



Travel Drumheller

Travel Drumheller Marketing Association Board of Directors Meeting

In person at Travel Drumheller offices- 181 Railway Ave E, Drumheller, AB T0J 0Y6
Or via Google meet

Wednesday, February 9th, 2022 @ 10:00am

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes January 12 2022
4	Financial Report Motion: The Board approves the financial report
5	Town of Drumheller Report
6	ED Report
7	Unfinished Business Travel Alberta Conference Sponsorship
8	Discussion Items 2022-2025 Strategic Plan 2022 Marketing Plan AGM Job Fair Excellence Awards
10	In Camera
11	Adjournment
12	Next meeting Wednesday March 9 th 10am



Travel Drumheller Marketing Association

Wednesday, January 12, 2022

10:00am (in person or zoom) @ Community Futures Board Room

MINUTES

Present in person: B. Steeves J. Fielding R. Semchuk H. Little

Present on Zoom: S. Newstead C. Sereda E. Secord R. Johnston V. Neudorf

Absent: T. Vyvey C. Hughes D. Schinnour D. Deykeyser

1. Call to Order

R. Semchuk called the meeting to order at 10:04am

2. Approval of Agenda

Agenda approved as altered with O2 Team presenting first.

Motioned by H Little/ E Secord that the agenda be approved. Carried

3. Approval of Minutes of December 8,2021

Motion by S Newstead/ V Neudorf that the minutes be approved. Carried.

4. Presentation by O2 Team on the plans for the new Downtown Plaza.

- Funding coming from MSP grant
- RFP release in February
- Construction to hopefully start in the Spring

5. Financial Report

- Presentation of Financial Report by B Steeves
- Operating account getting low, but Destination West will be paying DMF soon
- **B Steeves makes a motion to have \$55,000 transferred from DM Savings to Operating to cover Marketing expenses for 2021 that were not covered by any grants. Seconded S Newstead Carried**
- **B. Steeves makes a motion to have \$10,000 for 2022 moved from DMF Savings to DMF trust. Seconded by S Newstead Carried**
- This puts the Trust account up to \$20,000 plus interest.

- H Little/ C Sereda motioned to approve the financials. Carried

6. Amended Budget 2022

- The amended budget was presented by J Fielding
- **B Steeves/ H Little motioned to approve the amended budget for 2022. Carried**

7. Executive Director Report

- Ads for the Guide are 2/3 sold. Michelle needs to start knocking on doors.
- Starland County is eager to work with TD
- the Chamber & Rotary are working on the Awards of Excellence again, Julia will be involved with this
- Web Traffic is up 35% year after year
- Festival of Lights is November 26th. Winter Wonder events will be engaging the whole valley.
- AGM – a time and date need to be set up for this and preparations made.
- D Schinnour is keen to help with the Job Fair this year – preparations will be made to hold it in person or virtually or by visiting schools/universities.
- Travel Alberta Conference – Julia has registered and anyone else interested should let her know. The decision will be made later according to funding.
- Travel Alberta is still putting together the Town Hall Meeting – it is free, but people need to pre-register. It is February 4th – all board members are VIP, but they must register.

8. Discussion was held on the absence of housing for summer employees. It is difficult to employ enough qualified people from the valley for all the summer openings. To entice people to apply and take jobs here there needs to be a solution to housing people from outside the area. No solutions were found, but discussion will continue.

9. Adjournment: R Semchuk at 11:46am

Next Board Meeting February 9, 2022

Signed by:

R. Semchuk

Travel Drumheller Marketing Association

Balance Sheet

As of February 2, 2022

	TOTAL
Assets	
Current Assets	
Cash and Cash Equivalent	
1060 Chequing Bank Account	-2,267.19
1065 CCU Common Shares	6.82
1070 High Interest Savings Account **4395	10,034.35
1080 High Interest Savings Account **4494	182,182.67
2035 DMF Trust account	0.00
2040 DMF Trust Common Share Account	1.00
1600 Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$189,957.65
Accounts Receivable (A/R)	
1200 Accounts Receivable	99,177.00
Total Accounts Receivable (A/R)	\$99,177.00
1220 Employee Cash Advances	0.00
1225 Employee Cash Advance Repayment	0.00
Total 1220 Employee Cash Advances	0.00
1320 Prepaid Expenses	1,813.45
Total Current Assets	\$290,948.10
Non-current Assets	
Property, plant and equipment	
1805 Dinosaur Suits	0.00
1807 Accum Amort - Dinosaur Suits	0.00
Total 1805 Dinosaur Suits	0.00
1820 Office Furniture & Equipment	0.00
1905 Computer Hardware	2,743.95
1906 Accum Amort - Computer	-216.62
Total 1905 Computer Hardware	2,527.33
Total Property, plant and equipment	\$2,527.33
Total Non Current Assets	\$2,527.33
Total Assets	\$293,475.43

Travel Drumheller Marketing Association

Balance Sheet

As of February 2, 2022

	TOTAL
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
2100 Accounts Payable	6,825.00
Total Accounts Payable (A/P)	\$6,825.00
Credit Card	
2150 Visa Card-Collabria	1,635.25
Total Credit Card	\$1,635.25
2110 Accrued Professional Fees	1,800.00
2180 EI Payable	0.00
2185 CPP Payable	0.00
2190 Federal Income Tax Payable	0.00
2310 GST/HST Charged on Sales	0.00
2315 GST/HST Paid on Purchases	0.00
2335 GST/HST Payable	-10,952.76
2336 GST Difference	0.00
2337 GST/HST Suspense	0.00
2340 Payroll Liabilities	
2345 Federal Taxes	0.00
Total 2340 Payroll Liabilities	0.00
2350 Prepaid Sales/Deposits	190.00
2400 Short term loan - Town of Drumheller	0.00
2420 Short term loan-Canalta	0.00
2440 Deferred Income	69,483.00
2441 DMF -Econolodge	0.00
2442 DMF-QUALITY INN	24,503.54
2443 DMF -Travelodge	0.00
Total 2440 Deferred Income	93,986.54
Total Current Liabilities	\$93,484.03
Total Liabilities	\$93,484.03
Equity	
Retained Earnings	243,334.96
Profit for the year	-43,343.56
Total Equity	\$199,991.40
Total Liabilities and Equity	\$293,475.43

Travel Drumheller Marketing Association

Profit and Loss

January 1 - February 2, 2022

	TOTAL
INCOME	
4030 Vacation Guide Revenue	3,200.00
4100 Partnership Agreement	240.00
Total Income	\$3,440.00
GROSS PROFIT	\$3,440.00
EXPENSES	
5020 Marketing Projects Expense	16,500.00
5025 Travel Expense	308.56
5190 Subcontracts	1,900.00
5480 Commissions	1,000.00
5600 Marketing Initiatives	25,575.00
5615 Advertising & Promotions	700.00
5790 Office Rent	800.00
Total Expenses	\$46,783.56
PROFIT	\$ -43,343.56

Travel Drumheller Marketing Association

A/R Aging Summary

As of February 2, 2022

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Destination West Marketing			99,177.00			\$99,177.00
TOTAL	\$0.00	\$0.00	\$99,177.00	\$0.00	\$0.00	\$99,177.00



Travel Drumheller
Executive Director Progress Report
Feb 2022

Key Performance Indicators	September- December
Expanding Travel Drumheller's funding diversity and amounts by 30+%	Had numerous follow up discussions with Prairie Can on the project budget, and our organisation hopeful for a response soon.
2022 Guide is produced on budget + time and has sold 100% of ad space	Guide planning continues Michelle is selling ads and are almost fully sold. We have hired Kimberly the same designer to design this year's guide.
Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta	<p>Community Futures Wildrose and Big Country have approached us to partner on delivering a Smart Start (entrepreneurship) course in the fall with the emphasis on tourism businesses. This has been highly successful in Airdrie and Canmore. Strathmore are looking to launch it later this year. Here is the info on the one in Canmore https://canmore.ca/covid-19/coronavirus-covid-19-information-for-canmore/business-support-hub/economic-recovery-programs/smartstart</p> <p>I am working with the Town of Drumheller, Chamber of Commerce and Community Futures to deliver a business survey. We have interviewed 13 businesses so far with the aim of interviewing 100.</p> <p>We will be offering a tourism award for the Excellence Awards which are hoping to happen June 9th.</p>
Investigating other sources of income in addition to the DMF	

Building relationships with the campgrounds in the region	Need to revisit the campground program to have the design ready for the Travel Alberta Coop funding.
Offering marketing support to partners and other tourism businesses	Marketing Support was included in the Tourism Relief fund application. Crowdriff will be live by the end of February which will increase the amount of content available for partners.
Managing the Ambassador program	Will apply for Canada Summer jobs for Ambassador and social post

Other Updates:

Quality Inn funds- We continue to discuss the campaign with Cindie. We are hoping to work with CurioCity and run two campaigns this year. We will also be creating a promotion to launch at the Calgary zoo over Easter. The campaign will be called Uncover Drumheller.

Social- Michelle has taken over the social content

Crowdriff This is a large project to ensure all the content is well organised. However it is going well so far. Once it is complete it will be an amazing tool

Loknow We had an excellent meeting with them and now both sides have a clear picture about moving forward. We will be launching new content in March and April The theme will be planning for the summer. We will be asking businesses if they want to be part of the campaign to push early bookings for example Bikes and Bites to get some cash flow early in the season. Attached is the report for the Aug- Dec campaign : <https://reports.loknow.com/external/dashboard?embedpage=c2a611ed-9649-4ac6-9aca-bd6b1b4b7333>

Strategic Plan This is now in draft and will be discussed at the Board meeting

Website Michelle and I have had meetings with Strong Coffee Non Fiction discussing the web update. We had a quote of \$13,000 from Strong Coffee. Attached to the meeting notes are the analytics for the website in 2021

Drum Discovery We will be holding this over 2 days May 10 and 11th The Royal Tyrrell will be doing the customer care training again and the Fam tour will be held on 10th May. The marketing materials are almost ready to go out to start promoting to businesses.

Visitor Numbers- see attached the visitor numbers for the last 3 years to give an idea of visitation patterns. We will be looking to covert this to spending to show the economic impact of these visitors

2022 Marketing Plan

Photo Credit: Badlands Photography

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.
- Convey the rich local experiences 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 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



Photo Credit: Badlands Photography

TACTIC	BUDGET	AUDIENCE	KPIs
DrumDiscovery	\$9,000 (from 2021 CF grant)	Drumheller region young adults Customer facing staff Summer workers	40 participants
Information sharing Monthly newsletter Attend meetings such as CBA, Seasonal request for content Travel Alberta Town Hall AGM	\$2,000	Stakeholders, partners local businesses municipalities	12 stakeholder newsletters sent Subscribers increase by 20% 4 visitor newsletters sent Subscribers increase by 10% 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 <ul style="list-style-type: none"> Lunch and Learn Social Media campaign Marketing Training session Tourism Talks (in partnership with Kneehill County, community Futures Wildrose and Big Country) 	\$500	Businesses Partners	20 businesses attend the Lunch and Learn 3 webinars 50 attendees

Market Readiness Continued



Photo Credit: Badlands Photography

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	\$3,000	Local residents Surrounding communities Potential residents visitors	Post reach 2,000 100 contestants to the contest

Brand Awareness

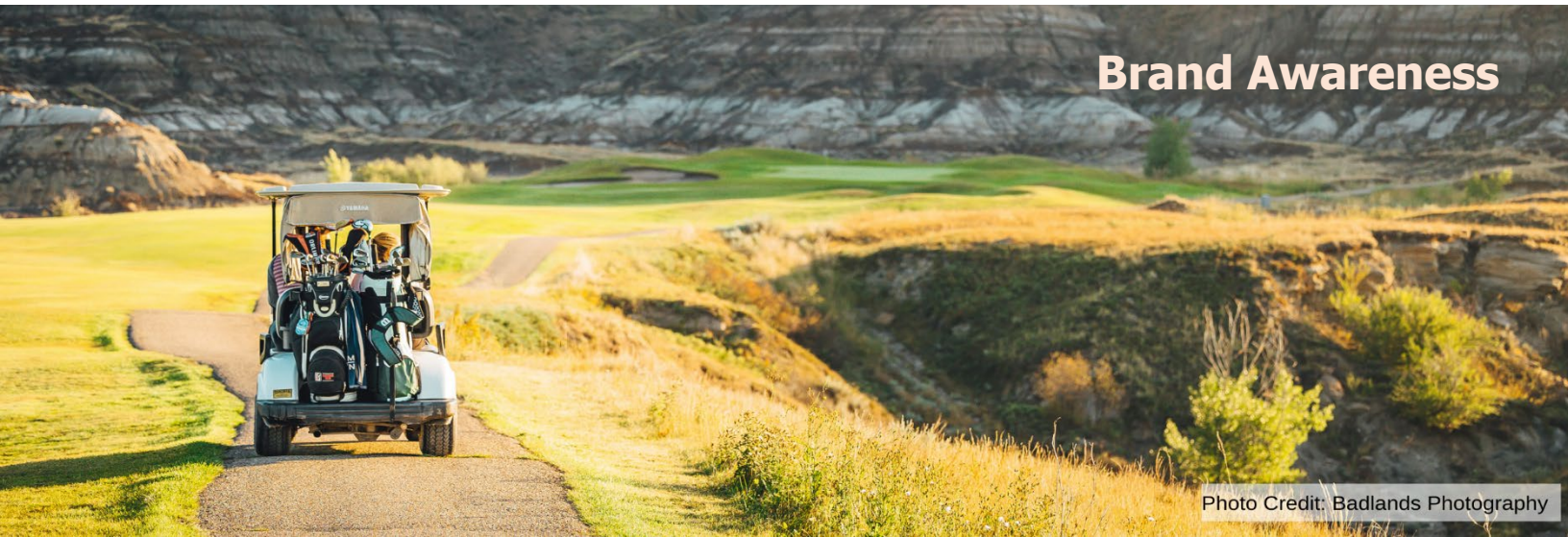


Photo Credit: Badlands Photography

TACTIC	Cost	AUDIENCE	KPIs
Raise brand awareness with stakeholders, residents and regional tourism partners Tourist in your Own Town campaign Community Presentations Business Survey Celebration of Excellence Award Increase visibility at local, regional and provincial events	\$8,000	Residents of Drumheller Provincial organizations Regional Businesses Chamber of Commerce Partners	8 partners take part 200 entries to the prize package Five presentations
Improve communication to businesses and public about Travel Drumheller's role, its impact, and its funding. Information campaign on value of Tourism in Drumheller Campaign on DMFs Develop website Industry Hub AGM Annual Report	\$2,000	Residents of Drumheller Tourism partners Business Community Travel Drumheller Partners	New industry hub on website Increase of 20% on page views Annual report completed 40 attendees to the AGM
Build Brand Awareness Develop brand guidelines and a corporate colour palette Create branded items such as stickers, tote bags.	\$3,000	Partners Board Visitors Partners	Brand guidelines and colour palette created

Regional Awareness

Photo Credit: Badlands Photography

TACTIC	Cost	AUDIENCE	KPIs
Exploration Guide	\$25,000	Potential visitors in Western Canada, visitor information centres in Alberta, British Columbia and Saskatchewan	5,000 Guides distributed 25,000 guide views
Drumheller Uncovered (Quality Inn campaign) Partnership promotions for spring and fall Curiosity spring and fall Campaigns Social Content	\$50,000	Ages 25-44 Calgary and Edmonton Areas	Quality Inn occupancy at 40 % in April, May and September
Website Redevelopment Include more Blog/story content Increase the seasonality of the site Incorporate Crowdriff to increase the level of imagery Increase accessibility	\$10,000	All potential visitors International visitors Families	New website created by end of April 2022 20 new stories on the website

Visitor Newsletters Send out ¼ ly Build the audience through promotions and increase content from partners	\$1,300		Increase subscriptions by 20% Increase openings by 30% 5 promotions from partners included
Crowdriff User generated content is collected and available to be used by TD and partners and displayed on screens at the VIC	\$16,000	Website users Instagram followers Partners	Installed on website by end of April 2022 Available to partners by March 2022 Imagery up on VIC screens
Social Media TD created content Themes include Travelling with pets UGC #promotion #beagoodvisitor #DrumIt		Facebook and Instagram Followers Visitors in destination Local residents Partners	Followers increase by 20%
Uncover Wonder Summer Campaign Digital Campaign hyper, search and social Video Launch	\$30,000	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 overnight in the Drumheller area.	15 million impressions Conversion rate of 40% 300,000 visits to website

		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.	
Uncover Wonder Fall Campaign Digital Campaign hyper, search and social	\$12,000	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 overnight in the Drumheller area. 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% 200,000 visits to website
Camping Capital of Alberta Create a campaign celebrating the range of camping available particularly in the shoulder seasons.	\$35,000	Seasonal visitation Ages 25-40 male and female Ages 45-60 make and female	4 campgrounds take part 1,000 views

Winter Wonder Campaign Digital Campaign hyper, search and social	\$20,000	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 overnight in the Drumheller area. 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.	3 million Impressions Conversion rate of 15% 200, 000 visits to website
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

Visitors in Destination

Photo Credit: Badlands Photography

TACTIC	Cost	AUDIENCE	KPIs
Exploration Guide Campaign on QR Code Stickers showcasing the QR code	\$27,000	Visitors in Drumheller, Local residents New residents Potential visitors	5,000 Guides distributed 25,000 Page views
Drumheller Uncovered (Quality Inn campaign)	\$50,000		
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 Tourist		Social media followers Local population Visitors in Destination	20,000 impressions

Uncover Wonder Summer Campaign Digital Campaign hyper, search and social	\$10,000	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.	8 million impressions Conversion rate of 25% 60, 000 visits to website
Uncover Wonder Fall Campaign Digital Campaign hyper, search and social	\$10,000	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 Also possibly Curiosity Campaign	\$25,000	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.	3 million Impressions Conversion rate of 15% 20, 000 visits to website

Improve Audience Knowledge



TACTIC	Cost	AUDIENCE	KPIs
Prism Analysis Analyse postcodes collected by Ambassador and LoKnow Harvest		Travel Drumheller Board stakeholders Travel Alberta DMF partners	Audience analysis of the current visitation
Communications Audit Google Analytics Business Survey Information Audit Loknow reports		Travel Drumheller Board Stakeholders Partners Travel Alberta	A quarterly communications audit completed and presented to the board

[illegible]

Google Analytics Home

Users

254K

↑48.5%

Sessions

326K

↑50.6%

Bounce Rate

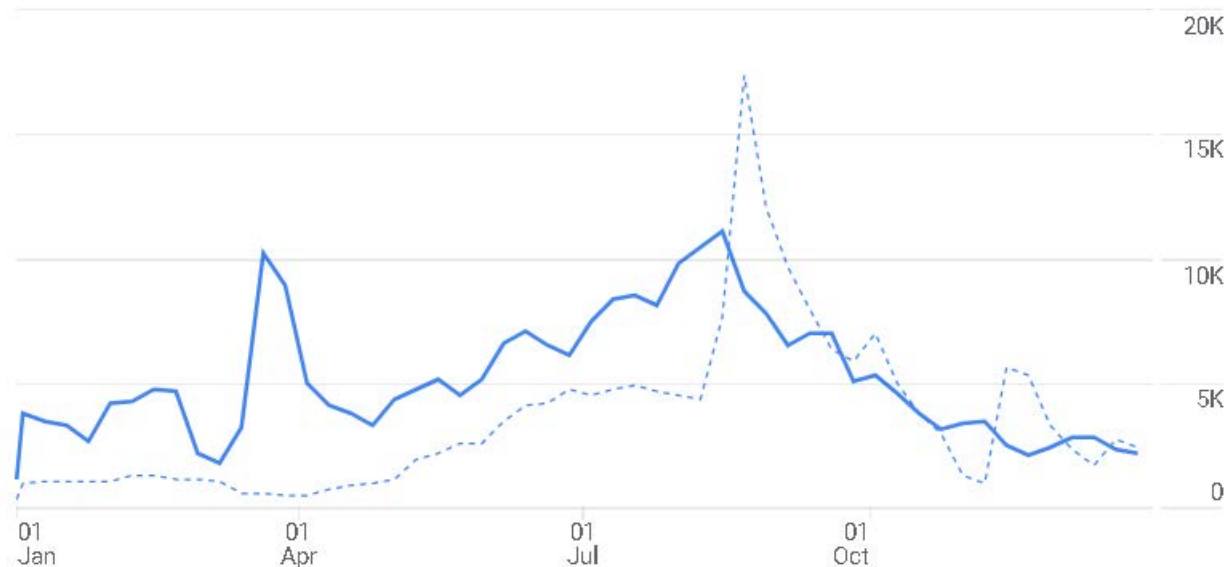
61.66%

↓0.0%

Session Duration

1m 28s

↓1.6%



Last calendar year ▼

[AUDIENCE OVERVIEW](#) ➤

Date Range

Aug 1, 2021 - Dec 31, 2021

Overall Performance

Channel

Select...

Platform

Select...

Impressions

10,759,150

-3% (-348,286)

Clicks

108,152

-4% (-4,482)

CTR

1.01 %

-1% (-0.01 %)

Media Spend

\$60,525.14

+19% (\$9,740.22)

Conversion Rate

39.25 %

-18% (-8.68 %)

Conversions

42,451

-21% (-11,539)

Performance by Day

Conversions

Media Spend

Conversion Rate

Delivery by Day

Impressions

Clicks

CTR

Insights

Insights

Aug 2020 - Dec 202 vs. Aug 2021 - Dec 2021

Overall

- In 2020, we served over **17 million impressions** and over **128,690 clicks**, and a **CTR of 0.75%**
- In 2021, we saw over **10 million impressions** over **108,152 clicks** and **1.01% CTR**.
- With these results, we can see there was a decrease in both impressions and clicks, but an increase in CTR.
- This indicates that we've taken advantage of the data collected to optimize the campaign and increase engagement without needing to serve as many ads. In 2021, the campaign was more effective at targeting the right audience, grabbing the user's attention and generating more conversions.
- In 2020, we had a **24.13% conversion rate** and **31,059 conversions**. While in 2021, we generated a **39.25% conversion rate** and **42,451 conversions**. This is about a **34% increase in conversions** in just one year.
- When we look at the platforms, **Search achieved the most conversions** in both 2020 and 2021. This is no surprise, as Search conversion heavy platform. Once a user goes on Google, they have a strong interest and intent to learn more about Drumheller.
- In both 2020 and 2021, August was the busiest month, with **August 2nd** and **August 24th** being the busiest weeks, where we saw the most conversions.

Hyper

- For Hyper, we saw the **"Royal Tyrrell Museum"** Creatives be the top performers as they achieved the most conversions and clicks in both 2020 and 2021.
- For Hyper in 2020, the most engaged areas are:**
 - T4P, T6X, T8A, T0L and T5E
- For Hyper in 2021, the most engaged areas are:**
 - T6J, T0M, T6R, T6H and T0C

Social

- For Social, in 2020, we saw **"Uncover Wonder"** be the top-performing creative, achieving 28% of all conversions. This image features an older couple, by a fire, enjoying a night together. In 2021, **"Barneys Drumheller's Now Open"** creative was the most successful.

Audience Targeting

- In terms of audience targeting, we are seeing the **"Overnighters"** be the most likely to explore the site and convert. This audience includes an Edmonton audience and affinity audiences like business travellers and travel enthusiasts, or those who care about travel.

For Search

- In 2020, was **"Drumheller", "Drumheller Dinosaur Museum"** and **"Tyrrell Museum"** was the top-performing keywords.
- In 2021, was **"Drumheller", "things to do in Drumheller"** and **"Badlands"** were the top-performing keywords.
- In 2020, the most engaged areas are:**
 - T4P, T6L, T5M, T2Y, and T2W
- In 2021, the most engaged areas are:**
 - T0L, T3M, T2E, T0L and T0M

2021

Conversions

Full Conversions [Intent]:

- Contact Form
- Newsletter Signup
- Email & Phone

Partial Conversions [Awareness]:

- Contact Click
- On-Site Clicks
- Accommodation Page Clicks
- Event Page Clicks

Definitions

Clickthrough Rate (CTR) – A ratio showing how often people who see your ad end up clicking it. It is calculated by taking number of clicks that your ad receives divided by the number of times your ad is shown.

Conversion Rate (CR) – The percentage of clicks that result in a conversion. For example if your campaign receives 50 conversions and 5000 clicks the conversation rate is 1.00%

Impression Share – A search metric representing the percentage of impressions that your ads receive compared to the total number of impressions that your ads could get.

Recommendations

Platform Testing

- Snapchat** is a great platform to help boost engagement and drive awareness of Travel Drumheller. It provides the user with an immersive experience of what they can expect to see when they travel to Drumheller. It would also allow us to reach a younger demographic who may be looking to explore Alberta.
- Exclusive Premium Inventory (EPI):** LoKnow can serve Travel Drumheller ads with specific publishers through a private marketplace. Leveraging EPI deals, ads will appear on premium websites and apps. Websites and apps like news outlet sites including CTV, CBC, and The Score.

Update to Harvest

- Harvest audiences are updated on a weekly basis ensuring the data is always fresh and relevant. All Harvest audiences will be built with the most recent 3 months of data.

Campaign Recommendations

- Update Harvest List:** We've been using the same Harvest list for the last few campaigns, and we recommend updating the list and adding more locations to meet the minimum number of devices.
- Search Image Extensions:** Google now allows us to add Image Extensions to your Search Ads. We would take images that are relevant to your messaging and add them to your Google Ads. We believe this would enhance your messaging and ultimately help drive performance to your ads.
- Bing:** We recommend dedicating 15% of your Search budget towards Bing and a way to reach an even larger audience.
- Social Creatives:** To avoid remaining in a learning phase, we recommend reducing the number of Social creatives in the market. We recommend having 3-6 ad sets on the market at a time.
- Creative Refresh:** To avoid creative exhaustion, we recommend refreshing all creatives on a quarterly basis.
- Social/Hyper Retargeting:** Retargeting ads are served to people who have already visited a website and they are used to reengage the user. To effectively accomplish this, you can offer a deal towards an event or destination or simply include a stronger call to action.
- Hyper Creative Refresh:** The current Hyper creatives have been in the market since March 2021 and we are seeing fewer conversions. We recommend updating them with some engaging images and fresh messaging. For example, you can include Drumheller's historic sites, natural attractions, fall/winter activities, Christmas activities etc.

Change Log

2021

DECEMBER

- Dec 15** - Search Ads updated
- Dec 10** - Winter Tourism Contract Signed
- Dec 8** - Social Ads updated

NOVEMBER

- Nov 2** - Removed Social "Events" creatives

OCTOBER

- October 19** - Updated RTM Story creative and retargeting messaging
- October 11** - Updated RTM social and hyper creatives
- October 2** - Facebook Ad account reinstated

SEPTEMBER

- Sept 29** - Facebook Ad account disabled for circumventing systems
- Sept 15** - Updated Social creatives
- Sept 8** - Removed Barney's Drumheller Creatives

AUGUST

Performance Breakdown

Select Dimensions

1. Channel

Platform

Channel	# Impressions ↓	# Clicks	# CTR	# Conversions	# Media Spend
Hyper Display	6,248,506	9,236	0.15 %	543	\$22,184.06
Social	4,120,791	51,369	1.25 %	2,085	\$18,314.13
Search	389,853	47,547	12.20 %	39,823	\$20,026.94
Total	10,759,150	108,152	1.01 %	42,451	\$60,525.14

1 - 3 of 3 items

Performance By Conversion Type

Conversions by Week

Conversion Rate by Weekday

Creative Performance

Hyper Display & Video

Creative Name ↓	# Impressions	# Clicks	# CTR	# Conversions
Travel Drumheller - Tourism 2021 - White	687,323	986	0.14 %	98
Travel Drumheller - Tourism 2021 - Orange	688,332	956	0.14 %	113
Travel Drumheller - Tourism 2021 - Blue	688,801	931	0.14 %	97
Travel Drumheller - Royal Tyrrell Museum - Mam...	2,156,474	3,054	0.14 %	141
Travel Drumheller - Royal Tyrrell Museum - GWR ...	772,493	1,300	0.17 %	43
Travel Drumheller - Barneys - Now Open	488,003	761	0.16 %	19
Travel Drumheller - Barneys - Dino	487,262	706	0.14 %	6
Default Ad	--	--	--	--
Total	6,248,506	9,236	0.15 %	543

1 - 14 of 14 items

Social

Creative Image	Creative Name	# Impressions	# Clicks	# CTR	# Conversions ↓
<div></div>	Static - Barneys - Now Open	147,674	3,829	2.59 %	314
<div></div>	Static - Drumheller Events 4 (Sept)	609,805	6,400	1.05 %	211
<div></div>	Static - Barneys - Dino	55,893	1,082	1.94 %	145
Total		3,932,016	49,732	1.26 %	2,074

<< < 1 2 > >> 1 - 50 of 100 items

Targeting Performance

Hyper Display & Video

Campaign Name	Targeting	# Impressions	# Clicks	# CTR ↓
Tourism 2021 - Overnight	Local - Geo Targeting	2	3	150.00 %
Tourism 2021 - Local	Overnight - Affinity (Travellers/Family)	648	5	0.77 %
Tourism 2021 - Local	Overnight - Affinity (Hotels)	445	2	0.45 %
Tourism 2021 - Local	Tourism 2021 - Website Retargeting	1,214	4	0.33 %
Tourism 2021 - Local	Local - Affinity (Outdoor)	316	1	0.32 %
Tourism 2021 - Local	DayTrippers - Affinity (Outdoor)	321	1	0.31 %
Tourism 2021 - Local	Local - Affinity (Hotels)	324	1	0.31 %
Tourism 2021 - Local	Overnight - Affinity (Outdoor)	389	1	0.26 %
Total		6,328,198	7,874	0.12 %

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Social

Campaign Name	Targeting	# Impressions	# Clicks ↓	# CTR	# Conversions
Travel Drumheller - Tourism 2021 - Oct...	Tourism 2021 - Day Trippers	523,874	5,644	1.08 %	170
Travel Drumheller - Tourism 2021 - Sept...	Tourism 2021 - Overnighters	505,371	5,435	1.08 %	184
Travel Drumheller - Tourism 2021 - Aug...	Tourism 2021 - Day Trippers	384,662	5,209	1.35 %	246
Travel Drumheller - Tourism 2021 - Sept...	Tourism 2021 - Day Trippers	340,190	5,012	1.47 %	189
Travel Drumheller - Tourism 2021 - Aug...	Tourism 2021 - Overnighters	285,734	4,866	1.70 %	279
Travel Drumheller - Tourism 2021 - Oct...	Tourism 2021 - Overnighters	486,614	4,079	0.84 %	108
Travel Drumheller - Tourism 2021 - Dec...	Tourism 2021 - Day Trippers	261,482	3,179	1.22 %	20
Travel Drumheller - Tourism 2021 - Dec...	Tourism 2021 - Overnighters	263,847	2,964	1.12 %	30
Total		4,120,791	51,369	1.25 %	2,085

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Search

Campaign Name	Targeting	# Impressions	# Clicks	# CTR	# CPC	# Conversions ↓
Travel Drumheller - Non-Recurri...	Dynamic Ad Group	160,608	35,585	22.16 %	\$0.39	30,801
Travel Drumheller - Non-Recurri...	Brand Keywords	158,710	9,585	6.04 %	\$0.51	6,971
Travel Drumheller - Non-Recurri...	Tourism 2021	69,690	2,260	3.39 %	\$0.46	2,047
Travel Drumheller - Non-Recurri...	Food and Drink	463	17	3.67 %	\$0.79	4
Travel Drumheller - Non-Recurri...	Winter 2021 Keywords - E	340	0	0.00 %	NaN	--
Travel Drumheller - Non-Recurri...	Winter 2021 Keywords - P	42	0	0.00 %	NaN	--
Total		389,853	47,547	12.20 %	\$0.42	39,823

1 - 6 of 6 items

Search Keyword Performance

Search Keyword	# Impressions	# Clicks	# CTR ↓	# CPC	# Conversions
Drumheller tourist attractions	109	30	27.52 %	\$0.47	26
Drumheller Dinosaurs	1,020	272	26.67 %	\$0.40	311
What is there to do in Drumheller	30	8	26.67 %	\$0.30	6
Drumheller attractions	904	224	24.78 %	\$0.40	383
What to do in Drumheller	815	187	22.94 %	\$0.42	241
Things to do in Drumheller	2,729	586	21.47 %	\$0.42	660
where to eat in drumheller	5	1	20.00 %	\$0.43	1
drumheller vacation	104	19	18.27 %	\$0.19	30
Total	228,905	11,962	5.23 %	\$0.50	9,022

<< < 1 2 > >> 1 - 50 of 63 items

Visitor Numbers							
Ambassador		May	June	July	August	September	Total
2021		189	370	951	1189	N/A	2699
2022							
Attractions		Attraction	2019	2020	2021	2022	
		Atlas Coal Mine	19,859	6,861	14,224		
		RTM	460,000	120,153	312,500		
		WLD	120,153	60,149	74,873		
		VIC			27,655		
		Hoodooos Parking- Number of Vehicles	20,670	15,194	22,803		
		Barneys			25,000		
		Fossil World					
Target							
		Attraction	2021	2022			
		RTM	160,000				
		Worlds Largest Dino	25,000				