

DISCOVER
LEDUC
REGION

**ANNUAL
REPORT
2024**



 **FRED JOHN'S PARK, CITY OF LEDUC**

About Discover Leduc Region.

Discover Leduc Region (DLR) is a regional tourism initiative, created to promote the stories, people, and businesses of the Leduc Region to visitors and locals. Our region isn't just a dot on the map, but a collaboration of communities, each with its own unique story and charm.

Our mission?

Simple – to make sure everyone knows just how amazing the Leduc Region truly is! We're all about bringing the spotlight to this incredible part of Alberta.

Joining together as a collective voice under a single brand, we become stronger. We want to **celebrate the heart and soul of the Leduc Region** – because every story deserves to be told!

Stroll through the multiway paths or shop-lined streets in the City of Leduc, experience unique farm-to-table dining in Leduc County, indulge with cultural treats in the City of Beaumont, explore the beauty in the Town of Devon, soak up the small-town vibes in the Town of Calmar, or learn about the fascinating history in the Town of Millet.

The Leduc, Nisku & Wetaskiwin Regional Chamber of Commerce, founding partners, The City of Leduc and Leduc County, along with featured partners: City of Beaumont, Town of Devon, Town of Calmar, and the Town of Millet, are committed to supporting locals and visitors and enhancing the visitor experience by exemplifying a community alignment approach. The beautiful Leduc Region encompasses over 2,775 square kms and unites **6 distinct municipalities**.

Land acknowledgement.

Discover Leduc Region respectfully acknowledges that we are located on **Treaty 6 territory**—the travelling route, gathering place and meeting grounds for Indigenous Peoples, including the Nehiyaw, Denesúłiné, Siksikaitsitapi, Nakota Sioux, Anishinaabe, Haudenosaunee, Métis Otipemisiwak and Esikisimu Nunangat, whose histories, languages, cultures and traditions continue to influence our vibrant community. We are grateful for the traditional Knowledge Keepers and Elders who are still with us today and those who have gone before us. We recognize the land as an act of reconciliation and gratitude to those whose territory we reside on or are visiting.





 CITY OF BEAUMONT

Our values.

DISCOVERY

Inspire a sense of adventure.

New in town or a longtime local? We're thrilled to show you the coolest spots in our region. Nothing beats that feeling of pure joy, accomplishment, and gratitude when you stumble upon something truly unique and special.

EXPLORATION

Resonate with an energy of freedom.

We're talking about the journey! It's not just about where you end up – it's about the ride there, too. We're rolling out the welcome mat for you to dive headfirst into our vibrant region. Get ready to uncover some seriously cool experiences that'll have you grinning from ear to ear.

AUTHENTICITY

Strive for what is real.

Unique, diverse, and as real as the folks who call this place home! Let's be honest, there's magic in embracing what makes us, well, us. So join us and let's create some unforgettable moments together.

COLLABORATION

Live rooted in togetherness.

Adventure is better with family and friends by your side! We're all about embracing the unique vibes of each community that makes up this awesome region. From cozy gatherings to big celebrations, our stories are all intertwined. By coming together, we not only strengthen our bonds, but also celebrate all the victories we share.

Discover Leduc Region fulfills the need for a trusted, all-in-one platform that delivers fresh, engaging, and community-oriented content for those looking to explore the region—whether it's your home or next travel destination.

 discoverleduc.ca/about-us



Website.

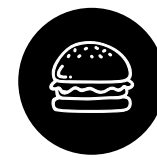
 **DEVON RIVER VALLEY**



Our website, launched in 2022, **features 500+ regional tourism assets**, thoughtfully categorized to showcase everything the Leduc Region has to offer—all in one convenient, searchable platform. You can explore Arts & Culture, Health & Wellness, Parks & Recreation, Places to Eat, and much more, filtering by location, topic, and season. Plus, our interactive map makes trip planning easier than ever.



**BLOGS +
STORIES**



**EATS +
DRINKS**



**WHERE
TO STAY**



**THINGS
TO DO**



**REGIONAL
EVENTS**



**INDUSTRY
HUB**

121,193
VIEWS

49,850
SESSIONS

14,643
* LEAD EVENTS

TOP 4 PAGES VISITED

- EVENTS
- THINGS TO DO
- BLOG: BEST BRUNCH
- BLOG: HOLIDAY MARKETS

TOP VISITORS LOCATIONS

- EDMONTON
- CALGARY
- LEDUC
- NISKU
- TORONTO
- BEAUMONT

545 ASSETS

- 46 PLACES TO STAY
- 110 PLACES TO EAT
- 389 ATTRACTIONS

46
ASSET EVENTS
PROMOTED

 discoverleduc.ca

* Events = Industry Leads. From when a user clicks a link leading to an industry partner website or clicks their phone number.



Blog posts.

3,049
PAGEVIEWS
BASED ON TOP 3

There were **14 blog posts** published to the site in 2024, covering a wide range of topics including dining, retail, outdoor activities, attractions, and events. Each blog highlights a range of local assets in the category discussed. Our focus is moving towards evergreen content.

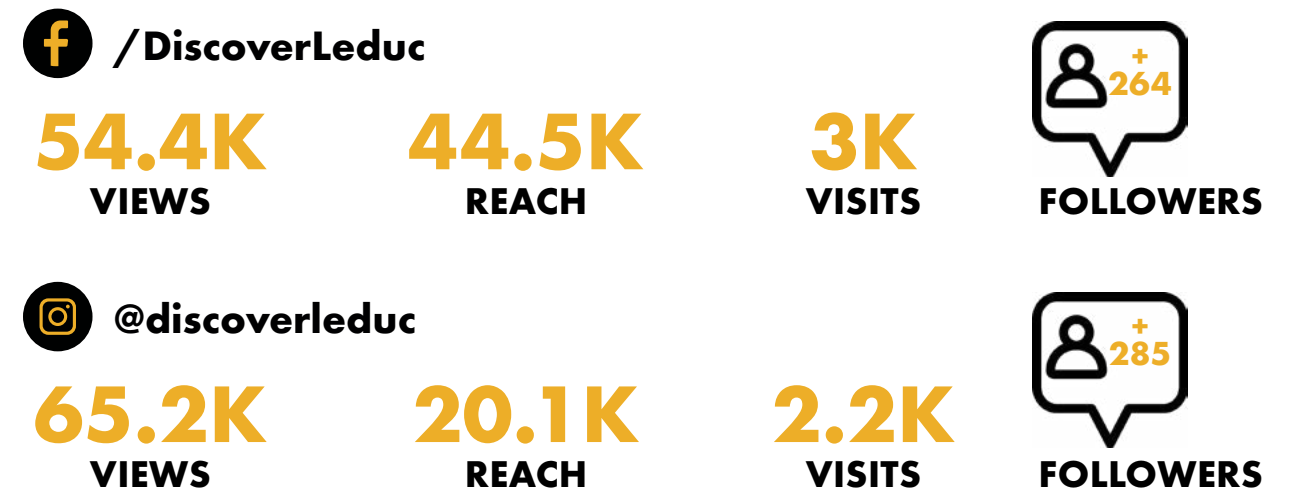
TOP 3 BLOGS

- Inside Nisku's Silent Ice Center
- Holiday Markets + Parades in the Leduc Region
- Best Brunch in the Leduc Region



Social media.

Discover Leduc Region is active across **4 social media platforms** (primarily Facebook + Instagram, and newly added to LinkedIn + Tik Tok) as @discoverleduc. Posting a wide range of regional tourism-related content regularly including local asset features, event promotions, user-generated content, ad campaigns, and more has resulted in consistent growth over the year. Engaging with comments and questions with our audience continues to be a priority.



TOP ENGAGED CITIES

- EDMONTON, LEDUC, BEAUMONT, CALGARY, DEVON, SHERWOOD PARK, CALMAR, MILLET, ST. ALBERT, SPRUCE GROVE

459
POSTS SCHEDULED
PROMOTING:



Head just south of the City of Edmonton (we're closer than you think) to discover welcoming communities, unique experiences, and hidden gems that are right down the road!



LEDUC WEST ANTIQUE SOCIETY



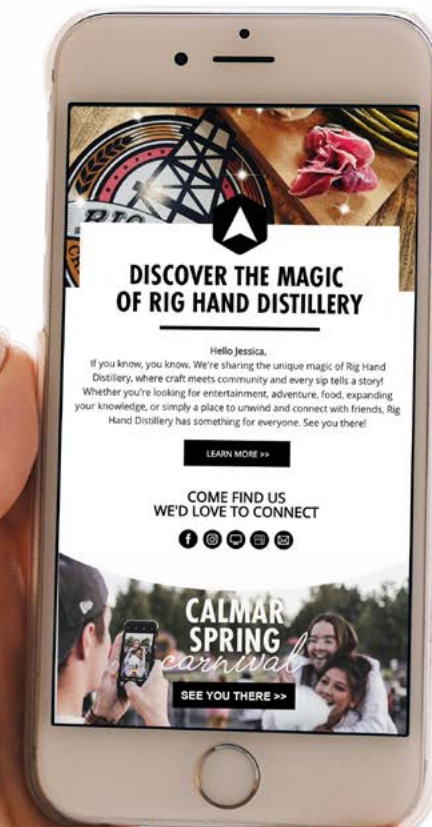
Email newsletter.

Distributed to an email list of over **5,000+** general public and industry contacts, DLR's e-newsletter is a monthly snapshot of everything tourism-related happening in the Leduc Region. In addition to highlighting significant news, updates, and upcoming events, the newsletter also communicates industry-specific information to local businesses. **Exceeding industry norms**, the e-newsletter had an average of:

70,215
EMAIL SENDS

33%
AVG OPEN RATE

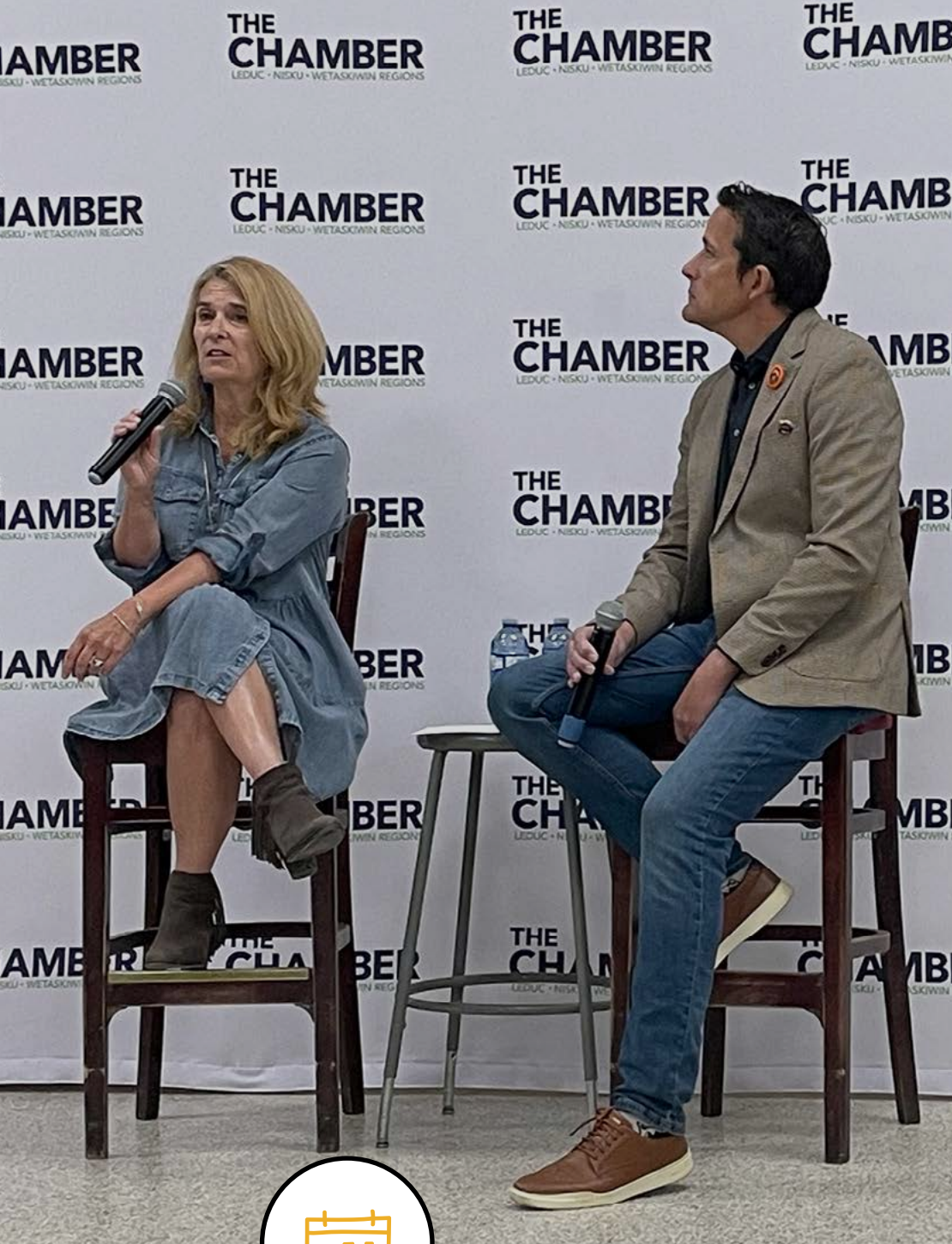
6.5%
CLICK RATE



Sign up + be part of the community



discoverleduc.ca/regional-discoveries/newsletters



Cultural and Arts Tourism Symposium

LISA LIMA
Travel Alberta

JAMES LEPPAN
Explore Edmonton

7
SPEAKERS

35
ATTENDEES

1
DRUMMING CEREMONY



Events.

TO NAME A FEW...

- Forward Together: Tourism in Strathcona County
- A Night at the Races
- 2024 State of the City of Leduc Luncheon
- Discover Wetaskiwin West Tour - Road Trip
- Leduc County Days
- Cultural Awareness Training
- TIAC Tourism Congress 2024

72
EVENTS ATTENDED



INDIGENOUS TOURISM ALBERTA GATHERING

Discover Leduc Region provides **industry support to local tourism operators**, such as sharing statistics, trends, or grants, and is focused on the tourism industry audience, it is a central location for industry-specific information on a **regional, provincial, and national** level. Discover Leduc Region is the Leduc Region's Destination Marketing Organization (DMO) and is committed to promote this vibrant, 4-season destination as a choice for travelers to explore and for locals to rediscover their own backyard in the **City of Leduc, Leduc County, the City of Beaumont, the Town of Devon, the Town of Calmar, and the Town of Millet.**



Industry hub.

- Human Resources
- Marketing + Development
- Industry Insights
- Sports Tourism

→ discoverleduc.ca/industry-hub

2024 notable activities.

Collaboration with **Dream Lab Productions** on a promotional video

Participated in an **Indigenous Blanket Exercise & Lunch**

New Exhibit Opening invitation at the **Canadian Energy Museum**

Volunteered for the **Rendez-vous Canada** with Explore Edmonton

Attended **SocialWest 2024** in Calgary

Distributed handouts to businesses with the **LDBA Blitz**

Experienced the **Nurtured Minds Wellness Retreat Centre Grand Opening + Pilot Forest Walk**

Launched our first **Cultural Arts + Tourism Symposium**

Attended **TIAC Tourism Congress 2024** in Vancouver

Launched a NEW website **Discover Wetaskiwin County West** with JEDI, The Chamber, and the County of Wetaskiwin

Attended the **Growing from Here Summit**

Advertised on **rinkboards, reusable bags, swag, billboards, Summer in the City** publication

Joined the **Edmonton Metro Region BrandKit Platform** with **Edmonton Global**

Launched the **2025 Alberta 55+ Summer Games** Landing Page

Participated in **4 Edmonton Regional Tourism Quarterly Meetings**

Invited to participate in pilot **Introduction to Supply Chain Design for the Tourism Sector Course** from Norquest College

Thanks for sharing the sweet news
-CHARTIER

Thank you for sharing the love Discover Leduc!

-AB 55+ SUMMER GAMES

Thank you so much for the post
-DRAGONFLY SPIRIT CREATIONS

We love your features!!!
-BGC LEDUC

Our commitment to driving new visitors to the region by:

-  **POSTING ACROSS SOCIAL PLATFORMS**
Sharing relevant content + tagging businesses
-  **PUBLISHING MONTHLY BLOG**
Showcasing a number of local assets + providing itineraries
-  **DISTRIBUTING MONTHLY NEWSLETTER**
Sharing valuable information, events + attractions
-  **CREATING MARKETING CAMPAIGNS**
Drawing visitors to the region to discover experiences
-  **ATTENDING INDUSTRY CONFERENCES**
Keeping a pulse on the Tourism Industry + building relationships
-  **WRITING + SUPPORTING GRANT PROPOSALS**
Writing tailored grant applications to advocate for the region



Increase brand awareness



Enhance the visitor experience



Provide solutions that drive visitation



Showcase local, authentic experiences



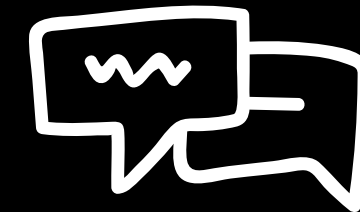
Promote regional collaboration, diversity, equity + inclusion



Support + visit local with an economic growth mindset for the region

THERE'S MORE TO EXPLORE

discoverleduc.ca



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LEDCON
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info@discoverleduc.ca | 780.686.1289
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