



TRAVEL DRUMHELLER 2021 ANNUAL REPORT

CHAIR'S MESSAGE

2021 was another challenging year for many of us in tourism. However, in the Drumheller Region there were reasons to be joyful. A number of new businesses and attractions opened such Bikes and Bites, Barneys Fun Farm, and they were joined a number of new downtown businesses. The future is bright as both the provincial and federal governments are looking at our region as a focus for tourism development. The Travel Drumheller team is working in partnership more than ever and with the new strategic plan and Destination Development Plan, we have many reasons to think that 2022 and beyond will be very positive for the Drumheller region. Do not hesitate to reach out if you have any questions or comments about Travel Drumheller and tourism in the region.

Ryan Semchuk
Ryan Semchuk
Chair Travel Drumheller



HIGHLIGHTS

Travel Drumheller reached new levels of promotion, partnership building, lobbying and awareness raising in 2021.

The priority areas for the organization were:



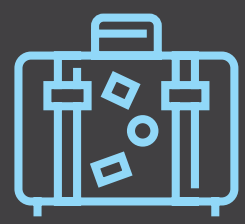
✓ Market Readiness

To support tourism businesses in getting market ready and communicate this to Travel Alberta and other tourism partners.



✓ Brand Awareness

To increase awareness of local residents and businesses. Also to increase visitors awareness of us to help them make the most of their visit.



✓ Brand Awareness of Drumheller

Build awareness of the destination (particularly in the shoulder months) throughout Alberta and Western Canada.



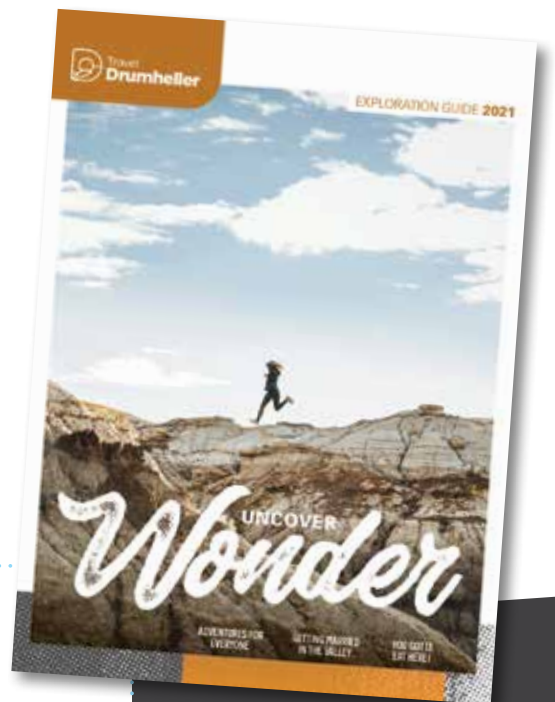
✓ Improve Audience Knowledge

To improve the knowledge of current and potential visitors to the Drumheller region to inform future marketing plans.

BUSINESS SUPPORT

To support businesses to get market ready we offered the following support.

- ✓ Travel Drumheller partnered with Kneehill County, and Community Futures Wild Rose to deliver training sessions to help businesses succeed and thrive.
- ✓ All ad spaces in the 2021 Exploration Guide were free to partners to reduce the financial impact of COVID shutdowns.
- ✓ In partnership with Community Futures Big Country, The Town of Drumheller, the Drumheller and District Chamber of Commerce, the Royal Tyrrell Museum and MH Enterprises-Drum Discovery, was launched and delivered a free customer care training session to customer facing staff.
- ✓ Badlands Photography was contracted to work with numerous businesses to capture marketing images for themselves and Travel Drumheller to use in marketing.



16K

VIEWS OF ONLINE GUIDE

A YEAR IN NUMBERS

253,753
WEBSITE VISITORS

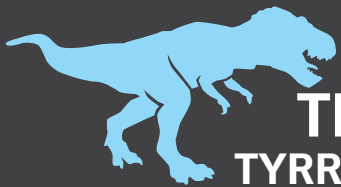
a 48% ↑
from 2020

Summer & Fall campaign had
33,000,000
impressions

with 27,039
Click throughs

4,000 Visitors supported by the
Ambassador program

DID YOU KNOW?



IN 2021
THE ROYAL
TYRRELL MUSEUM

SAW OVER 312,000 VISITORS WHICH IS IMPRESSIVE SINCE IT WAS CLOSED JAN-JUNE 2021

60 BUSINESSES
ATTENDED SOCIALS



150 BUSINESSES
ATTENDED TRAINING AND
INFORMATION WEBINARS

\$45K DIRECT MARKETING
SUPPORT TO BUSINESSES

28 PARTICIPANTS IN DRUM DISCOVERY