



# 2026 Partner Toolkit





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**Mission** To promote Drumheller as a premier year-round destination

**Vision** Drumheller is an iconic Canadian Destination

## About Us

Travel Drumheller is a not-for-profit Destination Marketing Organization (DMO) dedicated to promoting Drumheller and the Badlands region. Our mandate is to increase visitation, extend stays, and generate measurable economic and social benefits for the community.

As a DMO, there are specific services we do and do not provide, including:

### Services Provided

- *Build Awareness* - Showcase Drumheller nationally and internationally as an iconic Canadian destination;
- *Inspire Visitation* - Communicate compelling reasons for travelers to choose Drumheller and explore year-round;
- *Support Industry* - Provide tools, training, and collaborative opportunities for tourism operators;
- *Marketing Support* - varied access to marketing advice, resources, and networks to expand your reach.
- *Drive Impact* - Delivering measurable results through increased visitation, extended stays, and higher visitor spending;
- *Strengthen Community Pride* - Elevate Drumheller's reputation so residents feel proud of the place they call home.

### Services Not Provided

- *Event Planning* - while we may collaborate, support, or sponsor certain community events, we will not be the main organizer.
- *Full Marketing Services* - we love to support our partners through stories and content that promote the region, and to provide feedback on marketing plans and ideas, but we can not manage full marketing campaigns for individual businesses.
- *Development of Products, Experiences, or Infrastructure* - we encourage individuals and businesses to create these new opportunities for themselves. We are happy to support by training, sourcing resources, etc.

## Staff Contacts



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## Board of Directors

Chair – Ryan Semchuk, Canalta Hotels

Vice-Chair – Chris Lorenz, Heller Good Sandwiches

Secretary – Jessica Fleury-Schatz, Atlas Coal Mine National Historic Site

Director – Ashley Makohoniuk, Royal Tyrrell Museum

Director – Cheryl Taylor, Badlands Trail Society

Director – Debbie Schinnour, The World's Largest Dinosaur & Giftshop

Director – Martina Morrison, Riverside Pharmacy

Director – Tony Miglecz, Town of Drumheller

Travel Drumheller accepts applications for new board members prior to our Annual General Meeting in April. If you or someone you know would like to become part of the board, please email Kelli at [kelli@traveldrumheller.com](mailto:kelli@traveldrumheller.com).

## What is a Partner?

A business or an organization that makes a direct economic contribution to the tourism economy within the Drumheller Valley and meets the requirements outlined in the partner form.

### Partnership Options:

Prices include GST

#### **Business Partnership**

**\$216**

For organizations operating seasonally or throughout the entire year

#### **Event Partnership**

**\$112**

For organizations hosting one event annually

#### **Destination Marketing Fund**

**Variable Rate**

For accommodation providers only

## How We Can Support You

### **Business Listing**

We will ensure your business or organization is listed on our website once you submit the partner form. To make changes to your listing, email [marketing@traveldrumheller.com](mailto:marketing@traveldrumheller.com).

### **Newsletters**

Travel Drumheller has two monthly newsletters. One for visitors and the other for industry partners. There may be opportunities to highlight your business through either, so keep us up to date on what's happening at your business so we can share it to the appropriate audience.

### **Cooperative Marketing Programs**

Through the year, various marketing opportunities will be available for certain partners (see page 6 for examples) so let us know which programs you may be interested in. Note that there will be a cost to buy-in to each of these programs.

### **Promotion via Travel Drumheller Social Media Channels**

We use Facebook, Instagram, Linked In, Tik Tok, and Youtube to share content about the Drumheller Valley. There may be opportunities to share information about our partners, but also remember to tag Travel Drumheller to help us see your content.

### **Event Support**

We may be able to provide event hosting support. To find out what we can do to help support and promote your event, please email [marketing@traveldrumheller.com](mailto:marketing@traveldrumheller.com).

### **Tourism Development Fund**

Travel Drumheller has funding available for events and product development in the Drumheller region. The program will provide seed funding for partners to start or expand events or projects so customers want to share their experience with others and return to the valley.

### **Workshops, Training, and Networking**

Level up your skills and knowledge by attending one (or several) of our workshops held throughout the year. 2026 features new Experience Development Training, Pricing and Packaging workshops, plus Networking Socials at partner locations.

## How You Can Support Travel Drumheller

### Events

Do you have an upcoming event? Send the details to [marketing@traveldrumheller.com](mailto:marketing@traveldrumheller.com) and we will add it to our Event Calendar. Please submit your event at least 4 weeks in advance and we will post within 5 business days.

### Updates / News

By sending us updates and news of what's happening at your business, it allows us to share it with our marketing team who may find creative ways of promoting it to the public. Please email [marketing@traveldrumheller.com](mailto:marketing@traveldrumheller.com) with any news you think we should be aware of.

### Tagging

Share your business images with us by tagging @traveldrumheller on your social media channels and using hashtag #traveldrumheller.

### Content / Features / Ideas

If you have any stories or ideas for our content and features, feel free to send them to [marketing@traveldrumheller.com](mailto:marketing@traveldrumheller.com).

### Feedback / Suggestions

If you have any feedback or suggestions on how to improve our marketing efforts, please don't hesitate to reach out to any one of us as we would love hear from you.

## **Cooperative Marketing Opportunities**

### **Travel Drumheller Exploration Guide**

Travel Drumheller is taking a new approach to the Exploration Guide for 2026. Going completely digital, traditional advertising spots will change to a more story-based, descriptive content. Besides being more interesting and engaging for the reader, this also means you'll be able to track links to your website, and it can be shared further and to more people. For more details on how to participate, email [heather@traveldrumheller.com](mailto:heather@traveldrumheller.com).

### **Itineraries**

We are constantly looking for new ideas to curate interesting itinerary ideas for different markets. Experiences, activities, dining, and accommodation options can be clustered in unique ways to pique the interest of individual visitors and groups. Contact us to find the markets right for you, and how to be part of these guides.

### **Experience Development Training & Mentorship**

Travel Drumheller has partnered with an Experience Development specialist to lead this new training and mentorship program. Aimed at creating more memorable experiences in the Valley, particularly for the shoulder and winter seasons, this is a partially-subsidized intensive training workshop for those ready to expand their business and programming.

### **Travel Trade, Meetings, and Sports**

In addition to domestic leisure travel, Travel Drumheller is positioning itself as a destination for international travel, meetings and conferences, and sporting tournaments and events. To learn more about how you can prepare for the markets, or how you can engage, email [heather@traveldrumheller.com](mailto:heather@traveldrumheller.com).

## **Resources**

### **Industry Resources**

The following groups and organizations are great resources for businesses in the Drumheller region looking for supplementary support at the Tourism Industry level.

#### **Travel Alberta**

Travel Alberta is the destination management organization of the Government of Alberta, operating under the Ministry of Tourism and Sport. Made up of 13 Tourism Development Zones (TDZ) that showcase the vast diversity of our province, Drumheller, is in the [Canadian Badlands TDZ](#) and is a “Spotlight” or higher-priority development region for Travel Alberta.

#### **ATIS (Alberta Tourism Information Service)**

Promote your experiences to millions of users on [travelalberta.com](#). Simply add your business listings and events into ATIS and your content will be discoverable by users across their network. Signing up is easy and free.

#### **Travel Alberta Investment Funding**

Travel Alberta's Tourism Investment Program, supports bold plans and entrepreneurs who are ready to take their offerings to the next level. If you have a strong strategy for either a project or an experience that drives long-term tourism growth, this could be a great fit. Application process starts in early October.

#### **Tourism Industry Association of Alberta (TIAA)**

An advocate for all segments of Alberta's tourism economy, TIAA campaigns for a competitive and sustainable business environment that generates substantial economic value for the province.

#### **Indigenous Tourism Alberta (ITA)**

ITA encourages and promotes authentic Indigenous tourism that showcases the unique and immersive experiences offered by its members throughout Alberta. Any Indigenous person, Indigenous organization and Industry partner that has an interest in advancing Indigenous tourism in Alberta may apply to become an ITA Member.

#### **Destination Canada**

Destination Canada provides intelligence, tools and resources that help the Canadian tourism industry reach domestic and international markets.

#### **Tourism Industry Association of Canada (TIAC) - READI Program**

TIAC is responsible for representing tourism interests at the national level, and its advocacy work involves promoting and supporting policies, programs and activities that will benefit the sector's growth and development.

READI™ gives tourism operators practical tools, training, and support to handle challenges and take advantage of new opportunities. It covers a broad spectrum of categories and topics relevant to the tourism industry which participants can choose from based on their focus and goals.

#### **Tourism HR Canada**

Canada's national HR organization working for the tourism sector,. Their goal is to support the growth of Canada's visitor economy with a skilled, diverse, inclusive, and resilient workforce.

## **Resources**

### **Community Resources**

The following groups and organization are great resources for businesses in Drumheller and area. They provide supplementary support at the community level.

#### **Drumheller & District Chamber of Commerce**

Comprised of business, organizational, and individual members, the DDCC is committed to building a strong business community through advocacy, value-added programs, networking and learning opportunities, and local business promotion.

#### **Community Futures Big Country**

CFBC is dedicated to building an economically diverse future for small businesses and rural communities in the Drumheller region. With a number of specialized business training programs, regular business networking events, and flexible business loans on offer, they are here to help you achieve your business goals.

#### **Drumheller Visitor Information Centre (VIC)**

The Drumheller VIC is located at the base of the World's Largest Dinosaur and offers counselling for visitors looking for information on events, attractions, accommodation, places to eat, and more in the Drumheller area. If you want visitors to know about your business and offerings, please remember to update the staff here as they talk to thousands of visitors a year.

#### **MH Enterprises**

Providing employment services, MH Enterprises takes a personalized approach in supporting clients through informed career and training transitions. They serve Drumheller, Stettler, and the surrounding areas with programming and employment listings.

#### **Town of Drumheller – Economic Development**

The Economic Development team is responsible for advancing strategic growth and investment within the Town of Drumheller. The department works closely with industry, business, and residents to foster a climate of sustainable economic opportunity. For more information, email [economicdevelopment@drumheller.ca](mailto:economicdevelopment@drumheller.ca).

### **Surrounding Counties**

If you are unfamiliar with Economic Development or Administration at your county office, please let us know and we can connect you with the right person.