

DISTINCTLY DRUMHELLER

TRAVEL DRUMHELLER STRATEGIC PLAN
2026 – 2029

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Introduction

This strategy is designed to guide Travel Drumheller's priorities and direction through 2029. It was shaped by a broad range of voices—tourism stakeholders, regional partners, and local residents—ensuring it reflects the needs and aspirations of the wider Drumheller region. The result is a strategy that is practical, actionable, and distinctly Drumheller.

Our intention is to align with and build upon the Destination Development Plan, ensuring that Travel Drumheller has a focused and operational strategy to guide the organization through the 2026-2029 planning period. While the Destination Development Plan addresses the broader region, this strategy defines what Travel Drumheller specifically needs to do to support year-round tourism growth, improve visitor sustainability, and address seasonal imbalances—particularly the current overreliance on summer visitation and a limited number of high-traffic attractions.

While Travel Drumheller's day-to-day work centers on attracting and serving visitors, the organization understands that tourism deeply affects the people who live here. From economic development and infrastructure to cultural vibrancy and community pride, this plan embraces the essential connection between tourism and quality of life in Drumheller.



Our region

When we refer to "Drumheller and region" throughout this strategic plan, we are referencing the immediate geographic area illustrated in the map below. This includes the Town of Drumheller as well as surrounding communities such as Munson, Wayne, Dalum, Rosebud, Dorothy, and nearby parts of Kneehill County, Starland County, and Wheatland County.

These communities form the foundation of our tourism catchment area and represent the core destinations, experiences, and stakeholders that shape our regional tourism network.

This shared geography reflects not only proximity, but a connected visitor experience — one that flows through landscapes, cultural stories, and travel routes that define the Drumheller Valley and its surrounding area.



Executive summary

This strategy is designed to cultivate a balanced, focused, and thriving tourism economy while fostering a welcoming environment for both visitors and residents. By clearly defining Travel Drumheller's organizational role and strengthening community tourism capacity, we aim to position the Drumheller region as a year-round destination that fully leverages its unique landscape, history, and culture.

Through strategic initiatives, we will enhance seasonal tourism opportunities, strengthen partnerships, and promote responsible tourism practices that align with community values. By prioritizing sustainable growth, local business support, and visitor experience enhancement, Travel Drumheller will ensure that tourism remains a key driver of economic and social well-being for the region.

Our overall focus:

- Visitor dispersion through the region
- Expansion into the spring and fall

To accomplish this, our strategy is built upon five core strategic goals:

1. Strengthen funding and financial sustainably
2. Expand year-round and experiential tourism
3. Elevate branding and marketing
4. Build a community tourism culture
5. Leverage the regional tourism network

We will continue to review and evaluate the effectiveness of this strategy, as well as our organizational effectiveness, to ensure the long-term success of Travel Drumheller.

Research and engagement

A detailed research and engagement approach

This work is anchored by a detailed and intentional approach. The recommendations made in this strategic plan come through deep research, community stories, lived experiences, and consultation with a variety of groups using a wide variety of data-collection methods.

Our approach included research and a series of stakeholder and public engagement activities conducted between October 2024 and February 2025. These activities helped ensure the strategic priorities and goals outlined in this plan reflect the values and aspirations of the region, its residents, and the local tourism industry. Key findings from the research and engagement process informed the development of this strategy and are summarized in the appendix

Discovery & baseline research:

a discovery meeting was held with Travel Drumheller to build and understand the context, needs and requirements of the community. Background documents and secondary research of existing regional and provincial strategies and data were then reviewed to further understand the region and its tourism path and potential.

In-depth interviews:

12 one-on-one in-depth interviews were conducted across with a diverse pool of stakeholders including:

- Town partners
- Regional community partners
- Drumheller Chamber
- Tourism operators
- Community members
- Tourism industry partners

Dialogic workshop:

a 3-hour multi-stakeholder workshop was held in Drumheller, gathering community, industry, and other partners. Discussions focused on community wants, needs, values, challenge, and opportunities for tourism in the Drumheller region. A total of 25 participants plus Travel Drumheller staff filled the room.

Site visit:

half day was spent in community to become familiar with the communities, the core tourism experiences and products the people, and the culture.

Research and engagement

Board consultations:

half day in-person consultation session was held with the Travel Drumheller Board to discuss industry needs, key challenges, current strategic endeavors, and organizational goals and vision.

Staff consultation:

half day virtual consultation session was held with the Travel Drumheller staff to better understand the internal and operational issues and needs of Travel Drumheller.

Board strategy planning:

half day in-person strategic planning session was held with the Travel Drumheller Board to review and discuss specific elements of the strategy.

Engagement with Siksika Nation :

Travel Drumheller met with a group of Siksika Nation members at Blackfoot Crossing for a 2-hour session to build relationship, understanding, trust, and to discuss tourism opportunities between the Drumheller region and Siksika operators.

Attendees included:

- Operators
- Elders
- Travel Alberta
- Travel Drumheller
- Blackfoot Crossing ED
- Tipi owners

Key learnings from the research and engagement process are outlined in the following page.

Key insights form stakeholder engagement

We need to define the role of travel Drumheller more clearly – what we do and don't do.

Greater community engagement and education around the benefits of tourism are essential for both residents and businesses. However, the current sentiment among residents and businesses toward tourism and Travel Drumheller remains very positive.

Lean into and leverage the dinosaur. Also amplify other distinct assets:

- Hiking and biking trails
- Coal mining history
- Hoodoos
- Horseshoe Canyon
- Amphitheater

Drumheller needs more tourism infrastructure and anchor attractions.

The unique landscape, trails, and events were identified as additional travel motivators.

We need to stretch the summer season into the shoulders. It's not about the winter yet.

Visitors need more to do beyond a day-trip from Calgary. Drumheller can be a base for adventure by package regional experiences and itineraries to drive overnight visitation.

Leveraging events/conferences is also seen as an opportunity, but coordination is needed to ensure the opportunity is maximized.

The inclusion of Drumheller in one of Travel Alberta's top priority TDZ's is seen as a huge opportunity. Aligning the efforts of the community to optimize the benefits will be key, as will sufficient funding to be able to deliver on the expectations. Stable funding will be a key component for long-term success.

Key consideration: will additional growth be manageable from a labour and housing perspective?

Destination type analysis

Extensive qualitative and quantitative research across Canada, the US, UK and Germany has revealed that there are a limited number of different types of destination: 9 to be specific.

Every destination has a primary type and one or two secondary types – as defined by travellers – that becomes its unique positioning fingerprint.

The power of this typing is that you can:

- Easily identify the terrain in which your destination should compete.
- Focus marketing where it matters.
- Identify your true competitors.
- Identify how you are distinct from your adjacent tourism communities.
- Identify different strengths within your region.
- Guide product development.

There is also an opportunity to identify the difference between how you see yourselves and how visitors see you. This can yield surprising results.

As part of this project, a destination types analysis was conducted for Drumheller. What did we learn?

Drumheller Tourism Types

Drumheller has two primary types:

1. **Fresh Perspectives** (lead): This type of destination helps you learn about the world and learn about yourself. In Drumheller's case, the learning is focused on the world and much less about yourself.
2. **Base for Adventure** (support): a place to return to after a day of adventure.

Strategic implications:

- Leverage strength in learning about the world, with a focus on the joy of learning.
- Round out Fresh Perspectives to include more opportunities to learn about yourself.
- Build a stronger Base for Adventure, which is impactful but only moderately strong.

A full tourism types analysis is available upon request.



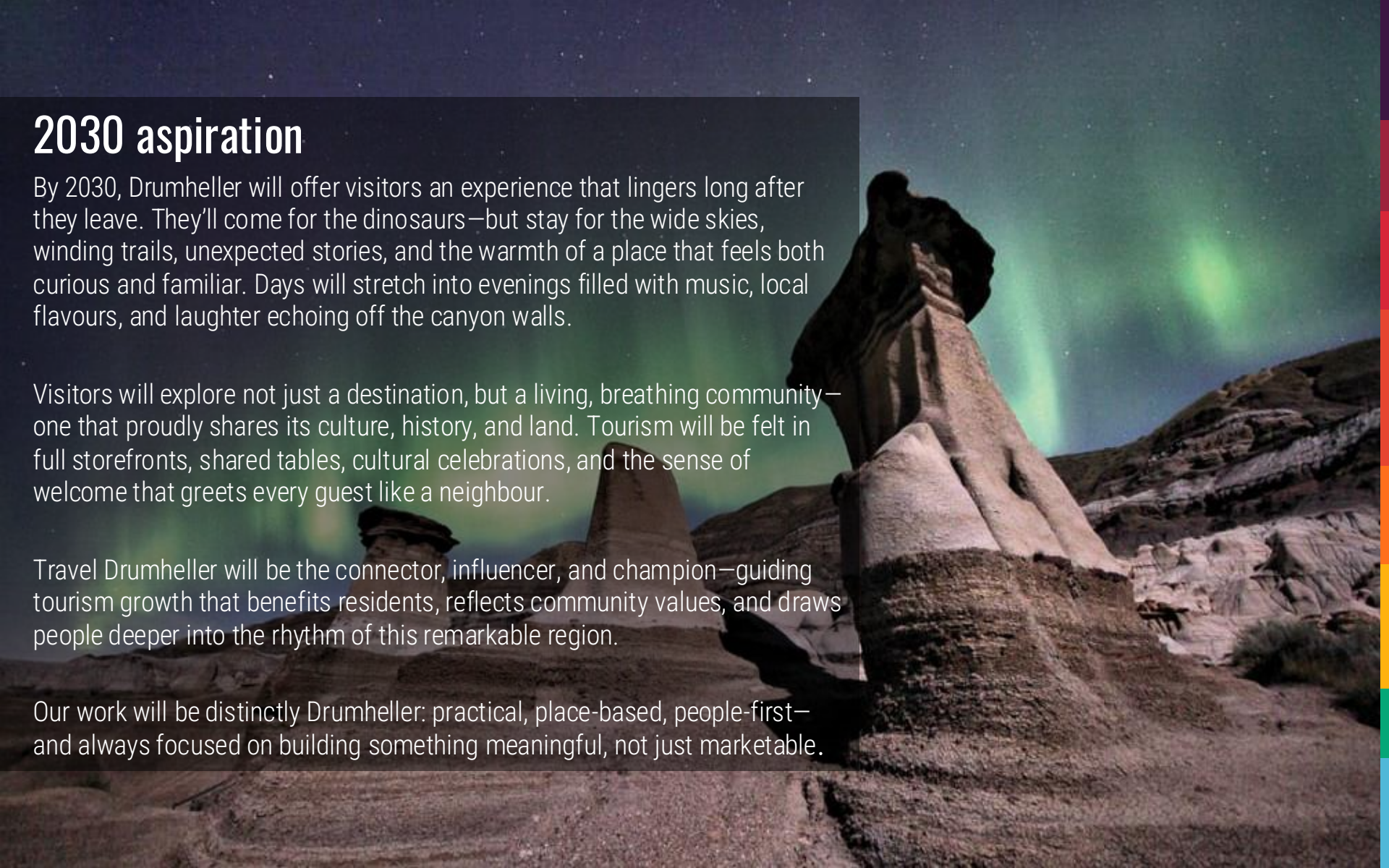
2030 aspiration

By 2030, Drumheller will offer visitors an experience that lingers long after they leave. They'll come for the dinosaurs—but stay for the wide skies, winding trails, unexpected stories, and the warmth of a place that feels both curious and familiar. Days will stretch into evenings filled with music, local flavours, and laughter echoing off the canyon walls.

Visitors will explore not just a destination, but a living, breathing community—one that proudly shares its culture, history, and land. Tourism will be felt in full storefronts, shared tables, cultural celebrations, and the sense of welcome that greets every guest like a neighbour.

Travel Drumheller will be the connector, influencer, and champion—guiding tourism growth that benefits residents, reflects community values, and draws people deeper into the rhythm of this remarkable region.

Our work will be distinctly Drumheller: practical, place-based, people-first—and always focused on building something meaningful, not just marketable.



OUR GUIDING PRINCIPLES

**Three guiding principles are the compass for our strategy.
They reflect our identity and hold us accountable to what matters most.**

COMMUNITY FIRST



WARM AND WELCOMING



RURAL REDEFINED



COMMUNITY FIRST



What benefits Drumheller visitors should also benefit its residents. Travel Drumheller will prioritize:

- Sustainable tourism strategies that improve quality of life for residents.
- Ensuring local businesses and services benefit from increased tourism.
- Encouraging responsible tourism practices that align with community values.

WARM AND WELCOMING



Drumheller is a community built for all people. Travel Drumheller will prioritize inclusivity by ensuring that:

- Events and initiatives are accessible to all visitors, regardless of ability or background.
- Diverse voices are consistently represented in decision-making.
- Visitors and locals alike experience a sense of belonging and hospitality.

RURAL REDEFINED



Drumheller's identity is deeply tied to its rural character, but that means more than just farms and hay bales. Rural life here offers:

- A slower, more intentional pace of life.
- Strong community ties—knowing your neighbor, supporting local businesses, and fostering a sense of place.
- Connection with history, heritage, and landscapes unique to Drumheller.

STRATEGIC FRAMEWORK

The role of Travel Drumheller

Grow awareness and visitation

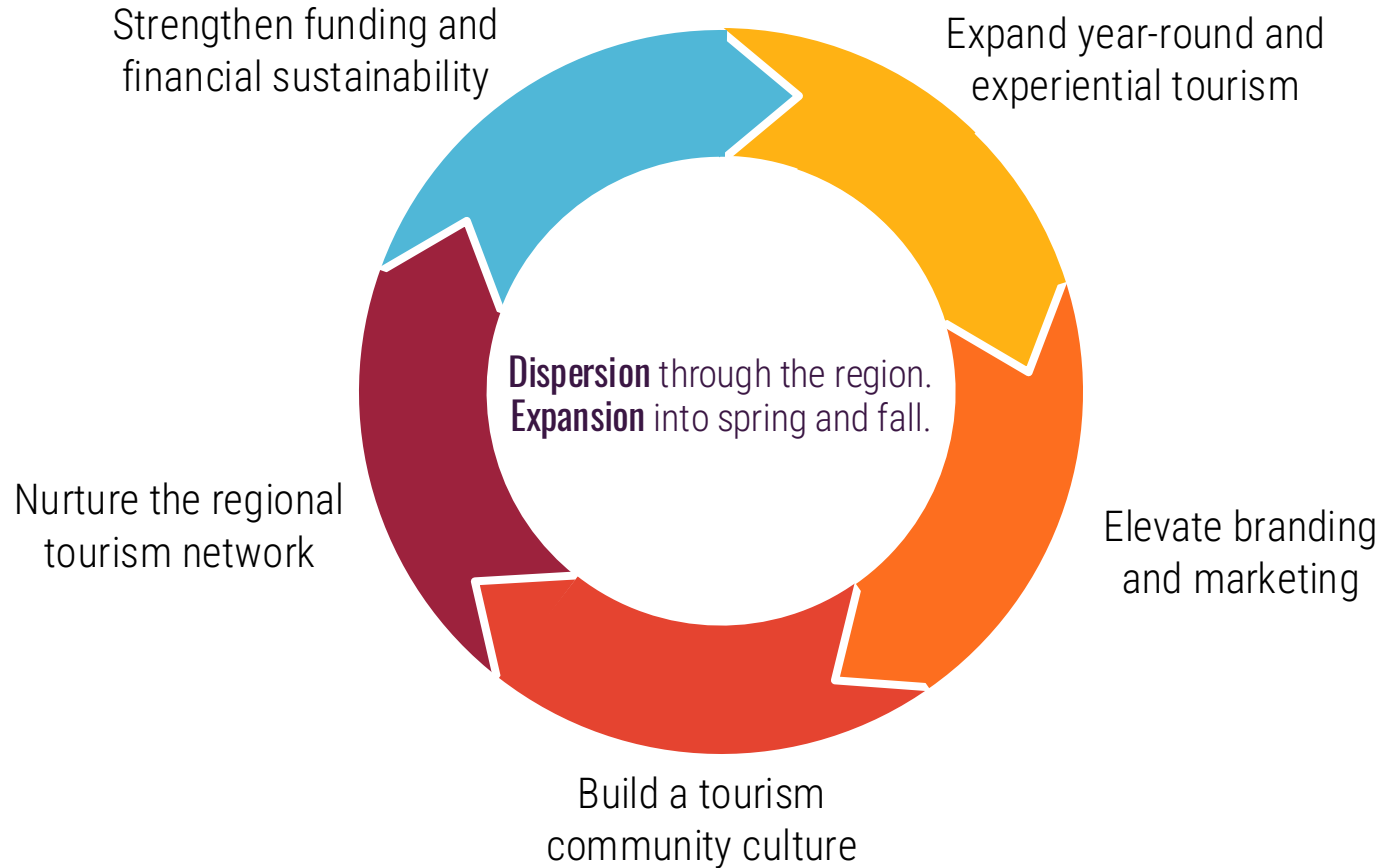
Build and **connect** the tourism community

Activate product development (including investment attraction)

Lead destination development

Gather and **share** research and performance tracking

Strategic framework



Strategy at-a-glance

Focus	Dispersion through the region			Expansion into the spring and fall	
	Strengthen funding and financial sustainability	Expand year-round and experiential tourism	Elevate branding and marketing	Build a tourism community culture	Nurture the regional tourism community
Goals	Diversify revenue streams	Encourage visitor dispersion across the community	Strengthen destination storytelling and branding	Expand tourism education and engagement	Build a reciprocal relationship between the Siksika Nation and Travel Drumheller
	Strengthen operational excellence	Strengthen experience itineraries	Expand marketing and promotion	Support local businesses	Build collaborative tourism partnerships
Strategies	Evaluate the membership model	Grow off-season visitation	Promote the nighttime and food scene	Amplify cultural representation	Build an export-ready regional iconic itinerary
		Support transportation solutions	Bolster events and activities promotion		
		Influence TDZ development			
		Catalyze tourism investment and action			

Goal 1: Strengthen funding and financial sustainability

Ensuring the long-term financial stability of Travel Drumheller is critical to delivering impactful destination marketing and tourism initiatives. Sustainable funding allows for consistent promotion, infrastructure improvements, and industry support, ultimately driving economic benefits for the region.

Diversify and grow revenue streams

To build financial resilience, Travel Drumheller must reduce dependency on any single funding source by expanding its revenue streams. A diverse funding model ensures stability through economic fluctuations and enables greater investment in high-impact initiatives.

Expand public-private partnerships for funding tourism projects: engage businesses and community stakeholders in funding tourism projects that benefit the entire region. Develop structured investment opportunities that demonstrate clear returns for partners.

Support acquisition of corporate sponsorships for major attractions & events: position Travel Drumheller as a high-value promotional partner for brands looking to reach engaged visitor markets.

Continue building on Drumheller's success in securing provincial and federal grants: continue to identify and apply for provincial and federal grants aligned with tourism growth, regional economic development, and infrastructure enhancement.

Maximize funding opportunities with Travel Alberta: align initiatives with their strategic priorities, ensuring eligibility for funding programs, cooperative marketing partnerships, and joint promotional efforts.

Strengthen operational excellence

Define the role of Travel Drumheller:

What we do

- Grow awareness and visitation
- Build and connect the tourism community
- Activate product development (including investment attraction)
- Lead destination development
- Gather and share research and performance tracking

What we don't do

- Travel Drumheller as an organization does not directly develop experiences, products, or infrastructure. Rather, we support regional experience development through other means.
- Travel Drumheller promotes the region collectively, using business stories to support destination marketing, but does not market individual businesses or develop content on their behalf.

Goal 1: Strengthen funding and financial sustainability

Build Board and staff capacity: stronger governance and aligned internal capacity are critical to Travel Drumheller's ability to lead effectively, deliver on its strategy, and respond to the evolving needs of the tourism sector. Investing in people—both staff and board—will ensure the organization is equipped to sustain its momentum and impact

Staff development

- Align staff skills with strategic priorities. Assess current capacity gaps and determine whether these needs can be met through professional development, role redefinition, or strategic hiring.
- Establish an internal learning culture, encouraging staff to share knowledge, attend relevant tourism and destination development conferences, and stay connected to provincial and national trends.

Board development

- Create a comprehensive board orientation package that outlines Travel Drumheller's strategic direction, organizational role (what we do vs. what we don't), and the distinction between governance and operational responsibilities.
- Facilitate regular board training in tourism governance, financial oversight, and industry trends to ensure members are confident decision-makers and ambassadors.
- Promote strategic alignment by ensuring board meeting agendas and discussions stay closely tied to the implementation and tracking of the strategic plan.

Evaluate the membership model

A strong and sustainable funding model requires an efficient approach to partnership engagement and support. Travel Drumheller should assess whether its membership structure is delivering value and explore alternative models that align with its destination marketing role.

Determine the best model for visitors and the organization: determine the most effective structure for industry engagement and financial sustainability, exploring alternatives to the current membership model that reduce administrative burden, allows greater focus on destination marketing, and maintains strong stakeholder support.

Goal 2: Expand year-round and experiential tourism

Diversifying tourism beyond peak seasons and offering immersive, transformative experiences will increase visitor spending, extend stays, and create a more resilient tourism economy. By leveraging existing assets and developing new offerings, Drumheller can attract a broader audience year-round

The goal for Drumheller is to:

- Maximize visits in Summer and Winter.
- Create new visits for the Spring and Fall.

Encourage visitor dispersion across the community

Promote experiences beyond the primary attractions: highlight Drumheller's full range of historic, cultural, and adventure-based offerings including trail systems, ensuring visitors explore the entire region beyond the primary offerings (i.e. the Royal Tyrrell).

Encourage transformative and educational visitor experiences: today's travellers are looking for more than just attractions — they seek experiences that offer connection and personal growth. While visitation to Drumheller is currently more functional in nature, there is strong potential to evolve this by continuing to

offer emotional experiences that foster both transformation and joyful learning. These types of experiences can help disperse visitors more broadly across the destination and enrich their overall stay.

Transformative experiences: invite visitors to slow down, reconnect with themselves, and feel a sense of renewal. Examples include:

- Authentic Indigenous cultural experiences
- Outdoor yoga sessions
- Wellness and mindfulness retreats
- Scenic trail systems

Joyful learning experiences: Drumheller is already seen as highly credible and excelling at this aspect. The destination is uniquely positioned to encourage educational experiences that are both playful and immersive, helping visitors understand the region's culture, history, and creativity through hands-on and engaging formats. Examples include:

- Performances at the Amphitheatre
- Guided tours at the Atlas Coal Mine
- Locally inspired cocktail and tasting experiences (e.g., Valley Brewing, Drum Distilling)

Strengthen experience itineraries

Create experience bundles and itineraries:

Develop experience bundles and themed itineraries to encourage extended stays and multi-day visits. These should package regional highlights into curated experiences that showcase Drumheller as a multi-faceted destination. Potential offerings include:

- Cultural experiences package (Indigenous tourism, local heritage)
- Rosebud arts and culture tour
- Museum bundle (Blackfoot Crossing + Royal Tyrrell Museum)
- Unexpected Drumheller (Michelin chef dining, working paleontologist experience, hidden hoodoos)
- Hidden culinary trail featuring local and regional food experiences

Goal 2: Expand year-round and experiential tourism

Grow off-season visitation

Grow MICE tourism (Meetings, Incentives, Conferences, Exhibitions): to increase weekday and off-peak visitation, partner with hotels, conference venues, and local businesses to create customized MICE packages that position Drumheller as a compelling destination for corporate and group travel.

Expand event-driven tourism in spring and fall: support the development of seasonal events that attract niche audiences (e.g., Harvest & Heritage Festival, Badlands Lightfest, Boogie in the Badlands). Festivals and special events will help drive visitation during traditionally slower periods.

Enhance awareness of existing winter offerings: rather than creating new ones, focus on increasing participation in experiences like the Cold Bones Winter Event, dark sky viewing, skating, and hockey games, ensuring they are well-promoted to both locals and visitors.

Support transportation solutions

Enhancing transportation options will improve visitor accessibility, increase length of stay, and encourage greater exploration of Drumheller. By addressing key connectivity gaps, Travel Drumheller can help make the region more attractive for multi-day and off-peak visitation.

Transportation within the destination will be the initial focus, with efforts to improve travel to the region phased in over time. Early investments should lay the groundwork to support future access initiatives.

Within Drumheller

- Expand micro-mobility options (e.g., shuttle, e-scooters, bike rentals) to enhance visitor mobility and make it easier to explore attractions without a vehicle.
- Support the improvement of town wayfinding and signage to guide visitors to key attractions, hidden gems, and services, ensuring a more seamless and engaging visitor experience.

- Enhance parking and pedestrian infrastructure by supporting funding applications for visitor-friendly pathways and better traffic flow solutions.

To Drumheller

- Strengthen partnerships with tour operators to ensure Drumheller is included in multi-day Alberta itineraries, increasing its visibility as a must-visit destination.
- Support the develop a business case for a regional shuttle service connecting Drumheller to Calgary, engaging private operators and exploring funding models such as revenue guarantees or seasonal seed funding to launch the service.

Goal 2: Expand year-round and experiential tourism

Influence TDZ development

Tourism Development Zones (TDZs) present a significant opportunity to secure long-term investment in the region. Travel Drumheller must play a proactive role in shaping TDZ priorities to ensure they align with local needs, enhance the visitor experience, and support regional tourism growth.

Lead regional consultation efforts: engage local and regional tourism stakeholders in discussions about Travel Alberta's TDZ plan. Use this input to build a shared vision for Drumheller's development priorities.

Ensure alignment between TDZ initiatives and Drumheller's identity: advocate for development opportunities that fit the destination and offer long-term value to both visitors and residents.

Catalyze tourism investment and action

Advocate for municipal investment in enabling infrastructure: including indoor event venues, conference space, improved wayfinding, hiking and biking trail systems, and shoulder season activation assets to strengthen Drumheller's competitiveness.

Rally the tourism community into action: lead the initiative to get stakeholders moving into action with their roles and responsibilities as outlined in the Destination Development plan.

Goal 3: Elevate branding and marketing

Effective branding and marketing will solidify Drumheller's identity as a unique, must-visit destination. A strong brand story and targeted promotions will drive awareness, shift perceptions, and support year-round tourism growth.

See the appendix for a description of our target audience: Curious Adventurers.

Strengthen destination storytelling and branding

Crafting a unified and emotionally resonant brand will give visitors a clear reason to choose Drumheller. Destination storytelling should go beyond individual businesses to focus on the town's character, experiences, and sense of place.

Explore regional branding opportunities: assess the potential for a regional brand strategy and explore alignment with the broader Canadian Badlands brand to strengthen collective identity and marketing impact.

Tell the stories of Drumheller: develop content that showcases its natural beauty, quirky charm, and cultural depth—bringing the “why visit” to life for diverse audiences.

Build a compelling destination story: position Drumheller as a vibrant year-round destination, with seasonal offerings and authentic experiences that go beyond the core experiences today.

Ensure the brand is balanced: leverage iconic assets (e.g., badlands, dinosaurs, history) while also highlighting underrepresented strengths like local culture, culinary offerings, arts, and Indigenous tourism.

Expand marketing & promotion

Reaching new audiences with the right message at the right time is key to growing visitation. Strategic, data-informed marketing will ensure promotional efforts convert into meaningful visits.

Run targeted campaigns: aimed at adventure seekers, cultural tourists, road-trippers, and international visitors, tailored to their motivations and travel planning habits.

Engage travel influencers and media outlets: generate authentic third-party storytelling and widen Drumheller's reach across digital platforms.

Optimize SEO and digital ad spend: capture high-intent travelers already searching for experiences like those Drumheller offers, ensuring Travel Drumheller is discoverable at key moments in the travel planning journey.

Continue to embed learning into core marketing messages: learning can be a powerful emotional driver — especially when it feels fun, surprising, and accessible. By weaving joyful learning into core storytelling, Drumheller can position the region as a place where visitors come not only to explore, but to uncover something new. Framing learning as part of the adventure will resonate with cultural explorers, families, and lifelong learners, and can help differentiate Drumheller in a crowded market.

Goal 3: Elevate branding and marketing

Promote the nighttime & food scene

Expanding evening and culinary options will be important to help overcome the “one-day visit” perception, support extended visitor stays, and position Drumheller as the base for regional exploration. A vibrant nighttime economy also improves the experience for locals.

Expand evening activity options: encourage live music, pop-up food markets, and nighttime programming to create energy and atmosphere beyond daylight hours.

Position Drumheller as a culinary destination: promote local restaurants, food trucks, breweries, and unique dining experiences. Collaborate with businesses to develop signature food trails and highlight local chefs.

Bolster event and activity promotion

Events are powerful tools to drive visitation, create tradition, and fill gaps in the tourism calendar. With stronger promotion and alignment, events can deliver greater impact.

Position major events as key drivers of tourism: ensure events align with the broader strategy of increasing visitation, extending seasonal tourism opportunities, and supporting regional storytelling.

Extend the impact of events: weave events into themed itineraries, packages, or seasonal bundles to promote overnight stays.

Align festivals with tourism season goals: work with organizers early in the planning process to ensure timing, themes, and programming align with broader visitation strategies.

Goal 4: Build a community tourism culture

A thriving tourism economy requires strong local support. By building awareness, fostering inclusivity, and supporting our local and regional businesses, Travel Drumheller can create a shared sense of pride and purpose in the region's tourism success.

Expand tourism education & engagement

Educating residents about the value of tourism helps create ambassadors for the destination and strengthens community support.

Promote and grow the Drum Discovery program: help locals understand visitor needs and how to deliver a welcoming, high-quality guest experience.

Launch a "What Tourism Does for Drumheller" campaign: highlight tourism's role in supporting local jobs, services, and the community's overall quality of life.

Act as a convener on community tourism issues

As needed, bring together stakeholder to address shared tourism challenges such as property access, signage, and visitor behavior, ensuring coordinated, community-informed solutions

Support our local and regional businesses

Equip businesses with tourism knowledge and tools: help businesses better engage visitors, adapt to trends, grow sustainably, and align with the destination brand.

Position Travel Drumheller as the tourism information hub: allow businesses to seek support from Travel Drumheller to make better business decision. Supply businesses with data, insights, and best practices related to tourism trends, visitor profiles, and seasonal patterns.

Develop a business incubator program: for entrepreneurs and tourism operators. Offer access to mentorship, funding pathways, training, and networking opportunities to grow innovative tourism experiences.

Amplify cultural representation

Tourism should reflect the people and communities that make the region unique. A welcoming and inclusive destination celebrates diverse perspectives, experiences, and traditions while creating meaningful connections between residents and visitors.

Integrate diversity, inclusion, and accessibility into tourism planning, destination development, and visitor experiences.

Collaborate with community organizations and partners to support authentic storytelling and experiences that reflect the evolving identity of the region.

Promote tourism experiences that celebrate the area's rich cultural heritage, creativity, and community spirit.

Goal 5: Nurture the regional tourism community

Tourism doesn't stop at municipal boundaries. By working collaboratively across the region, Travel Drumheller can amplify its reach, enhance visitor offerings, and build stronger, more resilient tourism experiences.

Build a reciprocal relationship with Siksika Nation

Indigenous tourism is a key opportunity for authentic, meaningful, and inclusive destination development. Travel Drumheller is committed to ongoing learning and building cultural understanding to strengthen relationships and support Indigenous-led tourism in respectful and collaborative ways.

Formalize the relationship with Siksika Nation: through respectful protocol, guided by Elders and Indigenous tourism leaders.

Co-create: Indigenous-focused itineraries and collaborative marketing efforts that reflect authentic stories and experiences. Work with the Nation to identify gathering places and interpretive opportunities across the Drumheller area.

Support culture days and events: in Drumheller and at Siksika, helping connect visitors to Blackfoot culture.

Document and share Blackfoot stories of the land: engage Elders and Knowledge Keepers in storytelling to learn and share about the Blackfoot history and relationship with the land.

Build collaborative tourism partnerships

Strategic partnerships with regional and provincial organizations help increase visibility, attract new markets, and reduce duplication of effort.

Partner with key tourism stakeholders: such as Travel Alberta, Tourism Calgary, Indigenous Tourism Alberta, Kneehill County, Starland County, and Wheatland County, Brooks, and Medicine Hat to strengthen Drumheller's role in regional tourism development. Collaborate on itinerary development, cross-promotional marketing, joint product development, and coordinated visitor servicing.

Provide state of the region tourism updates: Identify, track and process appropriate measures to share with regional partners to

support finding shared priorities and opportunities for alignment with tourism partners.

Convene an annual regional tourism symposium: to build relationships, share insights, and drive collective action.

Explore the idea of a regional partnership tier within Travel Drumheller: consider this opportunity to formalize engagement and increase collaboration.

Build an export-ready regional iconic itinerary

A well-curated, multi-day itinerary that highlights the best of the region can attract high-value international visitors and tour operators.

- Develop a multi-day regional itinerary that includes major attractions like the Royal Tyrrell Museum, Blackfoot Crossing, live performances at the amphitheatre, and the Atlas Coal Mine.
- Package the itinerary with ready-to-sell assets such as suggested routes, imagery, and product descriptions for tour operators and travel trade.
- Promote the itinerary through Travel Alberta and other partners to ensure global visibility.



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APPENDIX

Target audience: Curious Adventurers

Curious Adventurers travel to get a different perspective on the world. They're energized by exploring new places and inspired to learn all they can about a destination through its landscapes, authentic culture and the people they meet.

Spontaneous and open-minded, they are fuelled by a sense of adventure and discovery, knowing that organic moments can provide their best experiences. They are thoughtful planners, investing time before their trip to help forge deeper connections with a place.

NEEDS

GABRIELA NEEDS AUTHENTIC CONNECTION



She finds cultural significance by immersing herself in the communities she visits, making genuine connections with people and places.

XANDER NEEDS TO BELONG



He seeks out deeply enriching experiences through self-guided encounters to better understand his place in the world.

ANDREA AND SUSAN NEED TO FEEL LIKE LOCALS



They curate unique experiences by discovering hidden gems that leave them feeling like they truly know a place.

SEAN NEEDS PERSONAL ENLIGHTENMENT



He slows down time to explore a destination freely, embrace his independence and stoke his enlightenment.

GRETA AND KARL NEED FULFILLMENT



They nurture their personal growth by collecting stories about the people they meet and the places they visit to feel fulfilled.

POINTS OF MOTIVATION

- ▶ Discovery
- ▶ Exploration
- ▶ Personal growth
- ▶ Immersion
- ▶ Rich experiences
- ▶ Open to possibilities
- ▶ Planning is a part of the trip
- ▶ Constantly grazing for information
- ▶ Hearing from locals
- ▶ To know a destination, I need to spend time to understand it