



2026 Partner Toolkit



Table of Contents

Mission, Vision	Page 2
About Us	Page 2
What is a Partner?	Page 3
How We Can Support You	Page 3
How You Can Support Travel Drumheller	Page 4
Cooperative Marketing Opportunities	Page 4

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.

What we do

- *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.

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.

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.

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 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 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.

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 admin@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 executivedirector@traveldrumheller.com.