

2021 Marketing Plan

Vision: Drumheller is a sought-after tourism destination in Alberta.

Mission: To promote Drumheller as a premier year-round destination through quality marketing and stakeholder engagement.

Values: passion, authenticity and knowledge

Plan Objectives

- To present and promote Drumheller as a premier tourism destination.
- Promote Drumheller as a safe place to visit.
- Increase Drumheller's visibility in the regional tourism market.
- Convey the rich and unique local experience offerings to inspire visitors to the Valley.
- To increase visibility locally raising awareness of Travel Drumheller within the Valley.
- Increase the number of partnerships within the local and regional tourism industry.
- Increase awareness of Travel Drumheller as a market ready destination

There are three sections of this plan to meet these objectives

- 1) **Market Readiness-** to support predominantly tourism businesses in getting market ready and communicate with Travel Alberta, RTO's and other tourism partners Drumheller is market ready.
- 2) **Brand Awareness-** to increase awareness of Travel Drumheller to local residents and businesses but also to visitors to support their visit in the Valley and to drive visitation numbers to the Valley
- 3) **Improve Audience Knowledge** To improve the knowledge of Travel Drumheller of our current and potential visitors to inform future marketing plans.

1) Market Readiness

Activities, Timeline, cost and Performance Indicators

TIMELINE	TACTIC	Cost	AUDIENCE	KPIs
Quarterly sessions through 2021	<p>Pilot the DrumDiscover program. This is a partnership program with the Town of Drumheller, Community Futures, the Chamber of Commerce and M and H enterprises</p> <p>DrumDiscover will be a training and support program for young adults aged 18 to 30 in Drumheller.</p> <p>There will be a series of training sessions and the participants take part in an award ceremony after successfully taking the program</p> <p>It is based on BanffLife which can be found here.</p> <p>https://banff.ca/866/BanffLIFE#:~:text=BanffLIFE%20is%20the%20best%20resource,Banff%20Ambassador%20Program</p>	No costs to TD Funded through a grant from Community Futures and financial support to employers from M and H enterprises	Drumheller Valley Young Adults front line tourism workers	Four programs 40 participants
Monthly	<p>Information sharing- Monthly newsletter Attend meetings such as CBA, RCES</p>	2000	Stakeholders, partners local businesses	12 stakeholder newsletters sent Subscribers increase by 20% 4 visitor newsletters sent

				Subscribers increase by 10%
March	Job Fair Online element	\$3,000	Tourism Businesses, potential employees High School students Higher education establishments	75 attendees 20 businesses
April- May	Run a Pre summer campaign	\$10,000	<p>Day Trips Bucket This will target areas and points of interest in Calgary & areas surrounding Drumheller that would contain individuals who are interested in taking a daytrip to the Drumheller area.</p> <p>Overnight stay bucket - City targeting This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying overnight in the Drumheller area.</p> <p>Activities bucket</p>	3 million impressions Conversion rate of 20% 30, 000 visits to website

			Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local attractions in Drumheller once they are actually in the Valley.	
April	Create a "Get Ready for Summer" checklist	\$500	Tourism Businesses	10 businesses complete the checklist
April	Lunch and Learn on being summer ready	No cost	All Businesses	20 businesses attend the Lunch and Learn
May	Famtour with VIC Youth Tour (in partnership with Youth coordinator) Public tour (in partnership with FCSS and VIC)	\$1500	Tourism Businesses, High school students Young adults	30 attendees on the FAM tours
May, June, July, August, September	Industry Nights at various locations in the Valley	\$500	Partners, potential partners	Five events take place 100 attendees 10 new attendees
June to August	Create a communication campaign for tour companies and other potential stakeholders	\$500	RTOs, Travel Alberta, Canadian Badlands	One new tour company adds Drumheller

2) Brand Awareness

Three elements

- a) Raise Travel Drumheller brand awareness of stakeholders, residents and regional tourism partners improve communication to the Businesses and Public about what Travel Drumheller is and what Travel Drumheller does.
Educate how Tourism impacts the general public and Town as a whole.

TIMELINE	TACTIC	Cost	AUDIENCE	KPIs
February to May	Build Communication to community Radio Slot on Boom FM Open slots up for partners Run a Tourist in your Own town prize package	\$5,000	Residents of Drumheller	8 partners take part 200 entries to the prize package
Throughout year	Presentation to Town of Drumheller Council, Chamber of Commerce and Community Futures	No Cost	Mayor and Council, community organisations	Five presentations take place
Jan- March	Identifying what businesses are tourist businesses and are they tourist ready?	No cost	Tourism businesses	A clearer list of Tourism Businesses
Jan- April	Education program on value of Tourism in Drumheller	\$500	Residents of Drumheller	
February	Carry out research on how other DMOs build awareness. EG <ul style="list-style-type: none"> - Golden - Cochrane - Medicine Hat 	No cost	The Board	Board members and staff feel informed about other DMOs and confident on their knowledge of DMOs

Ongoing	Ensuring all documents are available online to include Annual Report, meeting minutes	No Cost	Stakeholders	All Board Minutes are available on line Annual Report is available online
Throughout year	Industry Relations to include: <ul style="list-style-type: none"> Celebration of Excellence Increase Organization Visibility at regional and provincial events Drumheller Trade Show Expo 	\$5,000	Stakeholders, Residents of Drumheller, Regional Partners wider Albertan Tourism Community,	Three awareness raising activities take place
March	AGM	\$500		20 people attend 5 new attendees

b) Destination awareness once visitors are in Drumheller

TIMELINE	TACTIC	Cost	AUDIENCE	KPIs
January - May	Exploration Guide	\$15,000	Visitors in Drumheller	5,000 Guides distributed ? Page views (I am researching how to measure Flip book engagement)
May - October	Ambassador Program	\$60,000	Drumheller Visitors	40,000 visitors supported
May	TD content on VIC screens	\$200	Drumheller Visitors	

April	Partner Stickers and review request	\$250	Drumheller Visitors, Drumheller residents	50 businesses display stickers
June	Add signage at Welcome to Drumheller signs- to include Drumheller #	\$5,000	Drumheller Visitors, Drumheller residents	500 # posts
April - October	Digital Campaign hyper, search and social to current visitors	\$20,000	Visitors in Drumheller	15,000 Impressions

c) Regional Awareness

TIMELINE	TACTIC	Cost	AUDIENCE	KPIs
January - May	Exploration Guide	\$15,000	Potential visitors in Western Canada, visitors in Drumheller, TA visitor centres,	5,000 Guides distributed ? Page views (I am researching how to measure Flip book engagement
May- August	Uncover Wonder Summer Campaign Digital Campaign hyper, search and social	\$15,000	Day Trips Bucket This will target areas and points of interest in Calgary & areas surrounding Drumheller that would contain individuals who are interested in taking a daytrip to the Drumheller area. Overnight stay bucket - City targeting This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying	8 million impressions Conversion rate of 25% 60, 000 visits to website

			<p>overnight in the Drumheller area.</p> <p>Activities bucket Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local attractions in Drumheller once they are actually in the Valley.</p>	
September and October	Uncover Wonder Fall Campaign Digital Campaign hyper, search and social	\$10,000	<p>Day Trips Bucket</p> <p>This will target areas and points of interest in Calgary & areas surrounding Drumheller that would contain individuals who are interested in taking a daytrip to the Drumheller area.</p> <p>Overnight stay bucket - City targeting</p> <p>This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying overnight in the Drumheller area.</p> <p>Activities bucket</p>	<p>2 million Impressions Conversion rate of 20% 30, 000 visits to website</p>

			Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local attractions in Drumheller once they are actually in the Valley.	
November and December	Uncover Wonder Holiday Campaign Digital Campaign hyper, search and social	\$20,000	<p>Day Trips Bucket</p> <p>This will target areas and points of interest in Calgary & areas surrounding Drumheller that would contain individuals who are interested in taking a daytrip to the Drumheller area.</p> <p>Overnight stay bucket - City targeting</p> <p>This will target areas and points of interest in Edmonton and northern Alberta that would contain individuals who are interested in staying overnight in the Drumheller area.</p> <p>Activities bucket</p> <p>Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local attractions in Drumheller</p>	3 million Impressions Conversion rate of 15% 20, 000 visits to website

			once they are actually in the Valley.	
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3) Improve Audience Knowledge

TIMELINE	TACTIC	Cost	AUDIENCE	
February, April, May, July, August, September, November	Digital harvest	\$20,000	Travel Drumheller Board and stakeholders	7 harvests 60,000 devices harvested in 30 locations

TOTAL from Marketing Budget \$126,450