

A photograph of two cyclists standing on a rocky, eroded ridge in a desert-like landscape. The cyclists are wearing helmets and casual clothing. The background shows more of the eroded rock formations under a clear sky.

RESIDENT SENTIMENT

2025 SUMMER PULSE - DRUMHELLER

Stone —
Olafson

NOVEMBER 2025

BACKGROUND AND APPROACH

In collaboration with Travel Alberta as part of their annual study, this work measures and evaluates resident sentiment within Drumheller, including key observations and detailed insights.

Objectives include:

- Monitor and measure the degree to which residents from Drumheller are informed about and understand the sector.
- Understand basic engagement with the sector, including level of activity and attitudes about the sector.
- Track perceived impact of the sector on key elements, such as their quality of life, local economy, and recreation/leisure opportunities.
- Gauge how residents view the economic potential of tourism today and in the future.

Approach:

- An online survey tool was developed which was then distributed through Travel Drumheller social media channels to encourage residents of the community to provide the perspectives on the local tourism industry.
- A total of n=113 completed surveys were collected during during September 9 - October 7, 2025.
- Insights are evaluated next to the Travel Alberta Summer Pulse Check for comparative measures against provincial averages.

OBSERVATIONS

- **Stronger engagement with local activities**

Drumheller residents show consistently higher levels of participation across nearly all activity types, including outdoor recreation, festivals, and local attractions. This suggests a more hands-on relationship with community life and a deeper reliance on the amenities that also support the visitor economy. Engagement with the experience economy is a significant indicator of resident sentiment. As residents continue to engage with the experiences in their community, they naturally become more active within the tourism sector.

- **Clear recognition of both benefits and pressures related to the Tourism industry**

Residents acknowledge a wide range of benefits, including more recreational opportunities and improved quality of life, and local economic growth. Yet they also report heightened concerns around affordability, summer crowding, and an influx of workers due to tourism. These dual perspectives highlight a desire to balance tourism growth while considering the perspectives of year-round residents.

- **Higher awareness and understanding of tourism**

Awareness of tourism's role is markedly stronger in Drumheller, with residents far more likely to report feeling well informed about the sector and its local contributions. This suggests that tourism is both visible and well understood, shaping how residents view community development and priorities.

OBSERVATIONS

- **Tourism is seen as a major economic opportunity**

As a pronounced tourism destination in Alberta, Drumheller places significantly greater emphasis on tourism as a future economic driver compared to the provincial average. This reflects local recognition that tourism is one of the community's most competitive industries, relative to more "traditional" sectors in Alberta like Oil and Gas or Forestry, which are also prominent in the area.

- **Communication channels through local social media engagement and broadcasting**

Information about events and tourism flows primarily through Facebook and local radio, which are used at much higher levels than most other channels. This reliance on local communication methods underscores the importance of tailored, community-focused communication strategies in Drumheller.

- **Greater sense of community vibrancy tied to tourism**

Residents are more likely to describe their community as vibrant and full of things to do, and they place greater value on the experiences that tourism helps sustain. These perceptions indicate that tourism is woven more tightly into the day-to-day identity and lifestyle of Drumheller than in Alberta overall, a significant contributor to overall resident sentiment.

CONSIDERATIONS

- **Sentiment is strong, the goal is to protect it.**

Resident sentiment reflects a community that is highly engaged and knowledgeable about the tourism sector. Perceptions reflect regions where tourism plays a strong role in the local economy. Continuing to mitigate potential negative impacts on life in the community will be important.

- **There is a reservoir of ambassadorship**

This is one of the strongest regions in the province in terms of having a solid base of willing ambassadors. This is an asset for promotion and a strong indicator of the overall health of the sector. Consider how to further leverage this to promote the region.

- **Support for development**

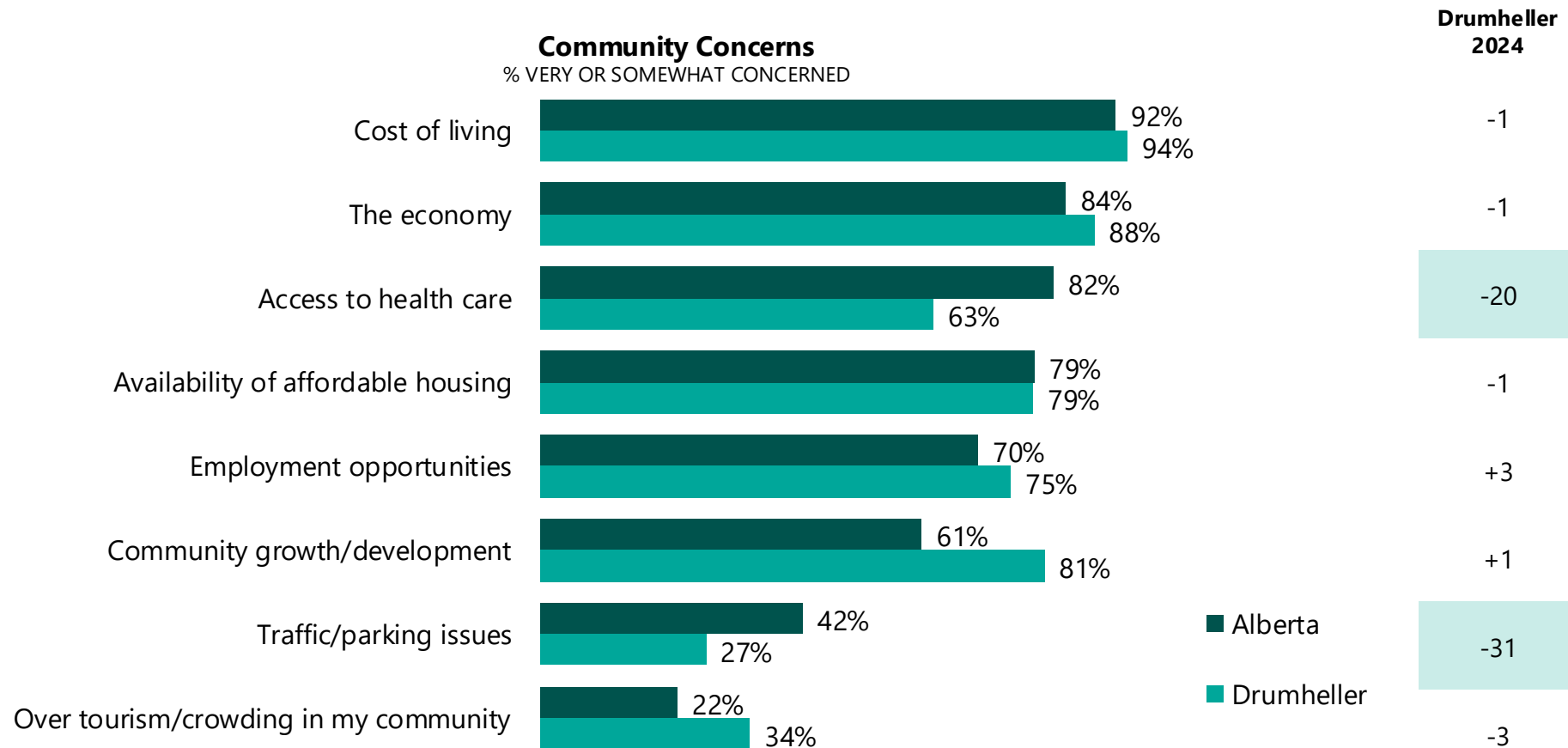
Residents are highly active and most likely to support development that adds to local vibrancy and quality of life like community festivals, outdoor recreation facilities and the expansion of local businesses. That said, consideration should also be given to support for local affordable housing – it is an area residents note as being negatively impacted by the influx of workers supporting the industry (and a fairly universal challenge across the province.)



DETAILED RESULTS

THE ALBERTA ISSUE AGENDA

Residents in Drumheller share many of the same top concerns as Albertans overall, particularly affordability, the economy, but greater emphasis on employment, community growth and feels tourism-related crowding, reflecting the unique dynamics of a high-visitation destination.

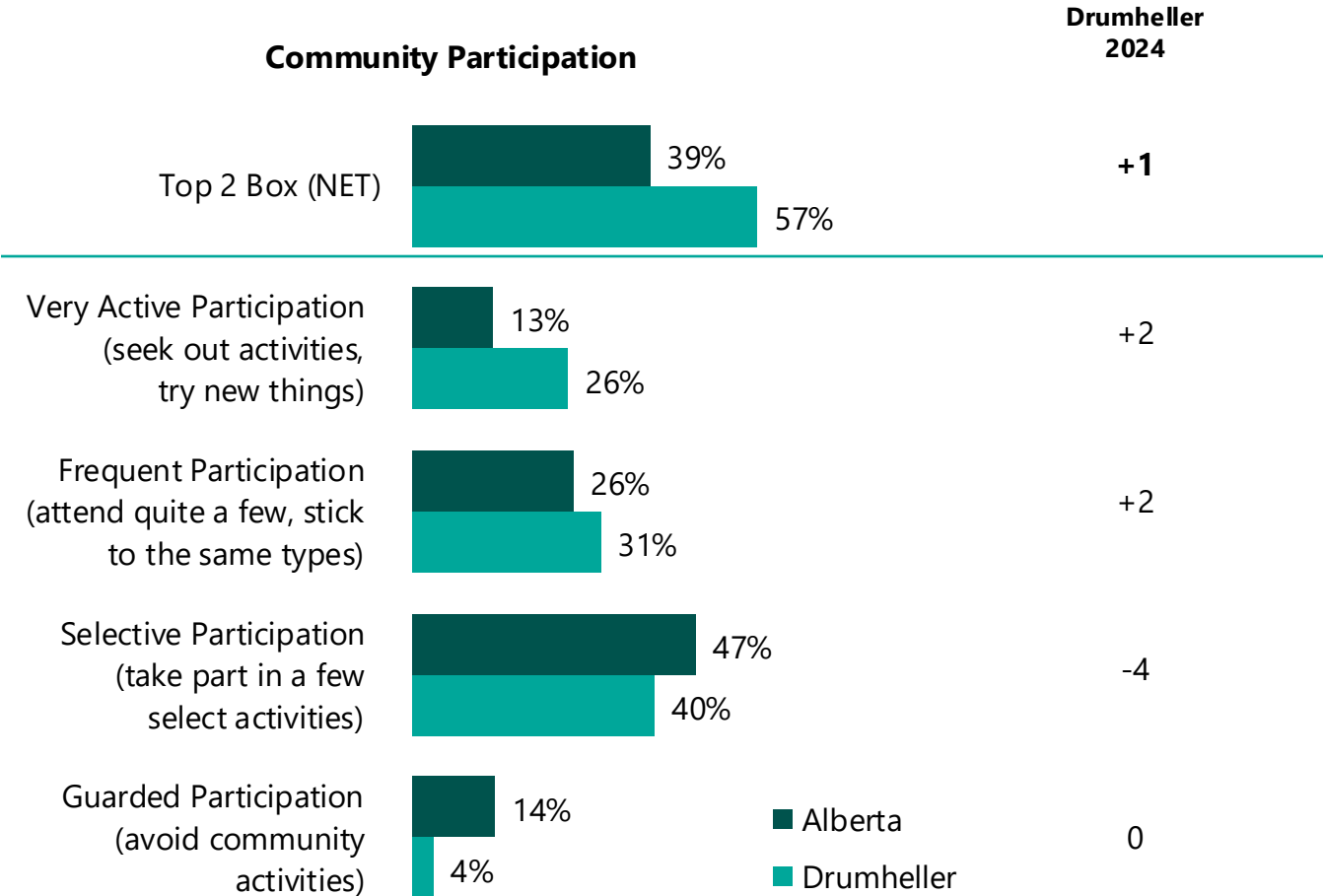


Concern around Access to health care and traffic parking issues have declined significantly since last summer.



COMMUNITY PARTICIPATION

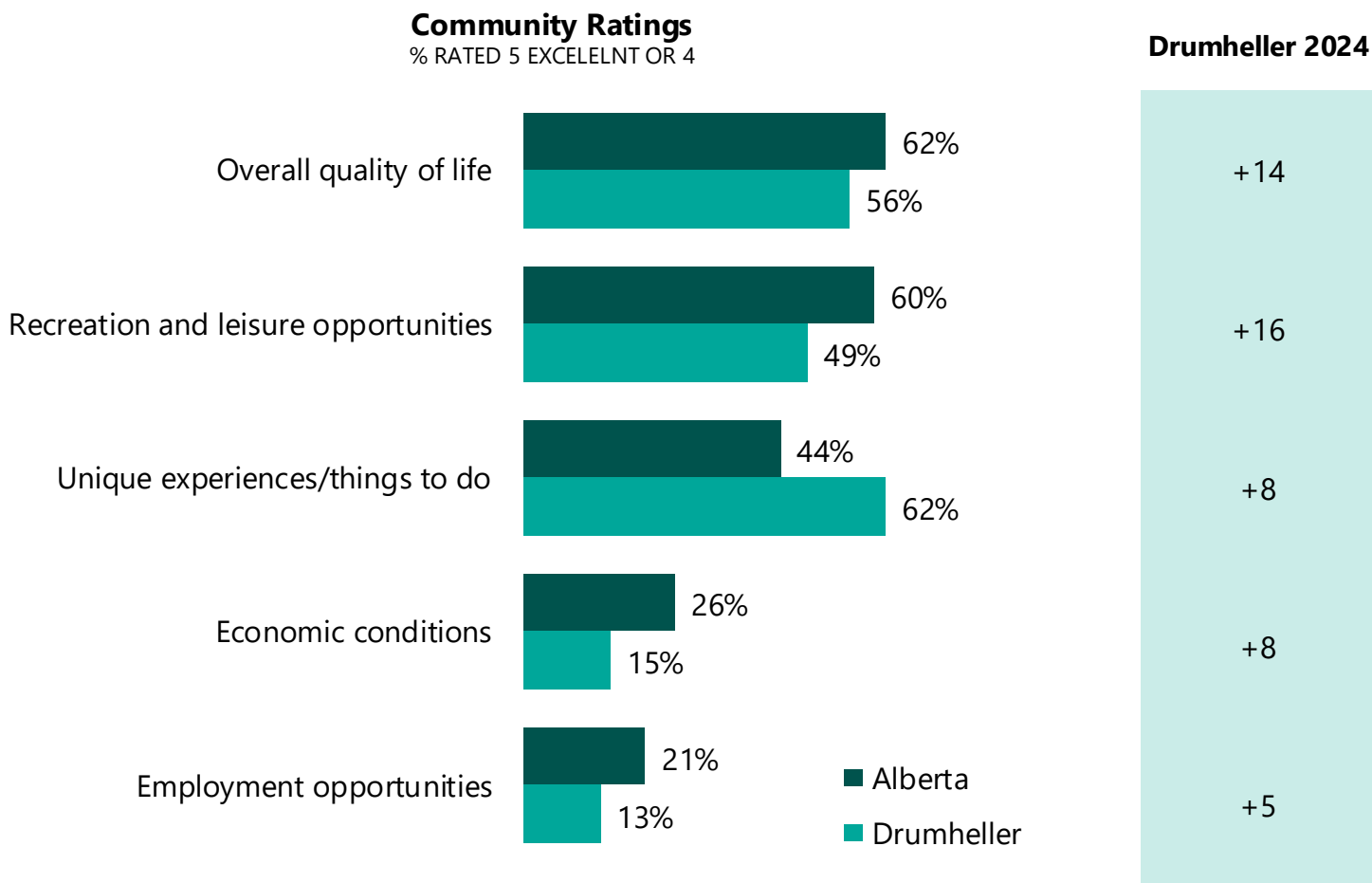
Drumheller residents report higher overall participation than Albertans, with over one quarter being very active participants and very few claiming to avoid community activities all together.





COMMUNITY RATINGS

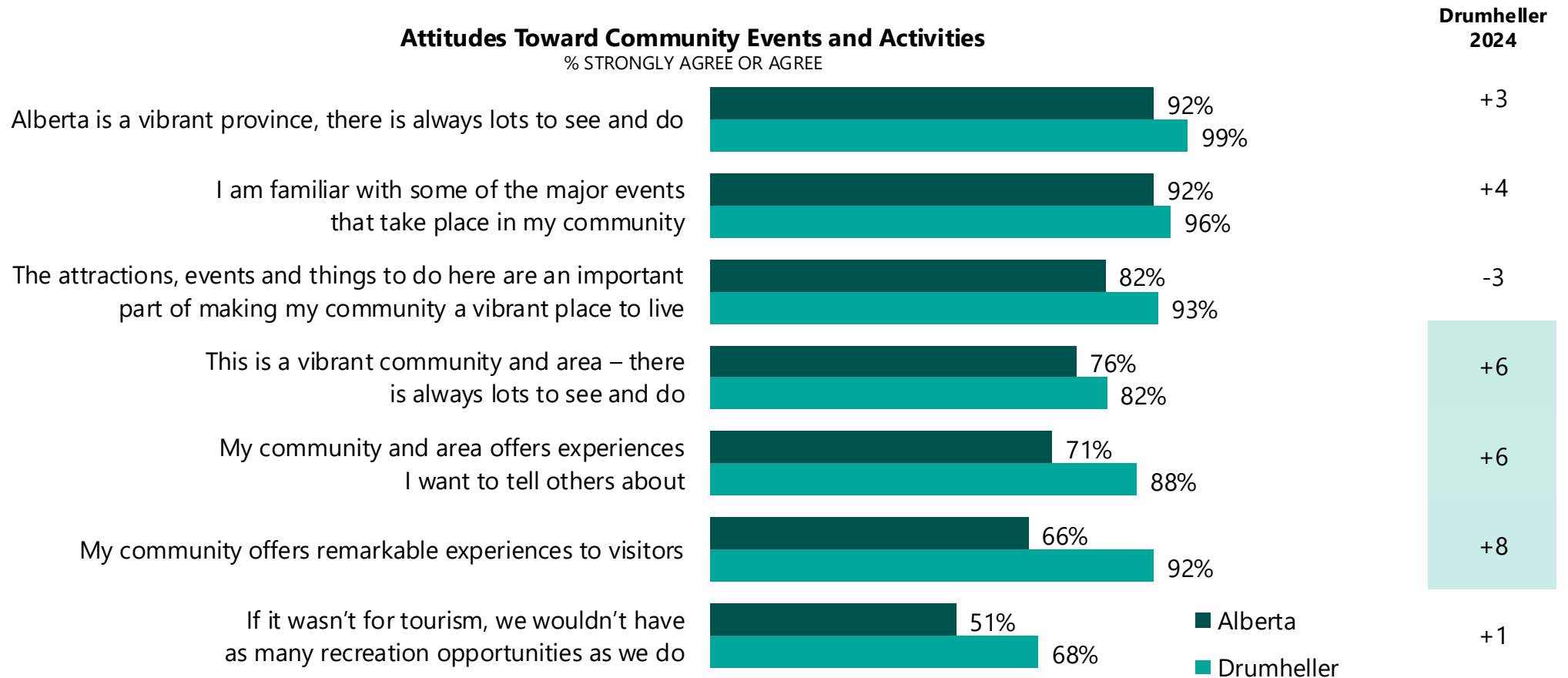
Ratings have increased for each attribute since last year but while quality of life and recreation opportunities remain positive, they are slightly lower than Alberta overall. However, residents in Drumheller are much more likely to view their community as *unique* compared to the Alberta average.



Q10. How would you rate the following in your community? For each element, please use a scale of 1 to 5 where 1 means that element is very poor and 5 means that element is excellent. Base: All respondents (n=113)

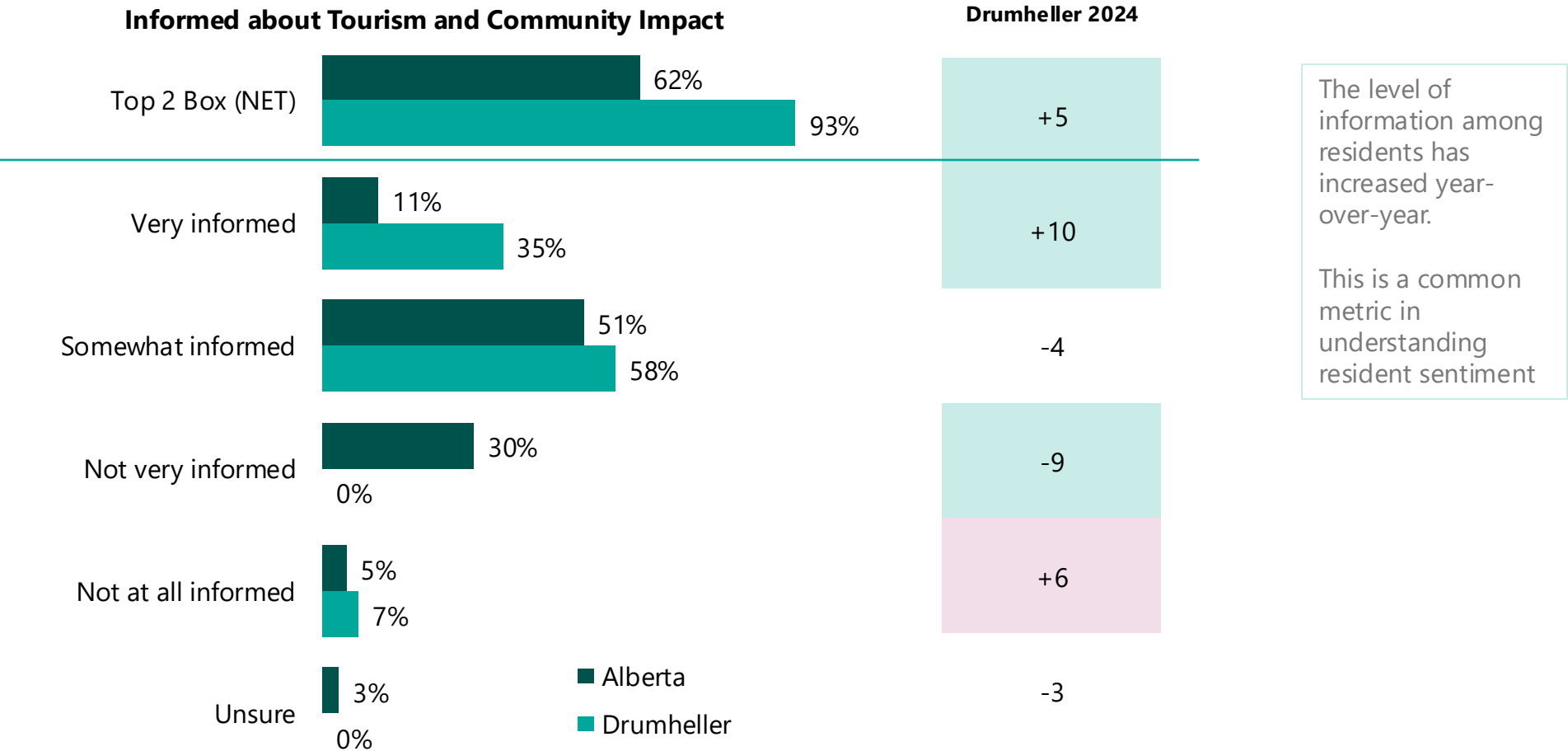
ATTITUDES TOWARD COMMUNITY EVENTS AND ACTIVITIES

Drumheller residents consistently express strong agreement regarding community vibrancy, major events, and local experiences compared with Albertans overall. They are also significantly more likely to view those experience as remarkable for visitors, up 8% over last summer.



INFORMED ABOUT TOURISM SECTOR AND IMPACT ON COMMUNITY

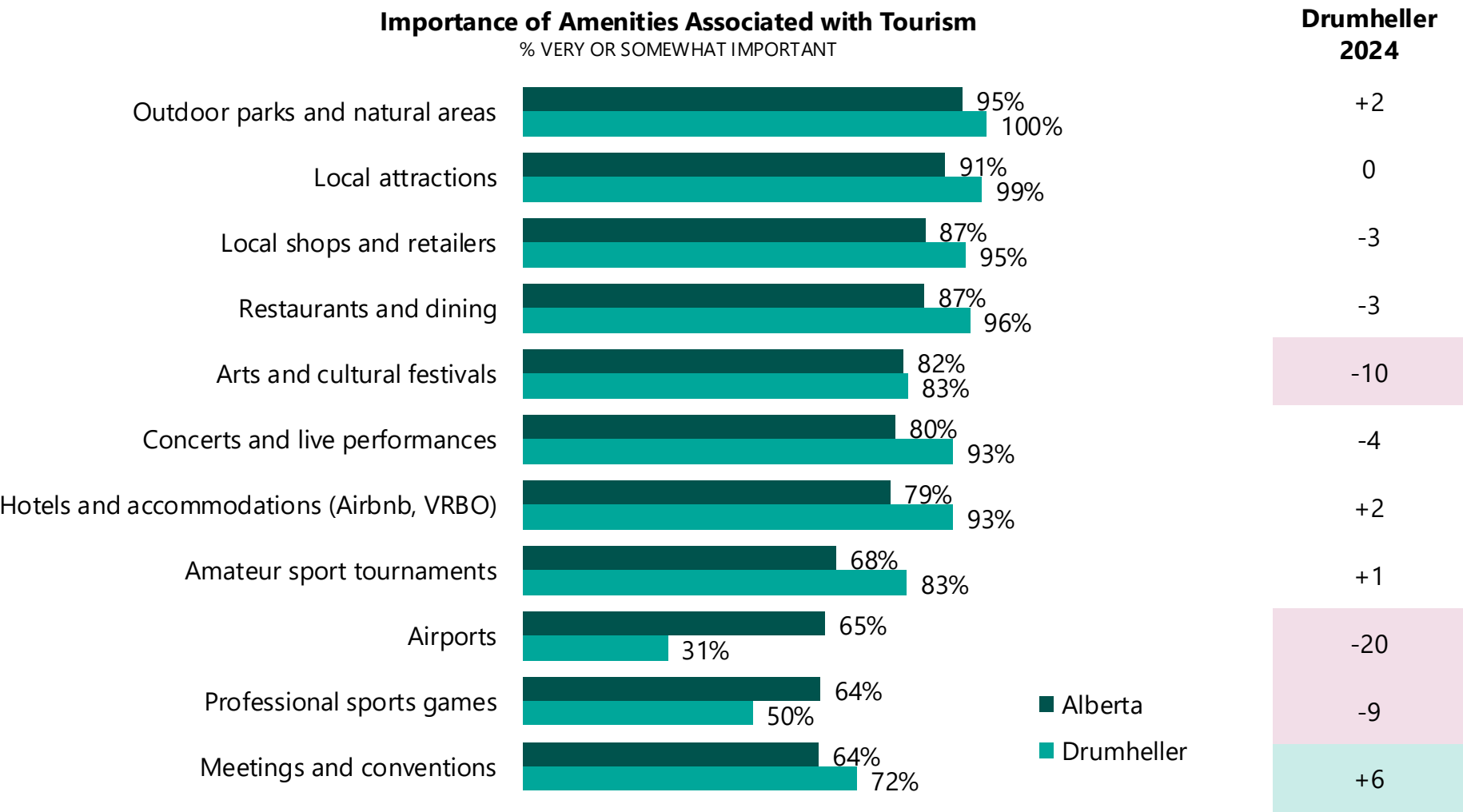
Residents report a strong understanding of the tourism sector and its impact on the community, with a majority indicating they feel well informed. Very few describe themselves as uninformed, suggesting a high level of community awareness and engagement with tourism-related issues.



Q17. How informed do you consider yourself to be about the tourism sector and its impact on your community?
Base: All respondents (n=113)

AMENITIES ASSOCIATED WITH TOURISM

Residents place strong importance on amenities such as outdoor parks, local attractions, dining, and retail. In contrast, amenities like festivals and airports have decreased in their perceived importance to residents.

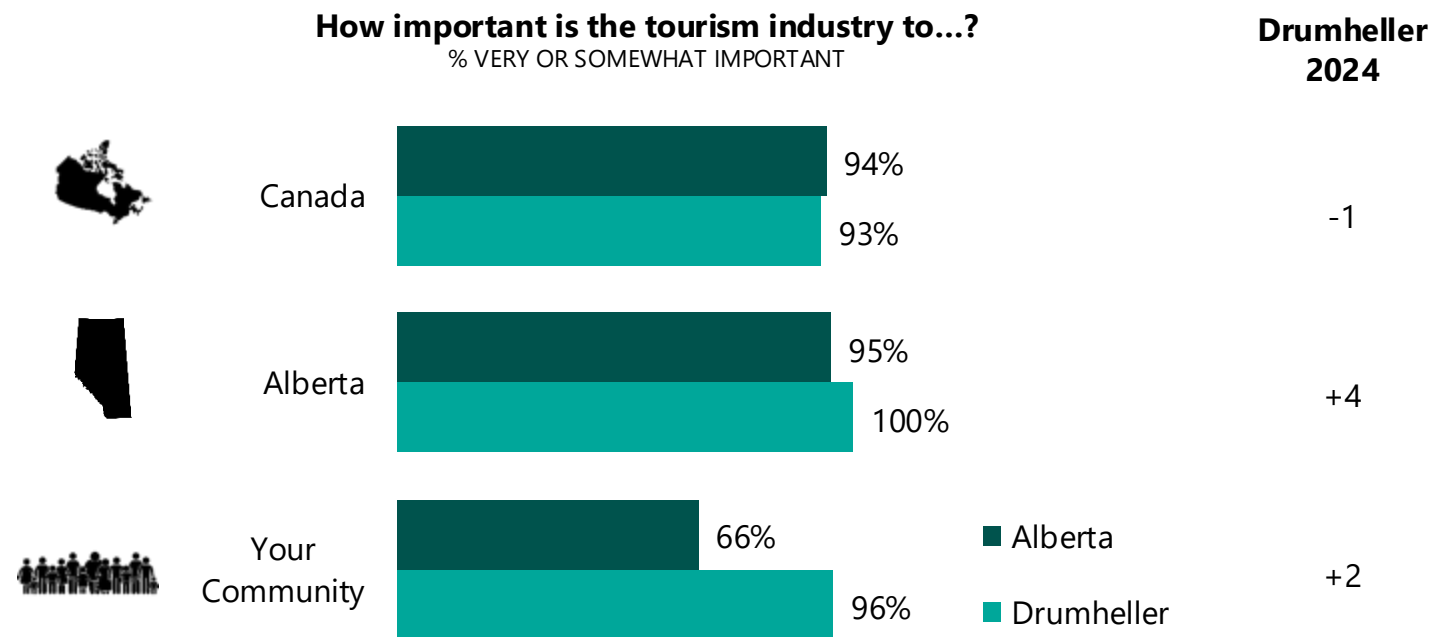


Q12. Shifting topics, the next set of questions relate to tourism in your community and surrounding area. Below are several different events, activities and venues. We are interested in how important you think each of these are in attracting visitors and driving tourism in your community . Base: All respondents (n=113)



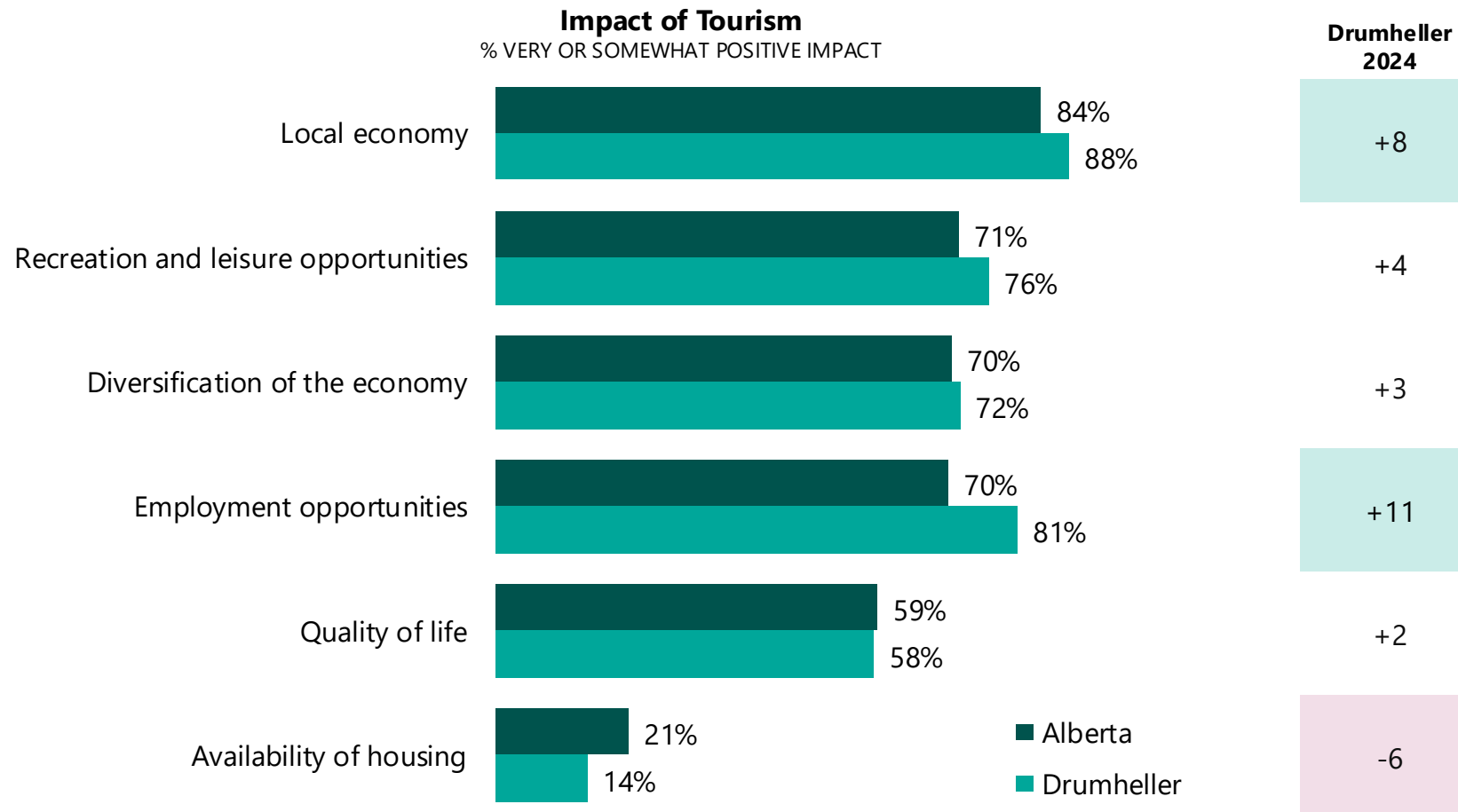
IMPORTANCE OF TOURISM

Similar to all Albertans, residents in Drumheller see the importance of tourism to the country and province. However, locals tend to also see the sector’s importance at a community level.



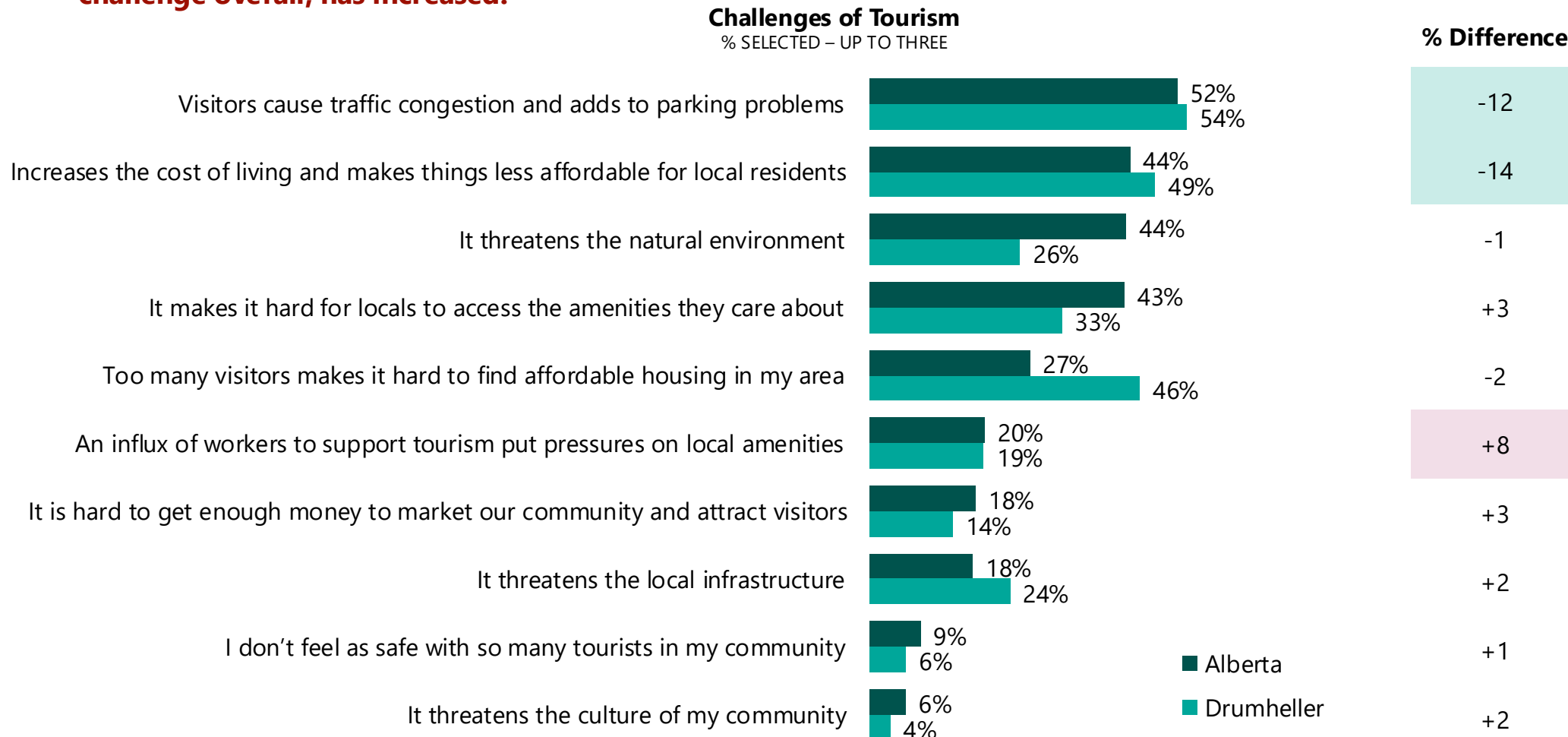
IMPACT OF TOURISM

Residents from Drumheller have similar perceptions as many Albertans regarding tourism's impact toward the local economy and opportunities for recreation. However, having increased by 11% since last summer, locals see greater impacts on employment than the Alberta average,



CHALLENGES OF TOURISM

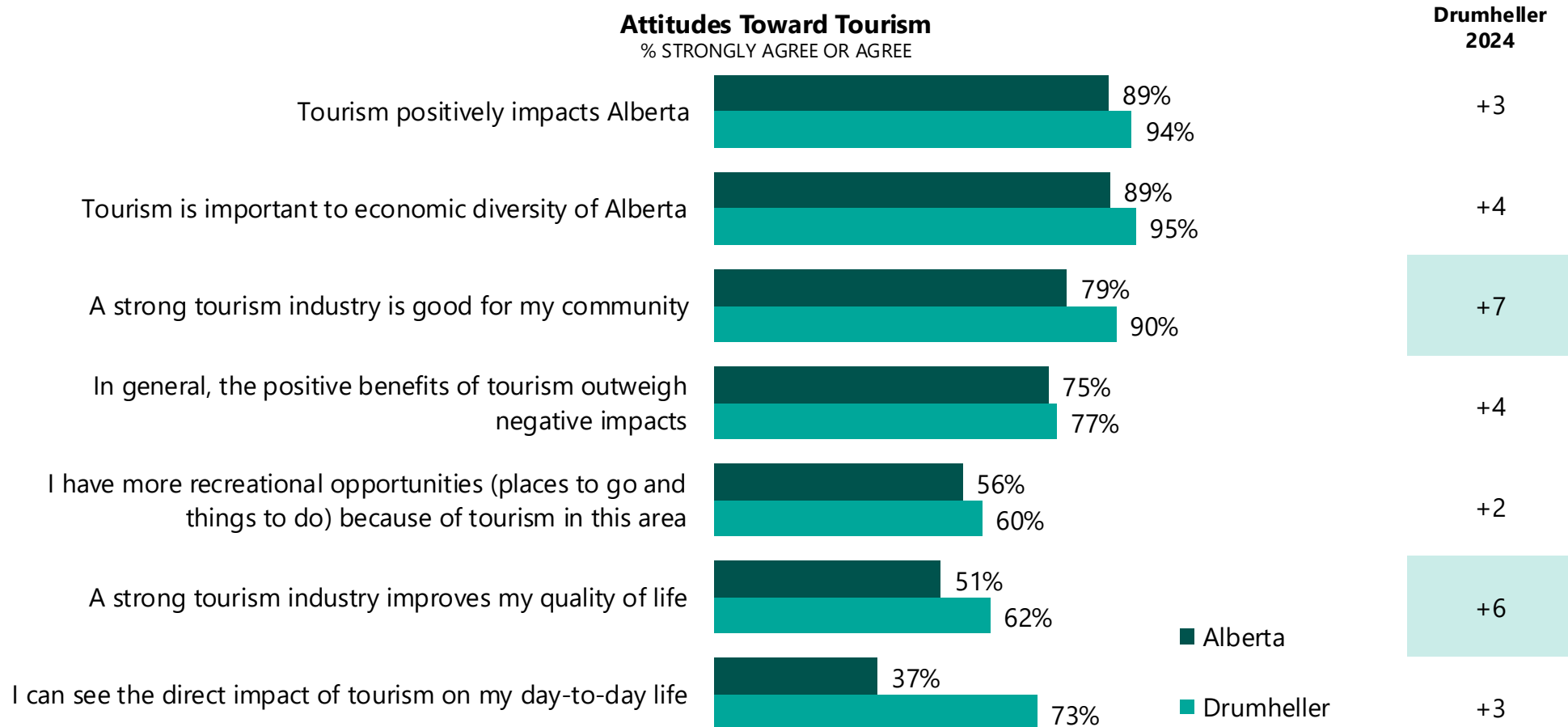
Residents continue to identify congestion, affordability pressures as the most significant challenges associated with tourism, though these have declined since last summer. Concerns about an influx of workers, while not a significant challenge overall, has increased.



Q16. Some people say there are challenges associated with tourism. Please review the following and select what you see as being the top 3 challenges in bringing visitors to your community? Rank your top 3 challenges by entering a 1 beside what you see as most challenging, a 2 beside what you see as second most challenging, and a 3 beside what you see as third most challenging
Base: All respondents (n= 113)

ATTITUDES TOWARD TOURISM

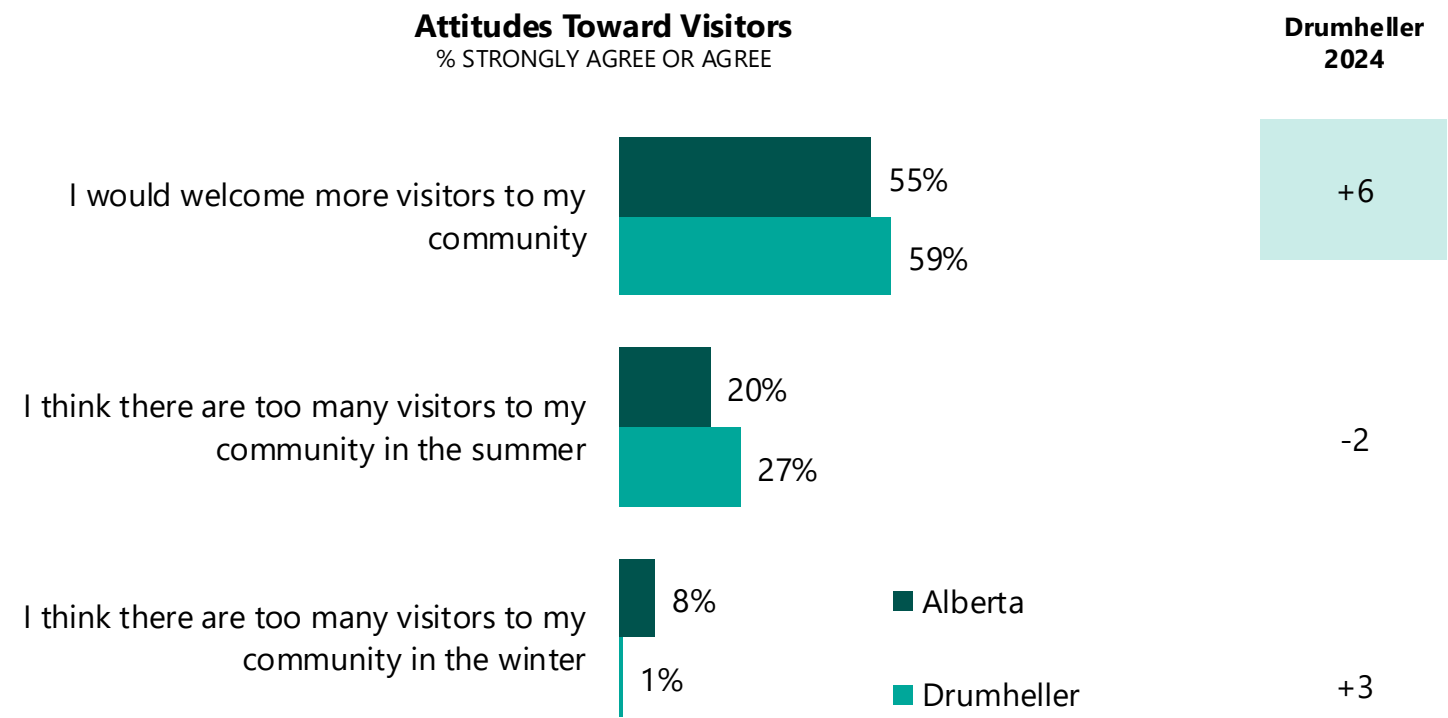
Support for tourism is strong, with broad agreement that it contributes positively to the province, strengthens economic diversity, and benefits the local community. Many also note that tourism has a visible impact on quality of life, a notable indicator of positive tourism perceptions.





WELCOMING VISITORS

Most indicate they would welcome more visitors to their community, an increase over the previous wave, though about one quarter feel that summer visitation can become excessive.

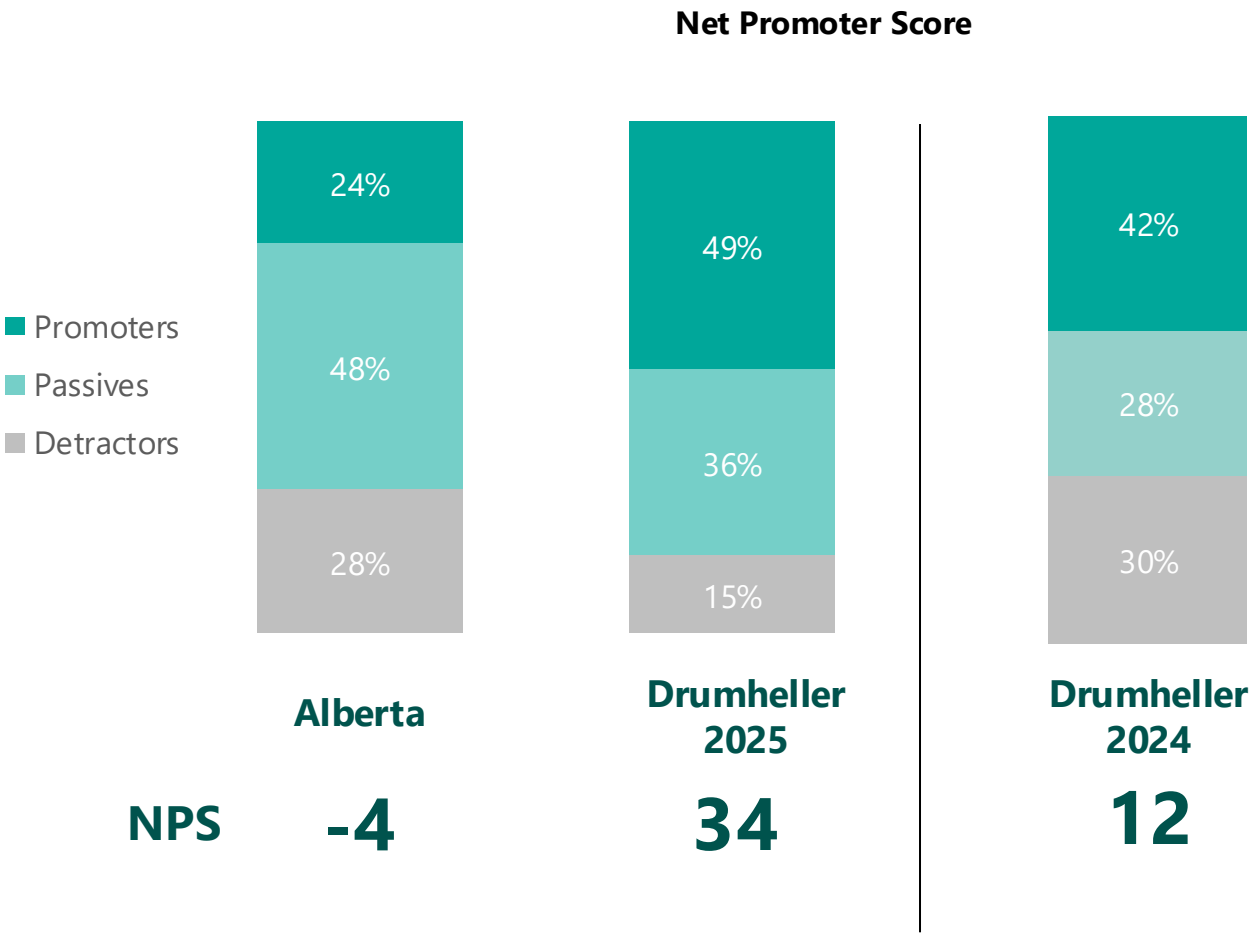


Q18. Please indicate your level of agreement with the following statements about tourism in your community... Base: All respondents (n= 113)



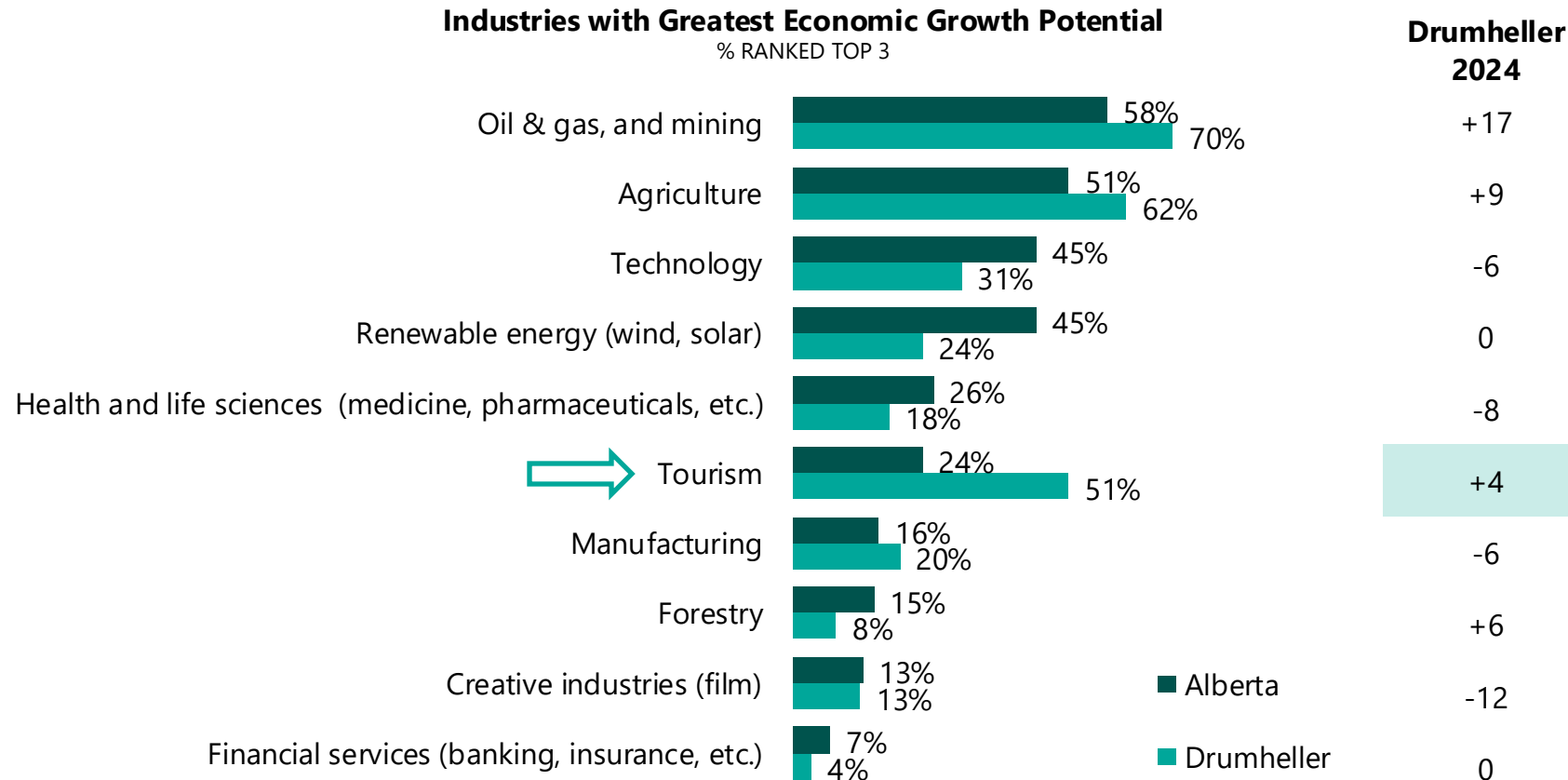
NET PROMOTOR SCORE

Nearly half of Drumheller residents identify as promoters with the number of detractors reducing by 50% since last summer. This has encouraged a stronger willingness to recommend their community as a place to visit since last summer.



INDUSTRIES WITH THE GREATEST ECONOMIC GROWTH POTENTIAL

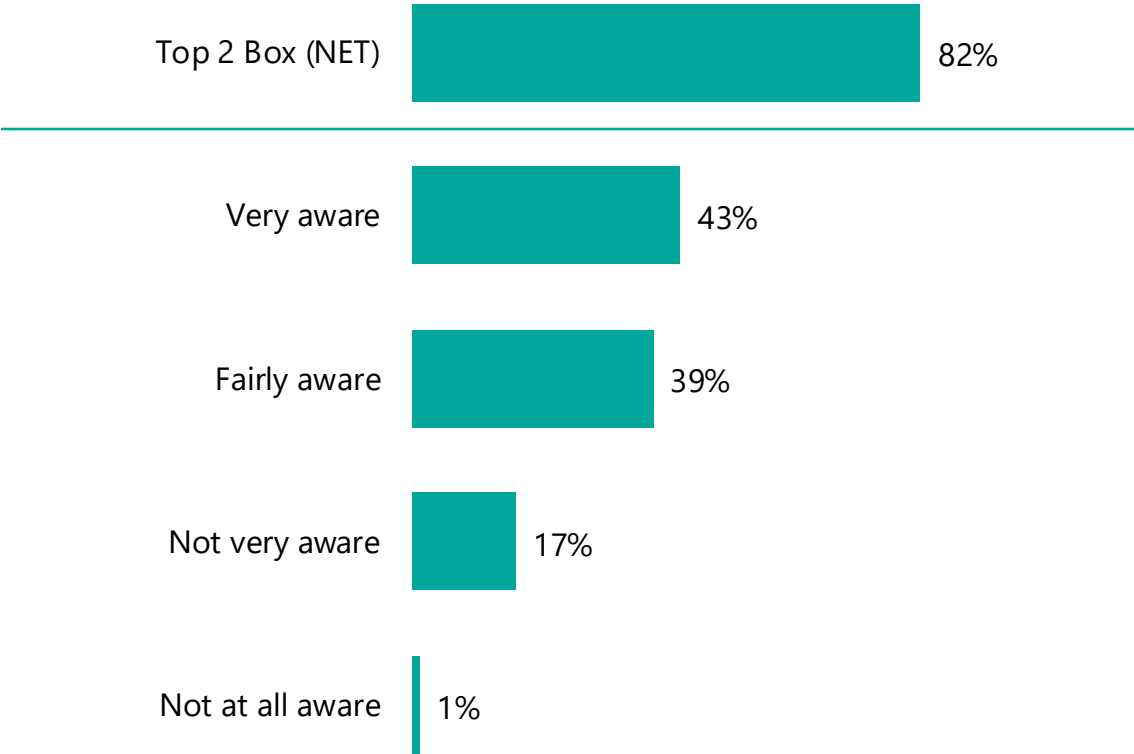
Though Oil and gas and agriculture, are viewed as the industries with the strongest economic growth potential, Tourism also stands out as a significant opportunity with over half identifying it as a key contributor to future economic development.



AWARENESS OF TRAVEL DRUMHELLER

Awareness of Travel Drumheller is strong, with most respondents indicating they are at least fairly aware of the organization and its role within the community. Less than one in five locals are not very aware, suggesting broad recognition of Travel Drumheller’s presence.

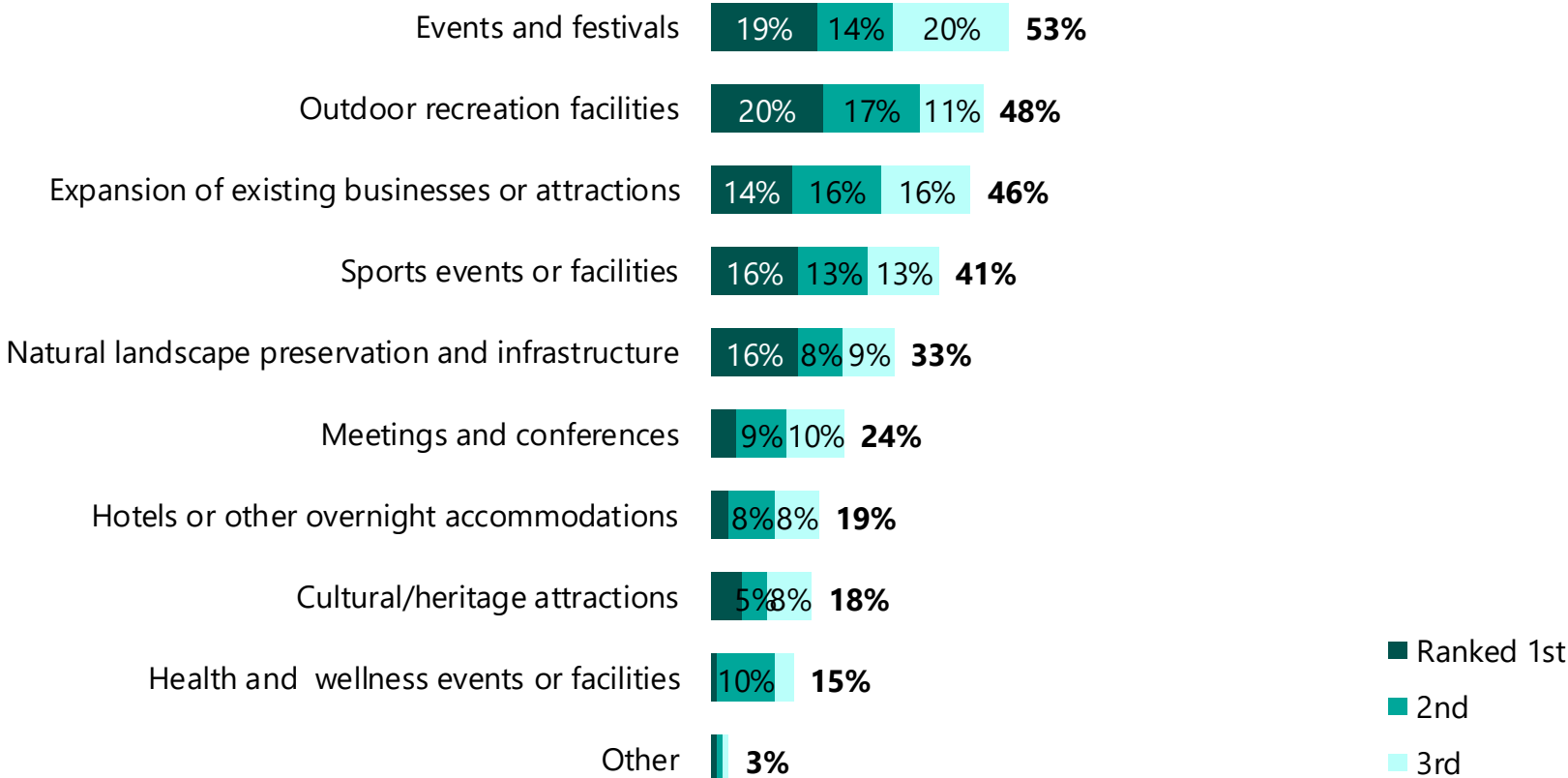
Awareness of Travel Drumheller and Role in the Community



OFF-PEAK TOURISM DEVELOPMENT

Events and festivals, outdoor recreation facilities, and the expansion of existing businesses or attractions emerge as the top priorities for development outside the peak summer months, while accommodations, cultural attractions, and wellness offerings are identified less frequently.

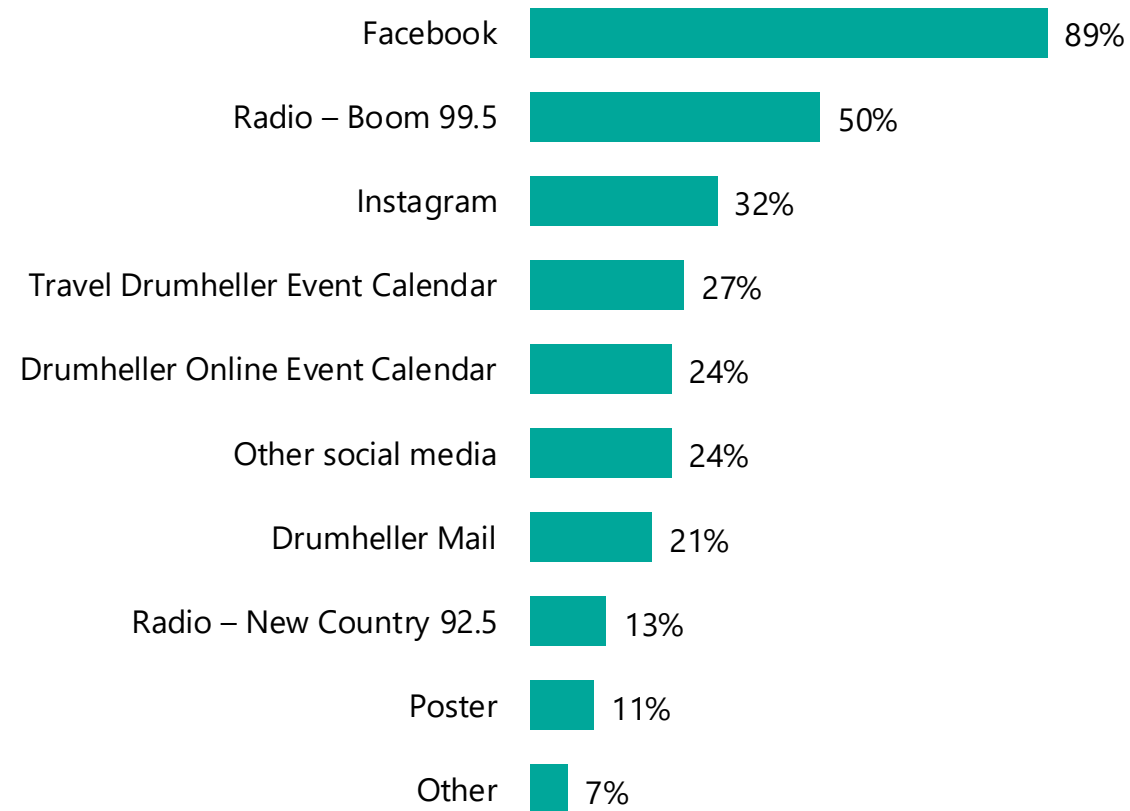
Drumheller: Tourism Amenities to Develop Outside Peak Summer Months
% TOP 3



TOURISM NEWS AND EVENTS

Facebook is the dominant source for learning about local events, followed by radio and Instagram. Event calendars, other social media channels, mail, and posters play a smaller but still meaningful role in how residents stay informed.

Drumheller: Sources to Learn about Events



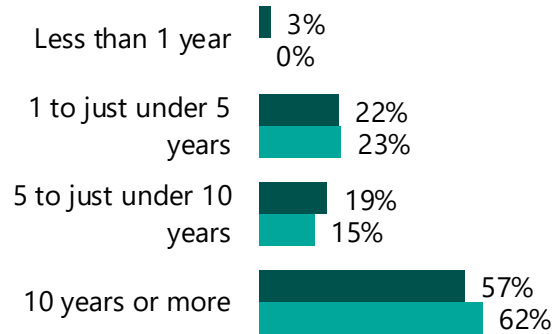


DEMOGRAPHICS

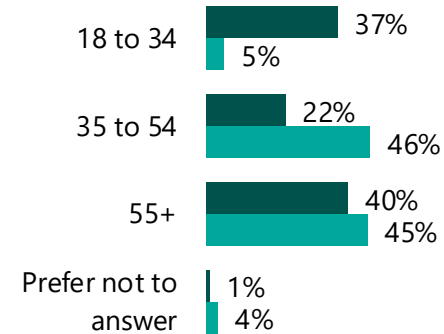
RESPONDENT PROFILE

■ Alberta
■ Drumheller

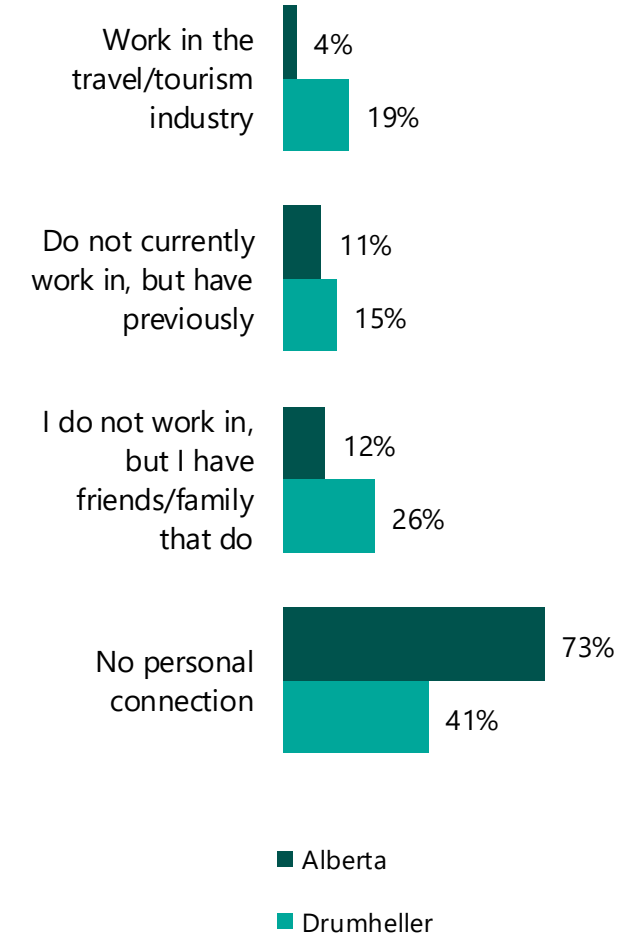
Time Lived in Community



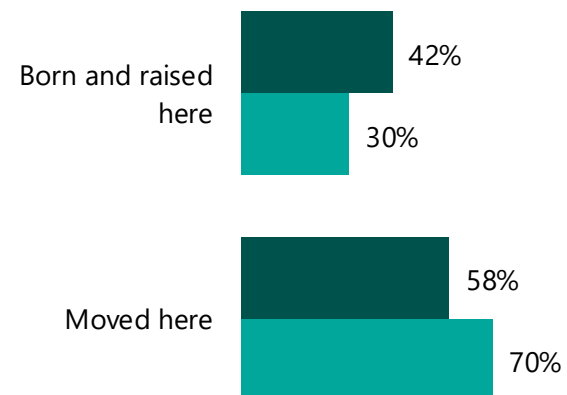
Age



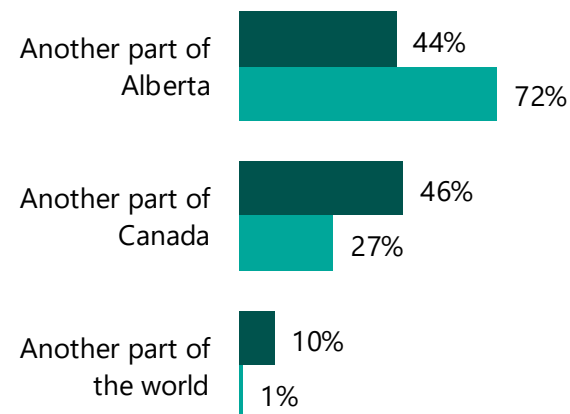
Connection with Tourism



Originally From



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THANK YOU

FOR ANY QUESTIONS ABOUT THIS RESEARCH
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