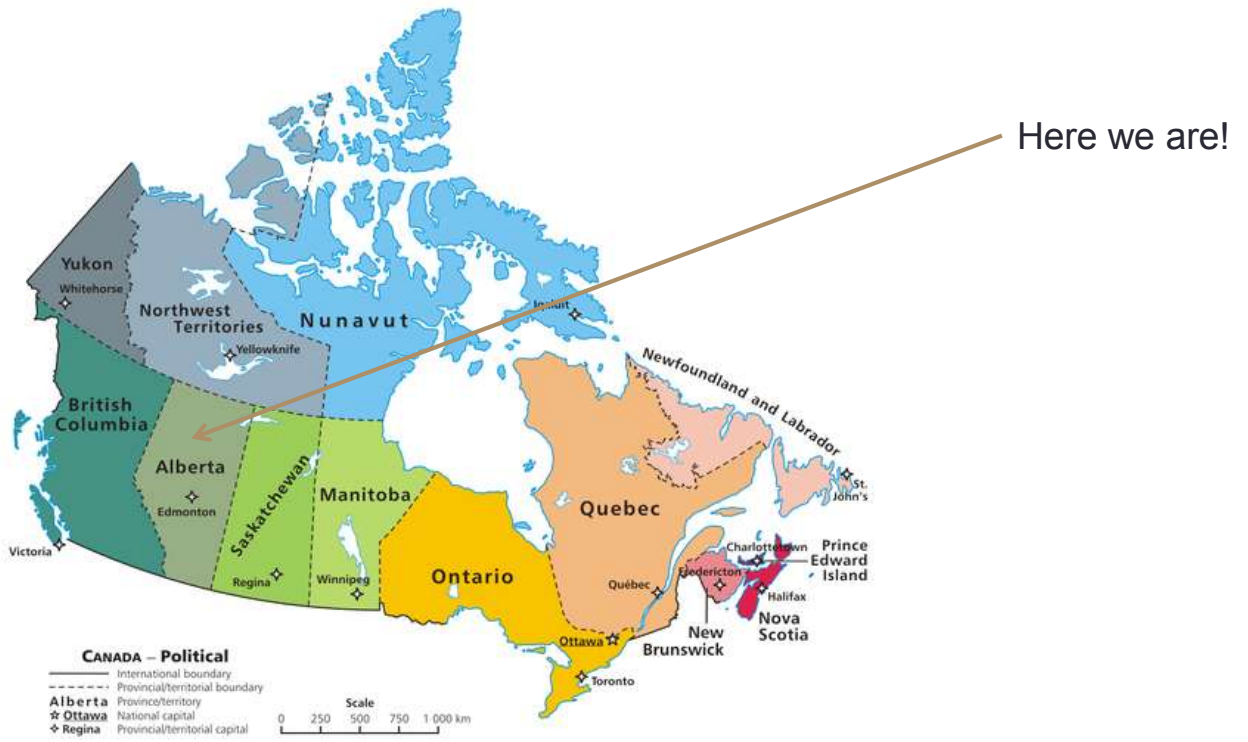




REGIONAL IDENTITY AS SHAPED BY PHYSICAL AND CULTURAL LANDSCAPES

**International Council of Regional Museums
ICOM Conference 2016
Milano, Italy**

Where is Alberta, Canada?



History of Alberta



The majority of Alberta's first agricultural settlers were Welsh, German, Ukrainian, and Scandinavian; many via the United States.



Museums in Alberta

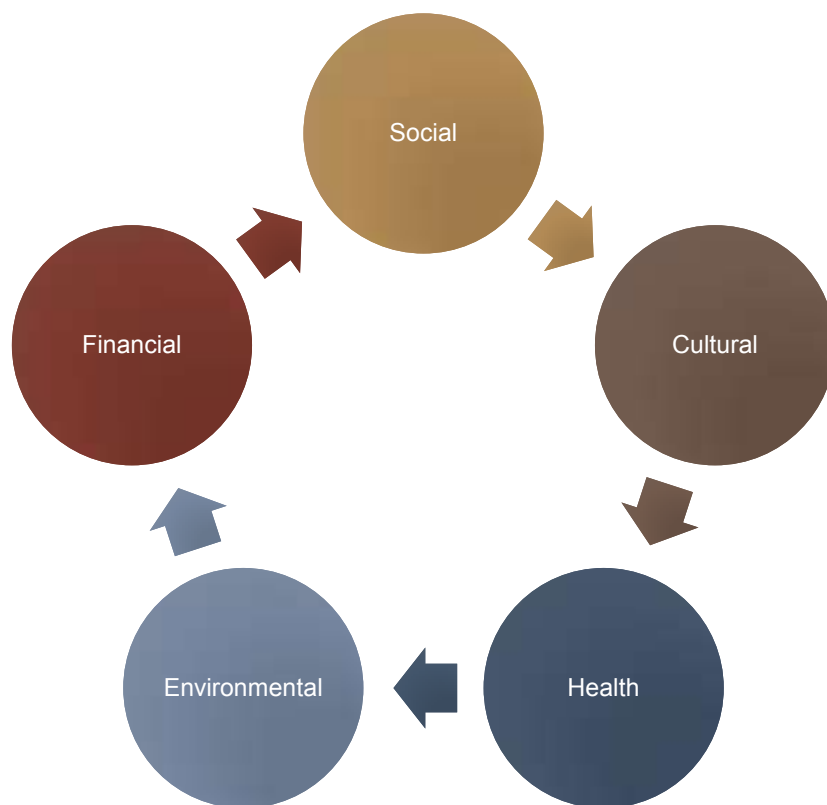


Alberta has over 220 museums, most of which focus on the early history of the province after settlement

Changing Role of Museums



Museum Sustainability



Drumheller, Alberta



Landscape of the Alberta



Red Deer River Valley



View from the air
above the Valley →

Alberta Badlands



Three reasons for exceptional fossil preservation:

- an abundance of sedimentary rock
- the exposure of these rocks in the river valleys
- the dry climate

Dinosaur Rush



History of Drumheller



Town of Drumheller, c.1930

Atlas Coal Mine National Historic Site



Building a Sense of Place



Royal Tyrrell Museum of Palaeontology
Opened September 25, 1985

About the Royal Tyrrell Museum



About the Royal Tyrrell Museum

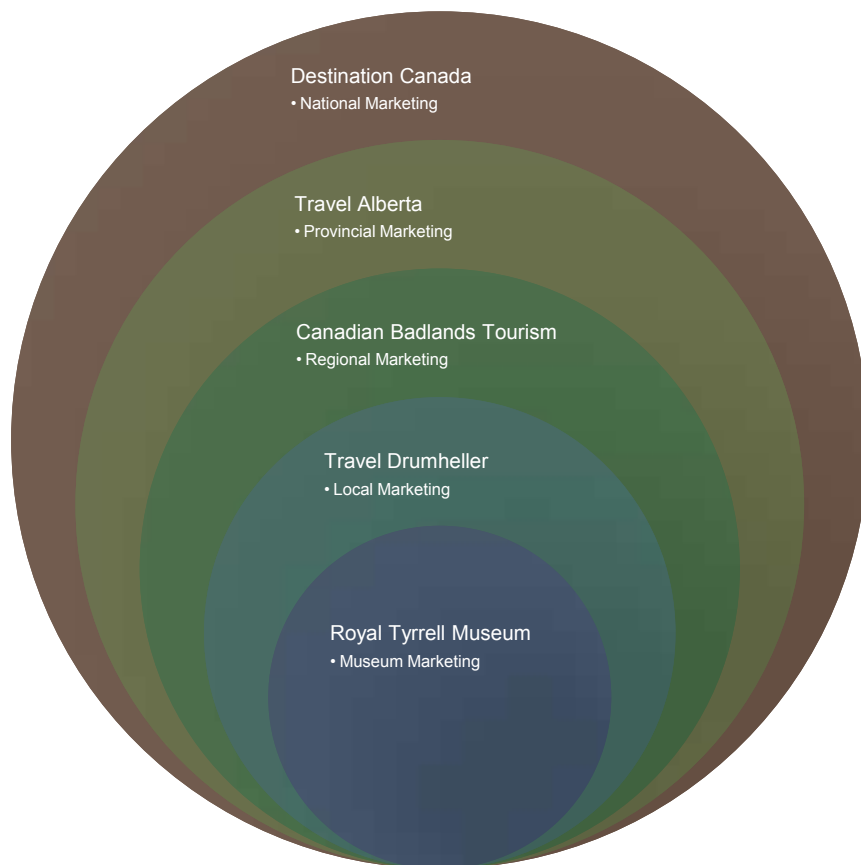


Museums and Tourism



Travel Alberta ad campaign image of the badlands

Destination Awareness



Drumheller Identity as “Dinosaur Capital of the World”

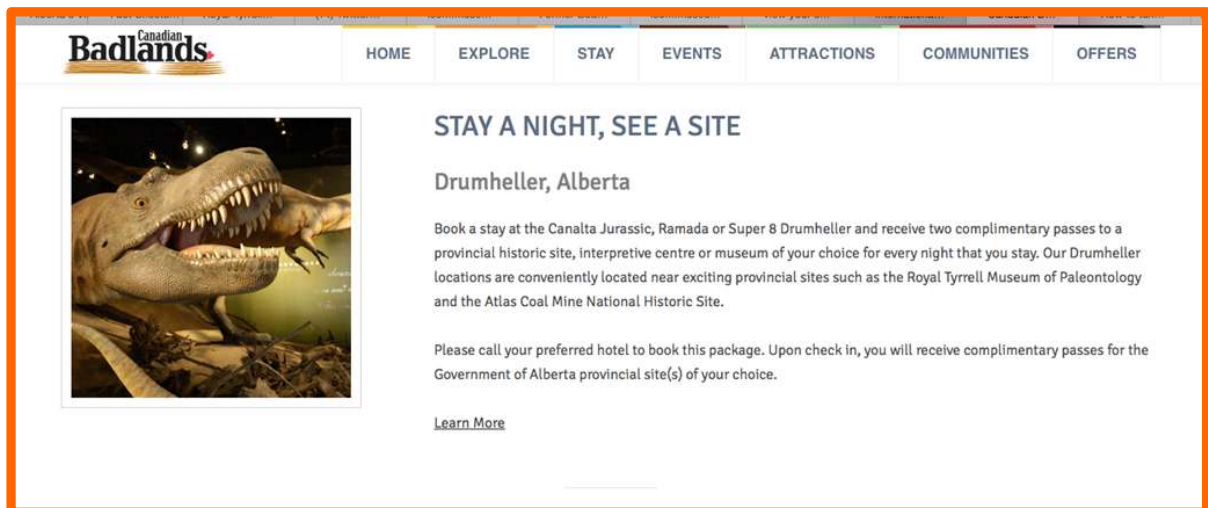


Conflict of Identity



Canadian Badlands Passion Play

Museums and the Tourism Industry



The screenshot shows the Canadian Badlands website with a navigation menu (HOME, EXPLORE, STAY, EVENTS, ATTRACTIONS, COMMUNITIES, OFFERS) and a promotional offer for Drumheller, Alberta. The offer includes complimentary passes to provincial historic sites and museums for guests staying at hotels like Canalta Jurassic, Ramada, or Super 8 Drumheller. A 'Learn More' link is provided at the bottom of the offer.

Canadian Badlands

HOME EXPLORE STAY EVENTS ATTRACTIONS COMMUNITIES OFFERS

STAY A NIGHT, SEE A SITE

Drumheller, Alberta

Book a stay at the Canalta Jurassic, Ramada or Super 8 Drumheller and receive two complimentary passes to a provincial historic site, interpretive centre or museum of your choice for every night that you stay. Our Drumheller locations are conveniently located near exciting provincial sites such as the Royal Tyrrell Museum of Paleontology and the Atlas Coal Mine National Historic Site.

Please call your preferred hotel to book this package. Upon check in, you will receive complimentary passes for the Government of Alberta provincial site(s) of your choice.

[Learn More](#)

Example of partnership with local hotels to encourage longer stays in the region

Museums and the Tourism Industry



Impact of Museums

In Alberta, there are over 220 Museums, Zoos, Science Centres, & Art Galleries

Number of Museum Professionals in Canada = 24,000

Number of Volunteers in Museums = 55,000

Number of Museum Visits in Canada = 59 million

60% of international tourists visit Canada's museums

- Indirect Economic Contribution in Canada = \$17 billion



Thank you



Carrie-Ann Lunde
ICR Board Member
Head, Marketing & Public Relations,
Royal Tyrrell Museum of Palaeontology