

FOR IMMEDIATE RELEASE

## **Travel Drumheller Expands - Lana Phillips to Lead Destination Development Implementation**

**DRUMHELLER, AB, Sept. 25, 2023** - In a time of significant growth for the non-profit, Travel Drumheller announced that Lana Phillips has been named Destination Development Officer to lead the implementation of the Drumheller Destination Development Plan. The Destination Development Plan will guide the sustainable development and management of tourism in Drumheller and the area over the next two decades.

Phillips brings decades of experience working with or within municipal administration and leading award-winning implementation initiatives focused on service and process improvement. She has a comprehensive background in implementing change through project management, change management, facilitation, and research.

"We had a large number of great applicants for this role from around Canada and even New Zealand which was very exciting for Drumheller," Julia Fielding Executive Director of Travel Drumheller said. "We are so thrilled though that we have been able to hire Lana who brings an extensive range of skills which we are sure will be able to get this important initiative for our region moving forward."

The Destination Development Implementation Officer position is a one-year contract position started immediately upon the conclusion of the interview process. Phillips who was previously a Board Member of Travel Drumheller has resigned from her board position.

"I'm excited to work with the community and stakeholders across the valley to implement this shared plan. Together we'll continue to build our community's capacity to excel in tourism, a key part of our local economy. I can't wait to get curious and creative to focus on the actions that will move us forward," Phillips said. "It's great to be able to work with the skilled and passionate team at Travel Drumheller to advance this work, as it builds on their support and leadership of tourism in the valley. "

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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