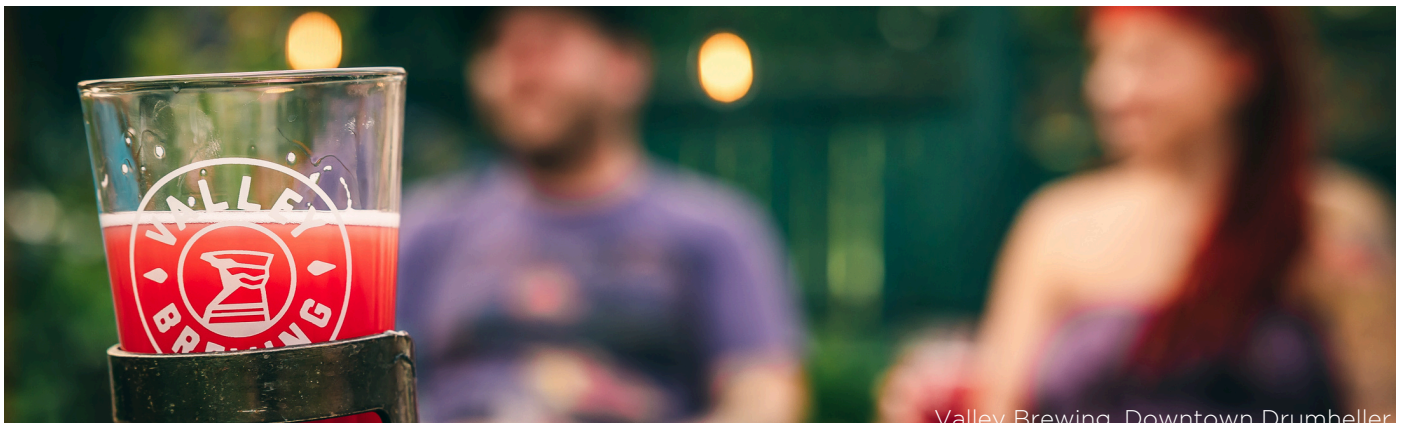
WORKFORCE REALITIES

STAFFING SNAPSHOT:

89% of businesses are satisfied with their current staff. 79% expect to retain all current employees over the next year.

WORKFORCE NEEDS:

Businesses cited a need for employees with stronger soft skills and better qualifications. Transportation and housing availability were also noted as challenges.





TOURISM IMPACT

Tourism contributes an estimated **\$116 million annually** to the local economy. **One in four jobs** in the region is directly or indirectly tied to tourism. Notably, 92% of surveyed businesses view tourism as a positive force for the region. However, seasonality continues to limit tourism's potential. Many businesses expressed a desire for initiatives that would promote year-round tourism and diversify offerings.

SUCCESSION & FUTURE OUTLOOK

SUCCESSION

88% of businesses do not currently require assistance with a business transition or succession plan. Most plan to maintain or grow their operations.

OUTLOOK

Notably, 76% would choose to start their business in Drumheller again, citing strong community support and established local relationships.



PARTNER AWARENESS

OVER
70%

Over 70% of respondents reported familiarity with each of the community partner organizations. While awareness is high, there remains room to deepen engagement and expand outreach.



BUSINESS DEVELOPMENT NEEDS

BUSINESSES IDENTIFIED SEVERAL KEY AREAS FOR IMPROVEMENT

POINT ONE

Business incentives and cost reductions.

POINT TWO

Year-round tourism initiatives.

POINT THREE

Workforce development and infrastructure improvements.

POINT FOUR

A greater diversity of businesses and services in the region.

MOVING FORWARD TOGETHER

PRIORITY AREAS

- Workforce development
- Tourism diversification
- Expanded business supports

The collective input of local businesses and the dedication of project partners are shaping a vibrant and resilient Drumheller region. By focusing on shared challenges and opportunities, the community is poised for continued growth and success.

FINAL THANKS

To our project partners and local businesses: your resilience, insights, and unwavering commitment to the community have made this survey and report possible. Together, we are building a future that benefits everyone in Drumheller and the surrounding region.

INQUIRES

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