

TRAVEL DRUMHELLER 2020 ANNUAL REPORT

HIGHLIGHTS

2020 was a year of extremes. The Board of Travel Drumheller started 2020 with big plans to develop the organization but these plans came to a halt in March with the COVID-19 pandemic. Despite this challenge, the organization has made great strides with a full time Executive Director being hired, an office space rented, and some hugely successful digital campaigns leading to the highest number of people visiting the Travel Drumheller website in our history.

CHAIR'S MESSAGE

This past year has been one of the most challenging times for our community and our local economy. Vaccinations are being distributed and there is a glimmer of hope for a slightly normal summer ahead. Even with the last 12 months being such a roller-coaster of regulations, we are still preparing and moving forward to support the upcoming tourism season. This destination marketing platform is ready for all of our partners like you to engage and access our marketing tools, campaigns and other support opportunities so that you're prepared for the summer as well. I encourage everyone to talk with our new Executive Director Julia Fielding to find out how we can support you this season.

COVID RESPONSE

Travel Drumheller supported the Town of Drumheller's COVID messaging creating videos encouraging people to wait to visit the Dinosaur Capital of the World. They offered business support through informational pieces and regular updates to partners and other tourism businesses.

2020 ACTIVITIES

- ✓ Job Fair
- ✓ Ambassador Program
- ✓ Appointed a full time Executive Director
- ✓ Uncover Wonder Summer and Fall campaign
- ✓ Uncover Winter Wonder campaign
- ✓ 2020 Exploration Guide

A YEAR IN NUMBERS

170,000
WEBSITE VISITORS

a **47%** ↑
from **2019**

Summer & Fall campaign had
17,247,715
impressions

with **128,690**
Click throughs

5,766 Visitors supported by the
Ambassador program

DID YOU KNOW?

74% OF BUSINESS IN DRUMHELLER
IS RELATED TO TOURISM*
*TIBRE REPORT 2018.

THERE ARE **464** HOTEL BEDS IN DRUMHELLER
1099 CAMPING SPOTS IN DRUMHELLER

IN 2019
**THE ROYAL
TYRRELL MUSEUM**
SAW OVER **460,000** VISITORS FROM OVER
150 COUNTRIES