

# TRAVEL DRUMHELLER

## 2022 ANNUAL REPORT

### CHAIR'S MESSAGE

In 2022 the effects of the pandemic were still being felt; there were struggles in staffing, rising supply costs, and supply chain issues. Despite that, the hotel and campground occupancy rates maintained elevated levels throughout the season. The Royal Tyrrell Museum reached a new milestone of 501,430 visitors in a calendar year. We continue to see new businesses arriving in Drumheller and the Rails to Trails project is coming to life.

Travel Drumheller received funding support from local municipalities, the provincial government through Travel Alberta, and the Federal Government through Prairies Can. This support highlights the importance of tourism in our region and its role in the economy of Alberta and Canada.

Our Destination Development Plan is now ready and I am excited to start working through the activities with partners to take Drumheller to the next level in a sustainable way.

With the launch of the I Love DV campaign we focused on and celebrated what an amazing area we live in.

If you have any questions or comments about Travel Drumheller and tourism in the region do not hesitate to get in touch.

*Ryan Semchuk*

Ryan Semchuk  
Chair Travel Drumheller

### HIGHLIGHTS

Travel Drumheller reached new levels of promotion, partnership building, lobbying and raising awareness in 2022



#### Increased support

Receiving \$300,000 in Tourism Relief funding from Prairies Can for the Destination Development Plan and hiring a Business Support Manager who created a series of business support programs.



#### Community Pride

The "I love Drumheller Valley" campaign was created to celebrate the Drumheller Valley and the people who live here.



#### Drum Discovery

The first in-person Drum Discovery event in May was a resounding success, receiving rave reviews from participants. The event showcased Drumheller's unique attractions and cultural offerings and provided staff with some great customer care skills.



#### Partnership

Partnering with Community Futures, Big Country, the Town of Drumheller, and the Drumheller and District Chamber of Commerce to conduct a survey of 113 businesses in the region was an important step in understanding the impact of tourism on Drumheller's economy.

## BUSINESS SUPPORT

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

- ✓ Hired a Business Support and Development Officer to mentor and support our partners
- ✓ Collaborated with Badlands Photography and C Schatz Film & Photography to provide partners with incredible image and video content
- ✓ Provided 6 workshops to educate and support partners in their marketing and business goals

# 11K

VIEWS OF ONLINE GUIDE



## A YEAR IN NUMBERS

**342,304**  
WEBSITE VISITORS

a **30%↑**  
from **2021**

2021 CAMPAIGNS HAD  
**43,376,907**  
IMPRESSIONS


with **337,743**  
click throughs

**60** businesses registered  
as partners

**8** businesses  
mentored

**24** PARTICIPANTS IN DRUM DISCOVERY

DID YOU KNOW?

 **IN 2022**  
**THE ROYAL**  
**TYRRELL MUSEUM**  
**SAW OVER 500,000**  
**VISITORS FOR THE**  
**FIRST TIME** SINCE 1984

**66**

BUSINESSES  
ATTENDED SOCIALS



**45** BUSINESSES  
ATTENDED 10 TOPICS  
IN 6 WORKSHOPS

**\$15K**

IN EVENT SPONSORSHIP  
DISTRIBUTED

**TOURISM MEANS** **\$70 MILLION** IN SALES  
**\$16 MILLION** IN WAGES  
**569** JOBS IN DRUMHELLER