



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 the link is in the meeting request

Wednesday August 10th 2022 @ 10:00am

1	Call Meeting to Order
2	Approval of Agenda
3	Approval of Minutes June 8th 2022
4	Financial Report Motion: The Board approves the financial report Revised 2022 budget The Board approves the revised budget Transfer of funds from the trust account to the chequing account
5.	Town of Drumheller Report
6	ED Report
7	Marketing review A social media audit and Lovelife Aboard (influencers) report CurioCity - MS
8	Unfinished Business Excellence Awards ED role- need to prepare for meeting with the Town of Drumheller in August- Update Destination Development Plan
9	Discussion Items Future Board meetings
10	In Camera
11	Adjournment
12	Next meeting September 14 2022

Travel Drumheller Marketing Association

Budget vs. Actuals: 2022 Budget - FY22 P&L

January - July, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4023 Grants	95,463.00	58,333.31	37,129.69	163.65 %
4030 Vacation Guide Revenue	18,410.00	16,333.31	2,076.69	112.71 %
4100 Partnership Agreement	2,640.00	2,333.31	306.69	113.14 %
4200 Revenue	36,423.00	70,000.00	-33,577.00	52.03 %
4210 Deferred Grant Revenue		29,166.69	-29,166.69	
4220 Workshop Revenue	75.00		75.00	
4300 Destination Marketing Fees	21,537.50	32,083.31	-10,545.81	67.13 %
Uncategorized Income		46,666.69	-46,666.69	
Total Income	\$174,548.50	\$254,916.62	\$ -80,368.12	68.47 %
GROSS PROFIT	\$174,548.50	\$254,916.62	\$ -80,368.12	68.47 %
Expenses				
5010 Vacation Guide Expenses	21,597.13	14,583.31	7,013.82	148.09 %
5020 Marketing Projects Expense	153,049.77	122,500.00	30,549.77	124.94 %
5025 Travel Expense	2,267.43	1,458.31	809.12	155.48 %
5033 Reserves		5,833.31	-5,833.31	
5034 Job Fair Expenses	270.62	583.31	-312.69	46.39 %
5190 Subcontracts	39,058.26	65,333.31	-26,275.05	59.78 %
5410 Wages & Salaries	16,250.01	10,500.00	5,750.01	154.76 %
5420 EI Expense	359.43	291.69	67.74	123.22 %
5430 CPP Expense	876.39	291.69	584.70	300.45 %
5440 WCB Expense	200.00	291.69	-91.69	68.57 %
5470 Employee Benefits		420.00	-420.00	
5480 Commissions	1,000.00		1,000.00	
5610 Accounting & Legal	2,902.50	2,916.69	-14.19	99.51 %
5615 Advertising & Promotions	5,199.44	12,833.31	-7,633.87	40.52 %
5617 Sponsorship	21,275.72		21,275.72	
5625 Business Fees & Licenses	101.50	116.69	-15.19	86.98 %
5630 Website Design	12,500.00	5,833.31	6,666.69	214.29 %
5635 Socials	500.00	700.00	-200.00	71.43 %
5640 Courier & Postage	564.39	875.00	-310.61	64.50 %
5670 Fees and Dues	2,122.94	1,166.69	956.25	181.96 %
5685 Insurance		1,750.00	-1,750.00	
5690 Interest & Bank Charges	5.00	32.06	-27.06	15.60 %
5700 Office Supplies	3,733.65	875.00	2,858.65	426.70 %
5710 Training/Education		1,750.00	-1,750.00	
5740 Meeting Cost	2,047.34	583.31	1,464.03	350.99 %
5780 Telephone	548.90	875.00	-326.10	62.73 %
5790 Office Rent	2,962.38	2,800.00	162.38	105.80 %
5895 Meals	58.87	291.69	-232.82	20.18 %
Total Expenses	\$289,451.67	\$255,485.37	\$33,966.30	113.29 %
NET OPERATING INCOME	\$ -114,903.17	\$ -568.75	\$ -114,334.42	20,202.76 %
Other Income				
4440 Interest Revenue	251.03	291.69	-40.66	86.06 %
Total Other Income	\$251.03	\$291.69	\$ -40.66	86.06 %

Travel Drumheller Marketing Association

Budget vs. Actuals: 2022 Budget - FY22 P&L

January - July, 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Other Expenses				
5870 Expenses for Ambassador		583.31	-583.31	
Total Other Expenses	\$0.00	\$583.31	\$ -583.31	0.00%
NET OTHER INCOME	\$251.03	\$ -291.62	\$542.65	-86.08 %
NET INCOME	\$ -114,652.14	\$ -860.37	\$ -113,791.77	13,325.91 %

Travel Drumheller Marketing Association

Profit and Loss

January 1 - August 5, 2022

	TOTAL
INCOME	
4020 Contributions-operating	3,500.00
4023 Grants	95,463.00
4030 Vacation Guide Revenue	18,410.00
4100 Partnership Agreement	2,640.00
4220 Workshop Revenue	75.00
4300 Destination Marketing Fees	54,460.50
Total Income	\$174,548.50
GROSS PROFIT	\$174,548.50
EXPENSES	
5010 Vacation Guide Expenses	21,597.13
5020 Marketing Projects Expense	144,474.77
5025 Travel Expense	4,657.71
5034 Job Fair Expenses	270.62
5190 Subcontracts	39,058.26
5410 Wages & Salaries	16,250.01
5420 EI Expense	359.43
5430 CPP Expense	876.39
5440 WCB Expense	200.00
5480 Commissions	1,000.00
5600 Marketing Initiatives	25,575.00
5610 Accounting & Legal	2,902.50
5615 Advertising & Promotions	5,199.44
5617 Sponsorship	21,275.72
5625 Business Fees & Licenses	101.50
5630 Website Design	12,500.00
5635 Socials	500.00
5640 Courier & Postage	564.39
5670 Fees and Dues	2,104.43
5690 Interest & Bank Charges	5.00
5700 Office Supplies	3,733.65
5705 Small Tools and Supplies	18.51
5740 Meeting Cost	2,047.34
5780 Telephone	548.90
5790 Office Rent	3,362.38
5890 Travel & Entertainment	78.30
5895 Meals	58.87
Total Expenses	\$309,320.25
OTHER INCOME	
4440 Interest Revenue	251.03
Total Other Income	\$251.03
PROFIT	\$ -134,520.72

Travel Drumheller Marketing Association

A/P Aging Summary

As of August 5, 2022

	CURRENT	1 - 30	31 - 60	61 - 90	91 AND OVER	TOTAL
Stingray Radio Inc.					-690.90	\$ -690.90
TOTAL	\$0.00	\$0.00	\$0.00	\$0.00	\$ -690.90	\$ -690.90

REVENUE		2022 Budget	2021 actuals	EXPENSES		2022 Budget	2021 actuals
	Guide Revenue	\$ 28,000.00	\$ -		Vacation Guide Expenses	\$ 25,000.00	\$ 14,263.33
	Partnerships	\$ 4,000.00	\$ 2,585.00		Marketing Projects Expense	\$ 230,000.00	\$ 146,066.00
	Revenue	\$ 120,000.00	\$ 65,200.00		Travel Expense	\$ 5,000.00	\$ 2,036.83
	DMF revenue	\$ 55,000.00	\$ 24,503.00		Subcontracts	\$ 107,000.00	\$ 113,321.00
	Deferred Grant rev	\$ 50,000.00	\$ 70,000.00		EI Expense	\$ 1,200.00	\$ 110.08
	Grants	\$ 320,000.00	\$ 122,700.00		CPP Expense	\$ 1,200.00	\$ 230.65
					Vacation Pay	\$ 1,000.00	
	Interest	\$ 500.00	\$ 533.97		WCB Expense	\$ 600.00	\$ 200.00
	transferred from Trust fund	\$ 70,000.00	\$ 50,000.00		Accounting & Legal	\$ 5,000.00	\$ 4,227.50
					Advertising & Promotions and sponsorship	\$ 25,000.00	\$ 10,000.00
					Business Fees & Licenses	\$ 200.00	\$ 130.00
	I have been through the budget and made a number of revisions as we have received a number of different grants which have had an impact on our expenses. In addition we have not been able to fill the two				Courier & Postage	\$ 1,500.00	\$ 473.82
					Fees and Dues	\$ 3,000.00	\$ 1,974.00
					Insurance	\$ 3,000.00	\$ 2,631.00
					Interest & Bank Charges	\$ 55.00	\$ 57.32
					Office Supplies	\$ 31,500.00	\$ 1,485.24
					Meeting Cost	\$ 1,000.00	\$ 838.93
					Telephone	\$ 1,500.00	\$ 1,500.00
					Meals	\$ 500.00	\$ 104.63
					Wages	\$ 50,000.00	\$ 9,656.00
					Office Space	\$ 4,800.00	\$ 4,000.00
					Reserves	\$ 10,000.00	\$ 10,000.00
					Job Fair	\$ 3,000.00	
					Strategic Planning		\$ 8,000.00
					Web expense	\$ 1,000.00	\$ 1,002.08
					Consultant fees	\$ 100,000.00	
					Web redevelopment	\$ 25,000.00	
					Staff training/conferences	\$ 6,000.00	
					Ambassador expenses	\$ -	
					Socials	\$ 1,500.00	
	TOTAL REVENUE	\$647,500	\$ 285,521.97		TOTAL EXPENSES	\$ 644,555.00	\$ 332,308.41
					Profit/Loss	\$2,945.00	

REVENUE		2022 Budget	2021 actuals	EXPENSES		2022 Budget	2021 actuals
4030	Guide Revenue	\$ 28,000.00	\$ -	5010	Vacation Guide Expenses	\$ 25,000.00	\$ 14,263.33
4100	Partnerships	\$ 4,000.00	\$ 3,000.00	5020	Marketing Projects Expense	\$ 210,000.00	\$ 146,066.00
4200	Revenue	\$ 120,000.00	\$ 80,200.00	5025	Travel Expense	\$ 2,500.00	\$ 2,036.83
4300	DMF revenue	\$ 55,000.00	\$ 50,000.00	5190	Subcontracts	\$ 112,000.00	\$ 113,321.00
4210	Deferred Grant rev	\$ 50,000.00	\$ 70,000.00	5420	EI Expense	\$ 500.00	\$ 110.08
4023	Grants	\$ 100,000.00	\$ 122,700.00	5430	CPP Expense	\$ 500.00	\$ 230.65
					Vacation Pay	\$ 720.00	
4440	Interest	\$ 500.00	\$ 400.00	5440	WCB Expense	\$ 500.00	\$ 200.00
4990	transferred from Trust fund	\$ 80,000.00	\$ -	5610	Accounting & Legal	\$ 5,000.00	\$ 4,227.50
				5615	Advertising & Promotions and sponsorship	\$ 22,000.00	\$ 10,000.00
	NOTES: Have applied for \$435,000 for the tourism relief grant. This will pay for a Destination Development Plan, 2 staff, equipment and seed money for new experiences			5625	Business Fees & Licenses	\$ 200.00	\$ 130.00
				5640	Courier & Postage	\$ 1,500.00	\$ 473.82
				5670	Fees and Dues	\$ 2,000.00	\$ 1,974.00
				5685	Insurance	\$ 3,000.00	\$ 2,631.00
				5690	Interest & Bank Charges	\$ 55.00	\$ 57.32
				5700	Office Supplies	\$ 1,500.00	\$ 1,485.24
				5740	Meeting Cost	\$ 1,000.00	\$ 838.93
				5780	Telephone	\$ 1,500.00	\$ 1,500.00
				5895	Meals	\$ 500.00	\$ 104.63
				5920	Wages	\$ 18,000.00	\$ 9,656.00
				5790	Office Space	\$ 4,800.00	\$ 4,000.00
					Reserves	\$ 10,000.00	\$ 10,000.00
				5034	Job Fair	\$ 1,000.00	
				5880	Strategic Planning		\$ 8,000.00
					Web expense		\$ 1,002.08
					Web redevelopment	\$ 10,000.00	
					Staff training/conferences	\$ 3,000.00	
					Ambassador expenses	\$ 1,000.00	
					Socials	\$ 1,200.00	
	TOTAL REVENUE	\$437,500	\$ 326,300.00		TOTAL EXPENSES	\$ 436,775.00	\$ 332,308.41
					Profit/Loss	\$725.00	



Travel Drumheller
Executive Director Progress Report
August 2022

Key Performance Indicators	April-August
Expanding Travel Drumheller's funding diversity and amounts by 30+%	We are still waiting for the money from Travel Alberta Marketing. We received the Canada Summer Grants however could not fill the position and so closed the program so that we would be able to apply next year. Received \$2,500 from Starland County and will receive a further \$5,000 in 2023.
2022 Guide is produced on budget + time and has sold 100% of ad space	The majority of guides have been distributed and
Improving stakeholder relations within Drumheller, the Drumheller region and with other organizations such as Travel Alberta	A second Drum Discovery will take place on Sept 30 and Oct 1 st . Michelle will be presenting the work on stakeholder engagement at the Board meeting Michelle and Heather attended the CBA meeting on Wed July 6 th . Travel Alberta will be partnering with us on the RFP process for the Destination Development Plan. Michelle and Heather have been undertaking to really improve relations with businesses in the community and have been out visiting businesses on a constant basis. This is being well received.
Investigating other sources of income in addition to the DMF	Starland county are now contributors to Travel Drumheller.
Building relationships with the campgrounds in the region	Having two influencers working with campgrounds. One in June and one in September to promote longer season. The influencer in June was a huge success with great reach and the group in September will be staying at Horseshoe Canyon campground in their cabins. Horseshoe Canyon and DinoRV are the only campgrounds who are partners.

Offering marketing support to partners and other tourism businesses	The media hub is complete. Here is the link https://platform.crowdriff.com/m/travel-drumheller and this will be available for partners to use for content. The Gallery for the website is now curated. Michelle has been working with a couple of partners on their marketing. As has Heather. Heather has four people completely signed up for the mentorship program with 3 people signed up for the courses we think people are waiting for the busy season to end.
Managing the Ambassador program	Cannot fill the Ambassador role. I have had two people lined up and both have pulled out to take other offers.

Other Updates:

Quality Inn funds- We have sent the final report on this campaign to the Quality Hotel, and it is attached to the board package
Destination Development Plan – The group interviewed the four final businesses on Monday 8th August, and we will update the board on Wednesday.

Staffing Michelle will be leaving us in mid-September to do her studies in the UK. This means I will need to look at staffing needs moving forward.

CDME course: this is the Destination Management course I took in July. It was a fantastic course and well worth attending the next session are in October and as I need to take 4 courses to be certified I will be attending this course. Travel Alberta are partly funding this training.

Next social is being held at the Heartwood Inn with D&A gardens doing a wine tasting. There are 15 people signed up for this social. The next one will be at Barney's in September and then we will be at the East Coulee school Museum in October.

New Website The new website is being developed by Non-Fiction. The first draft is complete, and we have been through it with comments and are meeting on Monday to discuss the next draft.

Future Board meetings I would like to integrate more discussion into our board meetings Therefore starting at the September meeting every quarter I will include one or two items from our strategic plan for us to discuss. I want you to feel part of the decision making and also, I want to make the most of your knowledge and expertise. I would also like us to get us all thinking about board recruitment. So, at the next board meeting I will present a proposal on board recruitment.



LOVE

LIFE

Abroad

ADVENTURE
FAMILY TRAVEL

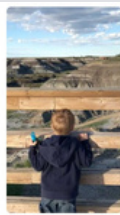
TRAVEL
DRUMHELLER
CAMPAIGN
RECAP

REELS & FEED POSTS



★ Imagine walking next to hoo...
Austin Farwell · Dreaming
June 23 · Duration 0:31

1767 89 89 13 11



5 Breathtaking Viewpoints you...
carneyval · Original Audio
June 17 · Duration 0:15

3857 170 53 40 37



"How long should I stay in Dru...
ARTBAT · Horizon
June 16 · Duration 0:20

3474 132 50 25 21



Wondering where to stay when...
spencerwelling · Outlands
June 22 · Duration 0:05

3176 132 23 13 9



June 15 at 12:13 PM

54 29 0 6

Overview ⓘ

Accounts reached	356
Accounts engaged	55
Profile activity	6



June 21 at 12:24 PM

75 42 8 9

Overview ⓘ

Accounts reached	560
Accounts engaged	81
Profile activity	13



Thank you so much! These itineraries are so helpful! ❤️

1d 1 like Reply



heading to Drumheller in a week. Maybe I'll stay here.

10h Reply

Hide replies



lovelife_abroad @goforadv Ohhh so much. Enjoy your time there. What have you planned? And yes, it's a great camping option. We loved that it was right next to the canyon.



This is a great itinerary! Saved it for a future trip. Thanks for sharing Emilie 💕

1d 1 like Reply




Excellent! I will pass on your compliments to the staff. 😊 Great reel...really highlights all the neat places to see in the Valley!



Thank you for coming, and for all your wonderful posts! We sure appreciate it 😊

ITINERARY DOWNLOADS FROM BLOG POST

<input type="checkbox"/>	drumheller-itinerary		
	Inline		
Visitors:	42	Conversions:	1
		CR%:	2.38%
		Revenue:	\$0.00
<hr/>			
<input type="checkbox"/>	drumheller-itinerary-FR		
	Inline		
Visitors:	127	Conversions:	9
		CR%:	7.09%
		Revenue:	\$0.00

FRENCH FACEBOOK GROUP


Émilie Brillion & Voyage Quest Canadien




DRUMHELLER et les Badlands.

Ça se fait bien en day-trip de Calgary, mais si vous êtes le temps, un 3-4 jours c'est l'idéal. Il y a tellement à voir.

Le Tyrrell Museum est à ne pas manquer (mais pensez à réserver vos billets en avance... timed-entrty). Mais, il y a bien plus que le musée.

Nos coup de coeur:

- **Balade à vélo dans les Badlands** :on a loué des vélos électriques chez Bikes & Bites. Ils offrent aussi des combo pique-nique, donc un bon lunch est préparé et mis dan... [Voir plus](#)






55

63 commentaires



Travel
Drumheller

Social Media Audit Report Jan to August

By Michelle Stewart

Wishful Communications

August 2022

Executive Summary

This audit was conducted in August 2022 on the social media platforms Travel Drumheller (TDH) to determine opportunities and areas for improvement, especially as it connects to their Content Strategy Plan for 2022. Additionally, insight surrounding current engagement levels will be helpful to provide a new direction as a tourism industry leader and increase the organization's exposure on a national and international level.

Key findings in this audit include:

- TDH website has brand consistency in using the logo, key messages and corporate information. The landing page has icons connected to TDH's various social media platforms, and there appears to be cross-posting on Instagram and Facebook platforms.
- TDH's Instagram account is an area of continual growth over the last seven months and is leveraging content to create more two-way communication with its audience on the platform.
- Results of Curicocity Contest From April 20, 2022, to May 10, 2022, and results from the Love Life Aboard Influencer Campaign, June 2022.

Recommendations include continuing to leverage Instagram and Facebook by developing content aligned with the brand's image and establishing TDH as a top tourist destination and industry leader. It is also recommended to update the current content strategy to ensure all content is leveraged to its most total capacity, provide goals and ways to measure the content's success, and continue to incorporate influencers and Curriocity Campaigns as peak season transitions into shoulder season for the fall.

Introduction

A social media audit can help an organization see how its target audience engages with them and the growth from previous audits. This, in turn, will help better understand the overall setup and layout of the profile on various platforms and explore the dynamics associated with the different types of posts that have been created. It also allows the organization to identify areas of weakness, acknowledge where it could be performing stronger, and ensure that branding is consistent. Finally, it can help ensure that future content aligns well with its overall content strategy, brand development, and communication goals.

When conducting an audit, it is essential to break down the types of posts on the various platforms to evaluate what is working to engage with the audience and what is not. Content that is performing best and has high engagement rates is worth paying attention to. High engagement rates are a foundation for a solid social media presence and help build a community around the organization.

Key Findings

For this audit, the Travel Drumheller (TDH) website was examined, as were the three leading social media platforms: Instagram and Facebook. Each platform was evaluated for brand consistency, usability, and content performance.

By tracking social media activity over seven months (Jan. 1, 2022- August 6, 2022), a preliminary assessment of the social media content provided insight to develop best the organization's content strategy performance based on the previous social media audit conducted in Jan 2022. Below is a breakdown of key findings.

Website (TravelDrumheller.com):

Across the website, brand consistency was evident in logo use, key messages, branding colours and corporate information. Updated blogs and imagery to reflect the season's change helped keep audiences engaged as the organization transitioned from peak tourist season into the shoulder and off-season in December.

There appears to be significant engagement with the web pages through an organic search over the past several months. Additionally, anything with attraction seems to get a high engagement rate with audiences on the website. From Jan 1, 2022, to Aug. 6, 2022, the website saw 181,662 users (+15.3%), Sessions 236,125 (+18.4%). Page Views 471,296 (+ 25.9%), while this suggests that traffic had increased on the website activity, audiences were spending more time on the pages with the average session duration time of 01:30 seconds which is a +6.6 increase over the previous reporting period. In addition to this, the bounce rate also dropped by -5.8% to 57.5%. This indicates that audiences spend more time exploring and engaging with the content.

The top three referrals to the webpage from the audience are organic search, paid search and social media. Organic search during this reporting session had 161 870 page views, paid search 75, 198 page views, and social media generated 65,182 page view with 41,295 total sessions.

Below is a snapshot of the top viewed landing pages for the reporting period:

Top Landing Pages

Year over year comparrison

Landing Page	Pageviews ▾
/	179,919
/attractions/royal-tyrrell-museum/	40,098
/attraction/	30,793
/attractions/drumheller-hoodoos/	13,305
/attraction/dinosaur-adventures/	10,577

1 - 5 / 39192



Instagram (Travel Drumheller)

Instagram has helped promote local shops, attractions and restaurants and events happening within Drumheller and the area. There are 4339 followers (gained 1911 since the previous audit, an increase of 55%), 489 followings, and 503 posts. May 2, 2022, saw 353 new followers, and July 31, 2022, saw a264 new followers to the account. This is in conjunction with the two Curiosity Campaigns that were running with a contest. The account posts stunning photos and has a strong brand voice in the messaging while promoting local businesses and restaurants. In addition, it provides the audience with options on what to do, eat, and stay and highlights hidden gems in the area. In the last seven months (Jan 1/22 to Aug. 6/22), the account has reached 3.7k organic engagement with its audience; this is up +168%; previous 90 days (Feb 8 to May 8/22, the organic engagement was 1.4k, and in the last 90 days (May 9- Aug.6/22) 3.7k.

There was an increase in the stories that are being shared across the platform to create engagement with the audience. In the previous 90 days (Feb.8 - May.8/22), there were 77, and in the last 90 days, May 9- Aug. 6/22, 219 stories, an increase of 184.4%. This increase in stories helps create two-way communications with audiences and helps highlight what is happening in Drumheller daily to keep audiences engaged.

This engagement was seen with the stories that were shared by the audience or interacted with as direct replies to stories. Previous 90-days (Feb8-May8/22), there were 32 interactions; in the last 90 days (May.9- Aug.6/22), there were 55 interactions, a 71.9% increase overall.

The number of likes on Instagram was 2,423, which was a + 3.6k% increase, which indicates that the content is engaging and well received by the audiences.

Regarding audience demographics, 30.4 % of followers are from Calgary, 17.3 % are from Edmonton, and 8 % are from Drumheller. Additionally, there was a small change in the demographics 75.1% are women, and 24.9% are men. In the previous report, 69.6% were women, and 30.3% were men. The top three age demographics have not changed significantly from the previous audit, and they are 25-34, 30.4% are women & 9.0 % are men, and 35-44, 25.8% are women, & 8.6% are men. 45-54 8.9% are women & 3.7% are men.

Below is the top three spots where the audience is from on Instagram

City	Percent	Country	Percent
Calgary	30.4	Canada	89.7
Edmonton	17.3	USA	1.4
Drumheller	8	UK	0.5

Curiosity & Social Media Influencers

Curiosity Contest was part of the Uncover Spring Marketing Initiative. This initiative aimed to help promote the spring shoulder travel seasons in Drumheller and the valley beyond the Tyrrell and to promote Drumheller as a two- to three-night destination stay.

- To use current video assets to promote that Drumheller is open for visitors in the springtime.
- Show that we are more than just the dinosaurs
- Uncover the wonder in springtime that the destination is more than just a day trip
- Highlight local businesses (use current partners).

The contest and promotional ads with the article were sponsored by the Quality Hotel and ran from April 21, 2022, to May 10/22.

The campaign consisted of an online contest run by Curiocity across its Calgary and Edmonton channels. In addition, a photo shoot to generate assets for Travel Drumheller and its partners to use post campaign, the sponsored article posted on Curiocity main website and six posts, three on the Calgary social media channel and three on the Edmonton social media channel that would be communicated as a genuine recommendation from a trusted local voice. Curiocity has great success with the brand that continuously raises awareness through its authentic messaging and high-quality assets to help create a strong bond between the brand (in this case, Quality Hotel & Travel Drumheller) and its audience.

Curicotiy guarantees 137,000 impressions¹, and this campaign performed 60% above exceptions with a total of 222,000 impressions; it outperformed across all campaigns.

Market	Post Type	Impressions	Engagement ²	Reach ³
Calgary	Article	30,874	373	22,807
Edmonton	Article	18,336	201	13,059
Calgary	Contest Post	76,931	3746	55,455
Edmonton	Contest Post	48,896	3558	44,546
Calgary	Carousel	31,273	453	24,555
Edmonton	Carousel	15,505	234	22,210
	Total	221,815	8,571	182,632
	Average per post	36,969	1429	30,439

¹ Impressions: are the number of times your content is displayed, no matter if it was clicked or not. This reach is the number of unique people who see your content.

² Engagement: how many people in the audience engaged with the content (clicks, likes, forwards, saves)

³ Reach: is the total number of people who saw your content

Please note that Calgary typically has higher views and engagement with content than Edmonton, as there is a larger audience following in Calgary than in Edmonton.

The contest post outperformed in Calgary marketing, with 76,931 total impressions, 1,090 likes, 2,593 comments, 63 saves and 54,455.

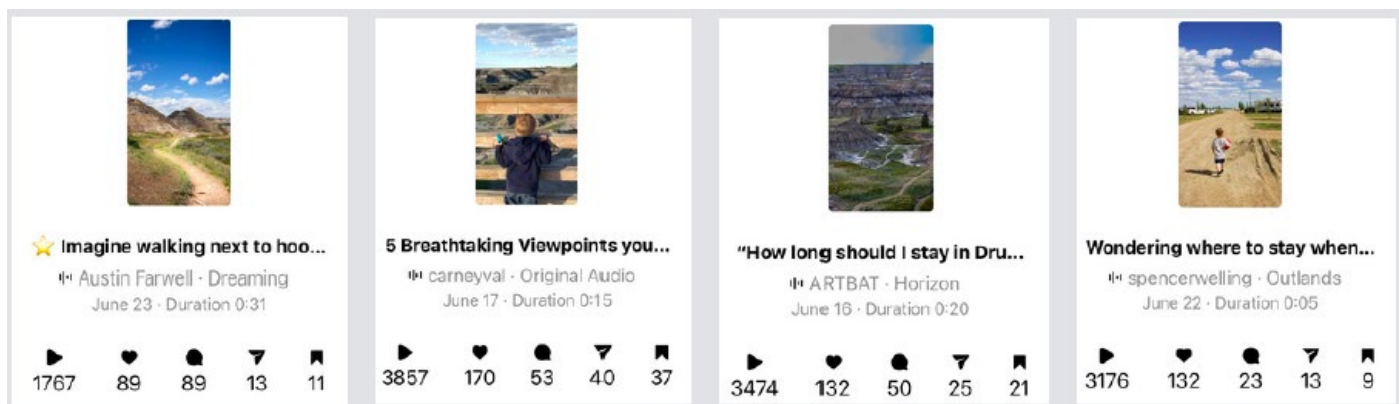
The custom-written article that the Quality Hotel sponsored had 1,180 unique reads, with the average time on the page 1 min 47 min, which is on par with other articles on the Curiosity site. The data collected by the site does not break down the markets where the content was viewed.

It is this campaign that helped increase the exposure and attract more followers to the Instagram account as the contest was run on the Instagram page specifically.

In addition to this, the use of Love Life Aboard, a social media influencer, was used to help generate content to engage with current audiences, specifically reels. Their reels created high engagement with Travel Drumhellers' audience. They also created travel itineraries in both French and English. Their reels were posted to our channels,

- How long to stay in Drumheller (to promote more than a day trip): was played 2,495 times
- 5 viewpoints not to miss: 1894 times played
- Imagine walking along dinosaurs: 4755 times played
- Horseshoe Campground: 3334 times played

Love Life Aboard, provided data from the campaign on their platforms.



June 15 at 12:13 PM

54 29 0 6

Overview

Accounts reached	356
Accounts engaged	55
Profile activity	6

June 21 at 12:24 PM

75 42 8 9

Overview

Accounts reached	560
Accounts engaged	81
Profile activity	13

Thank you so much! These itineraries are so helpful

1d 1 like Reply

heading to Drumheller in a week. Maybe I'll stay here.

10h Reply

Hide replies

lovelife_abroad @goforadv Chhh so much. Enjoy your time there. What have you planned? And yes, it's a great camping option. We loved that it was right next to the canyon.

This is a great itinerary! Saved it for a future trip. Thanks for sharing Emilie

1d 1 like Reply

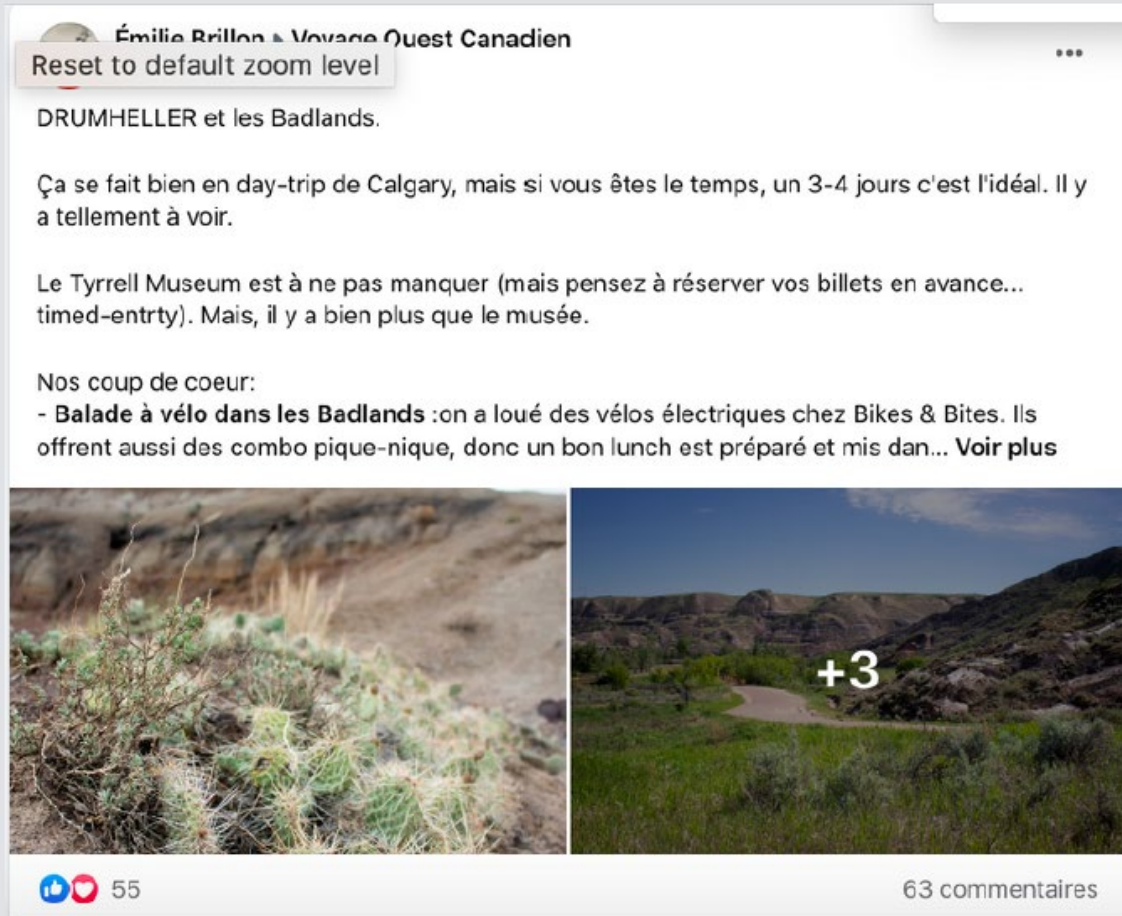
Excellent! I will pass on your compliments to the staff. Great reel...really highlights all the neat places to see in the Valley!

Thank you for coming, and for all your wonderful posts! We sure appreciate it

ITINERARY DOWNLOADS FROM BLOG POST

<input type="checkbox"/>	drumheller-itinerary		
	Inline		
Visitors:	42	Conversions:	1
CR%:	2.38%	Revenue:	\$0.00
<input type="checkbox"/>	drumheller-itinerary-FR		
	Inline		
Visitors:	127	Conversions:	9
CR%:	7.09%	Revenue:	\$0.00

FRENCH FACEBOOK GROUP



Posts and reels and stories appear to be how the current audience engages the most. They also responded well to influencer content and the Curiosity Contest. The use of the same top trending hashtags is consistent between Instagram and Facebook, generating brand awareness and consistency.

Facebook (Travel Drumheller)

The Facebook page currently has 5,805 people followers. From Jan.1/22 to Aug.6/22, the page reached 614,701, a 15.2% increase over the previous audit report.

The audience is 72.2% women and 27.8% men. Top three demographics 25-34 (21.7%), 35-44 (36%), 45-54 (22.2%).

Below is the top three spots where the audience is from on Facebook:

City	Percent	Country	Percent
Calgary	17.1	Canada	93.3
Edmonton	13.8	USA	2
Drumheller	9.2	Philippines	0.5

Facebook's new likes were 516 which is -41.6%, but since Jan 1, 2022, Facebook has had 1,091,281 reaches (41.5 % increase), and Instagram has generated 182,957 (145% increase)reaches.

Facebook organic reach for the previous 90 days was 13.4k which is an increase of 71.9%. Images reached 866, links reached 847, and videos reached 585 accounts respectively.

The top-performing post for Facebook was the hero story on Travel Drumheller being awarded the grant from Prairie Can. This post outperformed any other post on Facebook during this reporting period.

Highest reach on a post ⓘ



Facebook post
We are thrilled to announce Trav
Drumheller has been awarded \$2
May 27, 2022, 10:33 AM

This post reached **299%** more people (3,122 people) than your median post (782 people) on Facebook.

Highest reactions on a post ⓘ



Facebook post
We are thrilled to announce Trav
Drumheller has been awarded \$2
May 27, 2022, 10:33 AM

This post received **913%** more reactions (81 reactions) than your median post (8 reactions) on Facebook.

Highest comments on a post ⓘ



Facebook post
We are thrilled to announce Trav
Drumheller has been awarded \$2
May 27, 2022, 10:33 AM

This post received 11 comments compared to your median post (0 comments) on Facebook.

Overall the growth on Facebook indicates that the audience is listening & engaging with content produced over the past several months.

SEO and Hashtags

A basic SEO was conducted for Travel Drumheller for this reporting period. Given the niche market of Travel Drumheller, no new keywords popped up that would make a significant difference to its current social media.

However, on Google Trends, it is possible to search regionally to see how keywords perform to optimize their use in posts.

Hashtags are another essential element of generating user engagements in social media. Below is a table of the current hashtags being used by TDH and the rate of engagement on Instagram. There was little to no change from the previous social media audit.

Hashtags used	Instagram Impressions
#exploredowntown	5000+
#travelalberta	1.6 million
#dinosaur	5.3 million
#uncoverwonder	1000 +
#drumhellervalley	1000+

Travel Drumheller continues to use relevant hashtags and consistency within their social media posts. As mentioned in the previous report, as the brand evolves and the content strategy develops, it is suggested to create buzz around the brand, creating specific branding hashtags, for example, #uncoverwonder and #drumheller. This will help ensure brand awareness and encourage its audience to use the hashtags to help generate user-generated content that can be reposted on various platforms and

websites to increase two-way communication. And ensure that it is used in posts and stories with consistency—recommendation:

To continue to produce our content in collaboration with selected social media influencers. Instagram has recently made massive changes to its platform for content over the past few weeks. All videos now are automatically treated like reels. This content has high engagement rates from Travel Drumhellers' audience. Also, looking at stories and what is shared on stories, a guideline must be developed to ensure that partners are shared across the social media channels promoting events and happenings around Drumheller. The stories should not be used to promote sales in clothing retail stores. When it comes to the retail partners, sharing unexpected closures or changing store hours is helpful for travellers in making their plans.

Vetting social media influencers to ensure that Travel Drumheller is aligned with the influencers audiences. Also, providing feedback to partners that were highlighted in influencer campaign to show the return on investment, have a clear understanding with the partner that they may not see results straight away as —recommendation of the campaign. This will help build internal stakeholder relations and credibility of Travel Drumheller with the business partners.

As mentioned in the previous report, all new content should be assessed against such goals (i.e. what does our viewer take away from this post, and which strategic goals does this aim to meet?) It is recommended to increase user-generated content to repost on the channels highlighted in stories and posts to help keep audiences engaged and build up brand awareness locally and internationally. It will also help promote shoulder and off-season, making Drumheller a year-round tourist destination. Sharing people's experiences helps highlight the very best of what Drumheller and the valley have to offer and why it is a top tourist destination in Alberta & Canada.

Summary:

Overall, the content and the platforms used by TDH do highlight and engage with audiences they are aiming to reach. Using two-way communication with a social media

influencer and paid media with Curiosity increase overall engagement and help establish TDH as a premier tourist destination in Alberta. Over the last several months, the growth indicated that Travel Drumheller's marketing and communication initiatives are gaining traction with audiences in Alberta and other parts of Canada. Social media and paid media alongside user-generated content will further increase the overall brand awareness, changing the perception of Drumheller from a seasonal tourist destination to a year-round travel destination and bringing those audiences to Drumheller and the valley.



Quality Hotel & Curiosity Spring 2022 Contest Final Report

Prepared by Michelle Stewart, Wishful Communications

July 2022



Prepared For Quality Hotel

Overview:

In the wake of the COVID-19 pandemic and post-pandemic recovery, it is important to drive local and regional tourism to the Drumheller region to support local business. The Quality Hotel's partnership with Travel Drumheller, had a primary objective to increase the awareness of local and regional tourism to Drumheller as a destination for the 2022 shoulder season. This will also allow both organizations to

- Connect with a broader audience
- Attract new potential new audiences
- Support local businesses through this initiative, and build solid relationships through tourism,
- Increase local tourism in the Drumheller region

The main focus was to help increase awareness of Drumheller as a multi-night destination instead of a day trip, highlighting the Quality Hotel through social media channels and paid media to reach a larger target audience in the Calgary and Edmonton markets. This initiative also tied back into the marketing plan for Travel Drumheller to help promote the spring shoulder travel season that goes beyond the Tyrrell and to promote Drumheller as a two to three-night destination stay.

Campaign:

Partnering with Curiosity Calgary and Edmonton, provided access to their platform and audience of active travellers. This media platform offers contests that perform well with 25-45 age demographic audiences. The desired outcome of this campaign is to increase awareness of Drumheller's activities beyond dinosaurs. To make this one of the premier travel destinations in the province and to show that Drumheller is more than just a day trip, to increase longer stays in Drumheller and the valley. The campaign ran from April 21, 2022, to May. 10, 2022.

The winner won a prize pack valued at \$1000 which included:

- A weekend stay at the Quality Hotel
- A round of golf at the Dinosaur Trail Golf course
- Valley Brewing Prize pack
- Black Mountain Coffee Roasters prize pack
- Admission to the Royal Tyrrell
- Ebike rental and picnic from Bites & Bites

The campaign consisted of an online contest run by Curiosity across its Calgary and Edmonton channels. In addition, a photo shoot to generate assets for Travel Drumheller and its partners to use post campaign, a the sponsored article posted on the Curiosity main website and six posts, three on the Calgary social media channel and three on the Edmonton social media channel that would be communicated as a genuine recommendation from a trusted local voice. Curiosity has great success with the brand that continuously raises awareness through its authentic messaging and high-quality assets to help create a strong bond between the brand (in this case, Quality Hotel & Travel Drumheller) and its audience.

Results:

Curiocity guarantees 137,000 impressions¹, and this campaign performed 60% above expectations with a total of 222,000 impressions; it outperformed across all campaigns.

Market	Post Type	Impressions	Engagement ²	Reach ³
Calgary	Article	30,874	373	22,807
Edmonton	Article	18,336	201	13,059
Calgary	Contest Post	76,931	3746	55,455
Edmonton	Contest Post	48,896	3558	44,546
Calgary	Carousel	31,273	453	24,555
Edmonton	Carousel	15,505	234	22,210
	Total	221,815	8,571	182,632
	Average per post	36,969	1429	30,439

Please note that Calgary typically has higher views and engagement with content than the Edmonton as there is a larger audience following in Calgary than Edmonton.

The contest post outperformed in the Calgary marketing, with 76,931 total impressions, 1,090 likes, 2,593 comments, 63 saves and 54,455.

The custom-written article that the Quality Hotel sponsored had 1,180 unique reads, with the average time on the page 1 min 47 min, which is on par with other articles on the Curiocity site. However the data collected by the site does not break down the markets where the content was viewed. Here is a link to the [article](#).

¹ Impressions: are the number of times your content is displayed, no matter if it was clicked or not. This reach is the number of unique people who see your content.

² Engagement: how many people in the audience engaged with the content (clicks, likes, forwards, saves)

³ Reach: is the total number of people who saw your content

Budget:

<u>Prizes/Expenses</u>	<u>Budget \$35,000</u>	<u>Actual Cost</u>
Valley Brewing Prize Packages	\$150	\$145.80
Bikes & Bites Prize for Contest	\$300	\$292.95
Valley Brewing Photoshoot	\$100	\$86.10
Bikes & Bikes Catering Photoshoot (both days)	\$500	\$440.00
Dinosaur Golf Trail Prize for Contest	\$400	\$250.00
<u>Paid Media Campaign</u>	<u>Budget</u>	<u>Actual Cost</u>
Curiosity paid media	\$9000	\$5000
Total:	\$44,000	\$6,214.85

Summary:

We were able to get feedback from Meagan Brackman who was the Curiosity Spring Contest Winner, and this is what she said about her stay here in Drumheller:

“We had a really great trip! We started the day with some golf, and although we aren’t the most experienced golfers, the course was excellent, and the staff was very friendly and accommodating. In between the golf and biking, we enjoyed a walk on the walking trail near the museum. After that, we headed to Bikes and Bites, and although we were a little early for our reservation, Lana and Natalie were super accommodating and got us on our bikes right away. It was our first time riding e-bikes, and we loved it! I would like to do them again next time we visit Drumheller. The lunch they provided us with was

great too. Finally, we headed to Valley Brewing in the evening and enjoyed a beer on the beautiful patio. The Quality hotel staff was very friendly, and the room was clean.

Overall we had a really great time! We've been to Drumheller a few times before, but those were two new activities we had never tried, so it was nice to experience something new we wouldn't have thought to do while visiting. And thanks so much for the lovely gift basket!"

Overall the campaign proved to be a success; it highlighted the high interest in Drumheller and the region. This exposure via Curiciocity also helps reach new audiences looking to explore in their backyard while creating brand awareness for both the Quality Hotel, Travel Drumheller, Black Mountain Coffee Roasters, Valley Brewing, Dinosaur Trail Golf course, Bikes & Bites, and the Royal Tyrrell Museum. It also highlights what can be done in the shoulder season and that Drumheller is a multnight destination.

Notes:

- We were hoping to have another contest later in the season, which would have helped build on the foundation of the first campaign regarding businesses in the area, a multi-night destination and helping to stretch the shoulder season. This second campaign would have cost an additional \$6000 to run.
- The Zoo Eggstravaganza contest was successful in that there were an additional 119 new subscribers to the public quarterly newsletter. Being at the zoo event also helped increase awareness of Travel Drumheller & Quality Hotel with a crowd of 10,000 visitors. We would like to discuss the cost of this room and the goody bag coming from your DMF Fund.

The Zoo Contest winner **Kristina Brache** had this to say about her & her family's experience in Drumheller:

"Our experience in Drumheller was amazing. We were staying overnight, allowing us to experience the surrounding town and what it offers. On the first day, we did the

museum. I love the hiking path in the hoodoos nearby. We also did the bikes and Bites on the first day. We had so much fun and loved biking along the pathway by the river and up to the museum. Our kids loved it, too, and bikes and bites were ideally located for a nice bike ride. Their food was also excellent. We have tended only to eat fast food in Drumheller in the past, so we were very impressed with the freshness and the fun of taking it on a picnic ride. They were perfectly ready for us with the food, bikes, and chariot. We had so much fun that we wanted to do it again, and our boys still asked us to do bikes and bites in other places. We highly recommend this experience and have mentioned it to people we know who are going to Drumheller.

As for the hotel, we loved the view of the hoodoos, its convenient location, cleanliness, and the breakfast was a great bonus so that we could get out and quickly keep exploring the area. The gift pack was such a pleasant surprise in the hotel. The kids were overjoyed with the candy (which were very tasty) and the surprise gift card to valley brewing and the coffee shop. We looked up the coffee shop and planned to go there for their famous cinnamon buns. We also greatly enjoyed the valley brewing refreshments and venue. On Sunday morning, we went golfing. We loved doing this with our kids. We have never taken them golfing due to the expense, and we appreciate how accommodating they were to meet our families needs. The kids had so much fun on the golf carts and hitting balls for the first time. We loved the beautiful venue and peaked at the exceptional scenery from the back 9. Experience pro golfers don't want to miss. We loved the great family-friendly atmosphere of this golf course and would encourage families and avid golfers to go there.

This experience was fantastic for us, and I think it made us reconsider wanting to stay in Drumheller overnight when we go next time so that we can enjoy some of these fantastic businesses again. We feel very fortunate to have won this trip and had these experiences with our kids and the opportunity to enjoy the town”.

Original Proposal Appendix 1



Quality Hotel, Drumheller
Spring 2022 Marketing Proposal
By Michelle Stewart, Wishful Communications



Prepared for Quality Hotel Drumheller, Alberta

Overview:

In the wake of the COVID-19 pandemic and post-pandemic recovery, it is essential to drive local and regional tourism to the Drumheller Valley, KneeHill Area area to support local business. Through Quality Hotel partnership with Travel Drumheller, the main objective is to affect the awareness of local and regional tourism for Drumheller Valley for the 2022 shoulder season. This will also allow both organizations to

- Connect with a broader audience
- Attract new potential new audiences
- Support local businesses through this initiative, build solid relationships through tourism,
- Increase local tourism in the town of Drumheller and the Knee Hill Valley area

Proposal:

To create a travel package aimed at families and couples that highlights the uniqueness of the valley, that supports local business and makes Quality Inn the hotel of preference for tourists to Drumheller.

Outline of Promotion & Supporting tactics

Below is a brief outline of the packages with examples for the promotion packages to be purchased between late January and early March 2022. These will be redeemed during the shoulder season. Customers can choose two activities to create a package that suits their needs.

- Dates are subject to change based on COVID-19 restrictions and business opening

Package #1: Family	Package #2: Couples
<ul style="list-style-type: none">• One-night stay at Quality Inn• Book between March-June 2022 <p>Choose two of the following activities:</p> <ul style="list-style-type: none">• Pass to Royal Tyrrell Museum• Badlands walk with Drumheller Nordic Walking• Gift card to Aucroque Monsieur for a	<ul style="list-style-type: none">• One night stay at Quality Inn• Book between March-June 2022 <p>Choose two of the following activities:</p> <ul style="list-style-type: none">• A gift card to the Brewery for a dinner/tasting or• Gift card to Bikes and Bites or• Gift card to Pearl and Hart

<ul style="list-style-type: none"> meal • Pass to the recreation centre 	<ul style="list-style-type: none"> • A round of golf (18 holes) • Nordic walk (night)
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Final Package Confirmed:

To provide the winner of the contest with a package that they go out and explore Drumheller and the Valley while supporting local businesses, which includes the following:

- One-night stay at the Quality Hotel
- Bikes & Bikes e bike rental and lunch for two
- Gift cards and swag to Valley Brewing
- Gift cards and swag to Black Mountain Coffee Roasters
- Round of golf (either 9 or 18) with clubs and golf cart rental for two

Quality Hotel once winner announced will book the stay and all other aspects of the prize to be awarded will be booked by Travel Drumheller.

This promotion will help the following business objectives and will be supported by social media promotion and earned/paid media.

Business Objective,	Social Media Goals	Metrics,
Grow brand awareness for both Quality Inn and Travel Drumheller	Awareness of current and potential audiences	Tracking data analytics for brand awareness (social media)
Turn current customers into returning customers	Engagement to establish two-way communication with current audiences	<ul style="list-style-type: none"> • Earned and paid media • Tracking data analytics for brand awareness (social media)

Increase tourism to the Drumheller Valley for spring 2022 shoulder season. Drive sales for Quality Inn and local business	Conversations to demonstrate the effectiveness of social media engagement	<ul style="list-style-type: none"> • Increase traffic to the Quality Inn, and Travel Drumheller website • Increased mentioned on social media (likes/mentions/@'s)
Build relationships with businesses in Drumheller for both the Quality Inn and Travel Drumheller	Share social media audiences and widen the audience	Reach of posts through New followers

Social Media:

The social media campaign will be supported with brand-specific hashtags, links to drive traffic to the Quality Inn website for booking, relevant package information (pricing, travel dates etc.). Using social media channels will allow Quality Inn and Travel Drumheller to connect with its current audience base and attract potential new audiences. The use of data analytics and social media to track engagement on the platforms to determine the success of the promotions and increase conversion from new audiences. It also allows for two-way communication for those who buy the promotion to talk about their experiences in Drumheller that they share on their respective social media channels. The data analytics tracked from these platforms helps both organizations understand where audiences are coming from and target potential new audiences locally, regionally and internationally.

Budget:

Marketing

Tactics	Time	Budget
Social Media <ul style="list-style-type: none"> • Facebook • Instagram • Quality Inn 	Jan to March 2022	Included in the Travel Drumheller campaigns, no extra cost

Website • Travel Drumheller website		
Newsletter	Jan to March 2022	Free
Curio City (YYC/YEG)	TBD	\$9000
Tourism Calgary	TBD	\$5000
Calgary Zoo Activation	April 2022	\$500
Buying of packages	Jan to March 2022	\$35,000
Total Cost		\$49,500

Roles and responsibilities:

Quality Inn

Provides images/branding/logos/specific hashtags used on social media channels

Approval of messaging and content calendars

Manages all the bookings

Travel Drumheller

Creates all marketing materials

Creates the content calendar

Creates all imagery

Manages the promotions through Curio City, Tourism Calgary and Calgary Zoo

To be discussed

How the purchasing of the different package items will work- is it upfront or at the time of booking?