

2022 Marketing Plan

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Vision

The Drumheller region is an iconic Canadian destination.

Mission

To promote Drumheller and region as a premier year-round destination

Values

Passion, authenticity and knowledge

Plan Objectives

- To present and promote Drumheller as a premier tourism destination.
- Convey the rich local experiences to inspire visitors to the Valley.
- To move visitors around the valley and region
- 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 Community Pride.

We will be successful by

Building Market Readiness of tourism businesses and communicating this with Travel Alberta, RTO's and other tourism partners

Building Brand Awareness to increase awareness of Travel Drumheller to local residents and businesses. To increase of visitors how we can support their visit in the Valley and widen the experience

Improving Audience Knowledge of Drumheller visitors, current and potential to inform future marketing plans.

Market Readiness



TACTIC	BUDGET	AUDIENCE	KPIs
DrumDiscovery	\$9,000 (from 2021 CF grant)	Newcomers	40 participants
		Drumheller region young adults	
		Customer facing staff	
		Summer workers	
Information sharing Monthly newsletters	\$2,000	Stakeholders	12 stakeholder newsletters distributed 10 % increase in subscribers with open rate of 45%
Attend meetings such as CBA,		Local businesses	6 meetings attended
Travel Alberta Town Hall AGM		Municipalities, stakeholders, local businesses, board members,	100 attendees 40 attendees
Job Fairs	\$3,000	Tourism Businesses, potential employees High School students Higher education	75 attendees 20 businesses
Promotional Pitch This is in partnership with Economic Development at the Town of Drumheller.		Tour companies RTOs Pursuit Round the Block Tours Travel Alberta	One presentation given One tour company expresses interest in developing a new product in the region
“Get Ready for Summer” campaign Radio Campaign	\$3,500	Residents of Drumheller Region	

Lunch and Learn on TD support available		Businesses Partners	20 attendees
Social Media campaign		Residents of Drumheller	10,000 impressions
Tourism Talks Training programs (in partnership with Kneehill County, community Futures Wildrose and Big Country)		Businesses in Drumheller, Wheatland and Kneehill Counties	4 webinars 50 attendees

Market Readiness Continued



Industry Nights/Socials	\$2,000	Partners, potential partners	Five events take place 100 attendees 10 new attendees
Drum It? A community pride campaign Radio, Social media campaign/contest	\$3,000	Local residents Surrounding communities Potential residents visitors	2,000 impressions 100 contestants to the contest

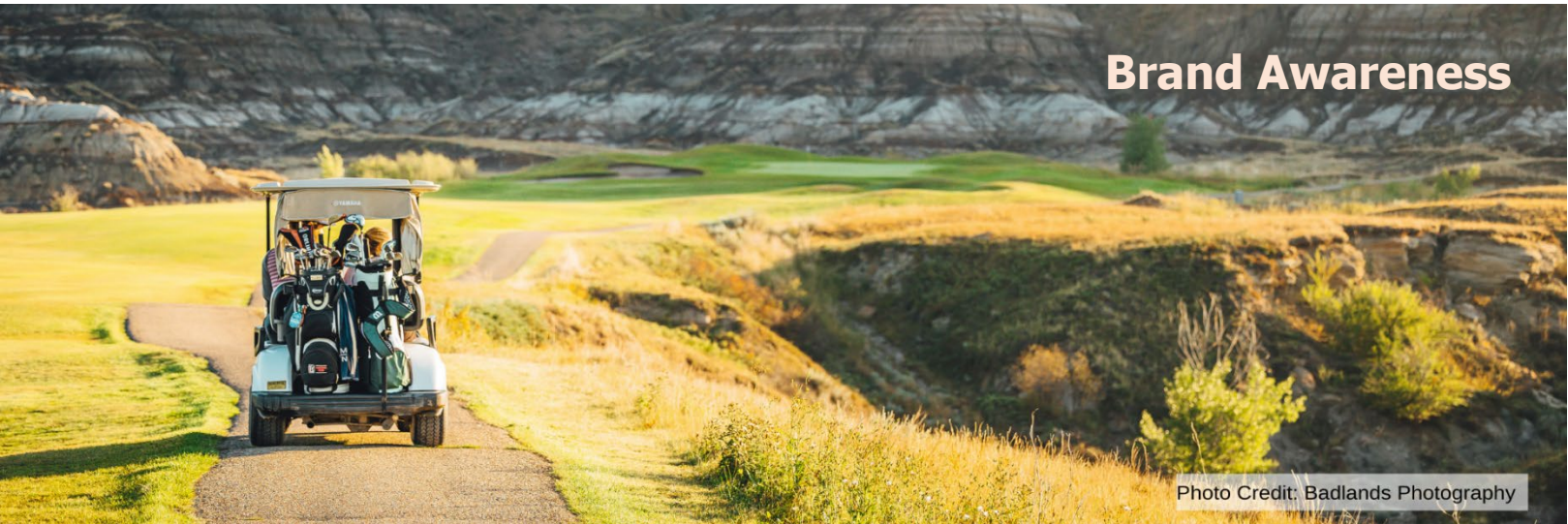


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Brand Awareness

TACTIC	Cost	AUDIENCE	KPIs
Raise brand awareness with stakeholders, residents, and regional tourism partners	\$5,000	Partners	
Tourist in your Own Town radio and social		Residents of Drumheller region	8 partners take part in radio and social contest 200 entries to the contest
Business Survey		Provincial organizations	100 businesses surveyed
Increase visibility at local, regional and provincial events		Regional Businesses	Attend 4 events
Celebration of Excellence Award		Chamber of Commerce Members Rotary Members Business Community	Five businesses nominated
Improve communication to businesses and public about Travel Drumheller's role, its impact, and its funding.	\$2,000		
Information campaign on value of Tourism in Drumheller & campaign on DMFs		Residents of Drumheller Business Community Stakeholders	2,000 impressions 3 on air radio slots

Develop website Industry Hub		Stakeholders and TD partners	10% increase in page views
AGM		Stakeholders and TD partners	40 attendees to the AGM
Annual Report		Residents of Drumheller Business Community	100 Annual reports distributed
Build Brand Awareness Develop brand guidelines/standards and a colour palette Develop Media Kit Create branded items such as stickers, tote bags.	\$3,000	Partners Board Visitors Partners Media Potential Influencers	Brand guidelines/standards completed Colour palette created Media Kit completed Branded items available

Regional Awareness of Destination

Photo Credit: Badlands Photography

TACTIC	Cost	AUDIENCE	KPIs
Exploration Guide	\$25,000		
		Potential visitors in Western Canada,	5,000 Guides distributed
		visitor information centres in Alberta, British Columbia and Saskatchewan	25,000 online guide views
Drumheller Uncovered (Quality Inn campaign)	\$50,000		Hotel occupancy rate of 40% May and June and September and October
Calgary Zoo Activation		Calgary Families at the Calgary Zoo	
Influencer promotions for spring and fall		Influencer audience of families with young families across Canada	200,00 impressions
Curiocity spring and fall Campaigns Social Content		Curiocity campaign Calgary and Edmonton 30-45 year old's	
Website Redevelopment Include more Blog/story content	\$15,000 Redevelopment \$30,000 new site	Canadians 25-50 International visitors 25-60 Families	Increased visitation from users accessibility issues
Increase the seasonality of the site			New website live September 2022

Incorporate Crowdriff to increase the level of imagery			20 new stories on the website
Increase accessibility			15% increased visitation
Visitor Newsletters	\$1,500	Potential Visitors Canada	Increase subscriptions by 10% Open rate of 40% 5 promotions from partners included
Send out ¼ ly		International visitors	
Build the audience through promotions and increase content from partners		Families	
Crowdriff User generated content is collected and available to be used by TD and partners and displayed on screens at the VIC	\$16,000		Installed on website by end of April 2022
		Website users	
		Instagram followers	Available to partners by May 2022
		TD Partners	
		Influencers	Imagery up on VIC screens by June 2022
		Content Creators	
Social Media TD created content Themes include: Travelling with pets Being a good visitor User Generated Content #promotion #beagoodvisitor #DrumIt			
		Facebook and Instagram Followers	20% increase in followers
		TD Partners	20% increase in accounts reached
Uncover Wonder Spring/Summer Campaign Digital Campaign hyper, search and social Video Launch	\$50,000	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.	20 million impressions

		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 destination.	300,000 visits to website
		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.	Hotel Occupancy of 80% June, July, August
Uncover Wonder Fall Campaign Digital Campaign hyper, search and social	\$10,000	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.	8 million Impressions
		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.	Conversion rate of 20%
Winter Wonder Campaign Digital Campaign hyper, search and social Brand all activities together under one umbrella of Winter Wonder	\$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.	10 million Impressions Conversion rate of 15%

		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. once they are in the Valley.	20, 000 visits to website
Curiosity Campaign .	\$3,000	Calgary and Edmonton areas 30-45 year old's	10,000 Impressions
Camping Capital of Alberta Create a campaign celebrating the range of camping and Rving available in the area particularly in the shoulder seasons. Must Do Canada Campaign August 2022	\$15,000	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. once they are in the Valley.	4 campgrounds take part
			1,000 views 5,000 impressions
		50-60 year olds western Canada campers and RVers	Campground occupancy of 40% September and October
Jurassic World Marketing campaign linked with the release of Jurassic World movie in June	\$10,000	Movie goers in Alberta	400,000 annual visitors to the Royal Tyrrell Museum
		Albertan, SK and BC Families	Hotel occupancy rate of 65% and campground occupancy rate of 65% July and August
Calgary Zoo Sponsorship 2 displays 1 activation at Easter with a prize package for the Drumheller area. Linked with the Drumheller Uncovered campaign with the Quality Inn	\$20,000	Zoo visitors Families in Calgary	200 contestants 500 interactions at the booth 30,000 views from the QR codes on zoo signage

Visitors in Destination

Photo Credit: Badlands Photography

TACTIC	Cost	AUDIENCE	KPIs
Exploration Guide Campaign on QR Code link to the online Guide Stickers showcasing the QR code	\$25,000	Visitors in Drumheller,	5,000 Guides distributed
		Potential visitors Drumheller	
		Area New residents	25,000 online views
		Residents	
VIC imagery Crowdriff feed into the VIC		Users of the VIC and World's Largest Dinosaur	Feed live at the VIC
Ambassador Program	\$20,000	Visitors in Destination	Meet with 6,000 visitors
Be A good Visitor Social media Campaign Visitor newsletter Travel Guide Blog on website		Social media followers	20,000 impressions
		Local population	3,000 page visits
		Visitors in Destination	
Uncover Wonder Spring/Summer Campaign Digital Campaign hyper, search and social	\$3,000	Activities bucket Targeting areas and points of interest in Drumheller that would contain individuals who are interested in activities and local	8 million impressions
			Conversion rate of 25%

		attractions in Drumheller once they are in the Valley.	40,000 visits to website
Uncover Wonder Fall Campaign Digital Campaign hyper, search and social	\$3,000	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 in the Valley.	2 million Impressions Conversion rate of 20% 30, 000 visits to website
Winter Wonder Campaign Brand all activities together under one umbrella of Winter Wonder Run Digital Campaign hyper, search and social	\$3,000	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 in the Valley.	1 million Impressions Conversion rate of 15% 10,000 visits to website

Improve Audience Knowledge



Photo Credit: Travel Alberta/Katie Goldie

TACTIC	Cost	AUDIENCE	KPIs
Prism Analysis Analyse postcodes collected by Ambassador and LoKnow Harvest		Travel Drumheller Board	Audience analysis of the current visitation
		Stakeholders	
		Travel Alberta	
		TD partners	
Communications Audit Google Analytics Business Survey Information Audit Loknow reports		Travel Drumheller Board	A quarterly communications audit completed and presented to the board
		Travel Alberta	
		Stakeholders	
		TD Partners	
Total Cost	\$292,000	NOTES 1) Includes funds from Grants for Drum Discovery, job Fair, ambassador, Quality Inn DMF, Campgrounds 2) Would be \$307,000 for a brand-new website	