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Drumheller Residents Embrace Tourism with Renewed Appreciation, Survey Reveals.

DRUMHELLER, AB, February 1, 2024 - Travel Drumheller releases the results of their collaboration with the annual Travel Alberta Resident Sentiment Survey. The survey was collected at the end of Summer 2023. It consisted of phone and online surveys across the province with Drumheller having the highest response rate average for the province, with 115 of the 304 rural Alberta survey participants coming from the Drumheller area.

The highlight of the survey was that Drumheller residents have a much stronger appreciation for the tourism industry and its importance in its community (97%), standing 5% higher than the overall provincial average. 91% of residents agree that a strong tourism industry is good for our community, 13% higher than the provincial average.

"The results are extremely positive. Illustrating how much people value tourism in our community. It was exciting to hear how much they enjoy telling the world about our amazing home." remarked Julia Fielding, Executive Director of Travel Drumheller. "Travel Drumheller will continue to build on this; supporting tourism businesses and promoting the area to make the Drumheller region a great place to be."

Travel Drumheller is currently heading the Destination Development of Drumheller to support the development of Drumheller as a tourism destination over the long term. The future potential for tourism in Drumheller is only constrained by perceptions of what tourism currently is and supported by the vision of what it can become.

To view the full report of the survey please visit:
traveldrumheller.com/industries/industry-insights/

Travel Drumheller is the Destination Marketing Organization for the region. Its role is to promote the region throughout Western Canada and the world.

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Media Contact:
Keri Looijen
Marketing Manager
403.820.6416
marketing@traveldrumheller.com