

Frequently Asked Questions (FAQ)

Q: Why can't the Chamber continue to occupy the WLD and Visitor Information Centre site after 2029?

A: While the Chamber lease has been extended to 2029 by the Town of Drumheller, the Chamber will not seek a lease renewal past the end of 2029. This timing aligns with decisions made in our strategic planning process. The Chamber will be proactive over the coming five years to plan and will announce its next steps once details have been finalized. Questions about the land use beyond 2029 may be directed to the Town of Drumheller.

Q: Can Tyra be moved to another site within the town?

A: Tyra, the World's Largest Dinosaur, is indeed large. She is 25 metres tall and weighs 65 tonnes. To put that into perspective, she is 4.5 times bigger than a real T-Rex. Further, the steel and aging fiberglass construction makes the dinosaur even more difficult to move. We are not exploring re-location options at this time.

Q: Why does the management of the World's Largest Dinosaur, Visitor Information Centre and gift shop fall under the mandate of the Chamber?

A: This was a decision made many years ago with the construction of the World's Largest Dinosaur in 2000. Since that time, the Chamber has owned the World's Largest Dinosaur and the gift shop and we have operated the Visitor Information Centre as part of a fee-for-service agreement with the town. Our primary purpose is to promote and advocate for local businesses who call Drumheller home, and we are looking forward to spending more time on that focus.

Q: Is Tyra safe to climb?

A: Yes - Ongoing maintenance and safety checks make Tyra safe to climb inside and visit. We encourage and invite all to continue to visit.

Q: Can another organization or the Town itself take over the World's Largest Dinosaur, gift shop and visitor information centre?

A: We know this eventual change may be difficult for some. As the owners of the World's Largest Dinosaur and gift shop, and operators of the Visitors Information Centre, we have secured a land lease extension through to 2029. We are not interested in continuing the lease beyond that time. We wanted to be proactive with our next steps and to provide ample notice to plan and celebrate Tyra's legacy in Drumheller.

Q: What is going to be built on the site of the WLD instead?

A: The land is owned by the Town of Drumheller and they are best placed to answer questions around the future of the space as part of their Parks and Recreation Master Plan.

Q: Many people come to Drumheller and just go to the Royal Tyrrell Museum. How are we going to attract people to the town if tourist attractions and landmarks are closing?

A: The Chamber is focused on supporting and advocating for businesses in Drumheller. Over the next few years the Chamber will have conversations with local businesses on ways to ensure tourists and others continue to visit and support the town. Key partners like Travel Drumheller and the Town of Drumheller will be instrumental in driving tourism to the town. The future is very bright.

Q: Has the Chamber explored the sale of the WLD or the possibility of moving it to another site?

A: For now, the Chamber is providing information about the lease renewal to its members and partners. The Chamber will look to provide an opportunity to honour Tyra and her legacy prior to the end of 2025. It is expected that Tyra will be dismantled upon lease expiry in 2029. The Chamber remains focused on its core activities, supporting and advocating for local Drumheller businesses.

Q: Why will the land be unavailable after 2029?

A: The land and building are owned by the Town of Drumheller and they have renewed our lease through to 2029. At that point, the Chamber will vacate the building. The Town of Drumheller is best placed to speak to its plans for the land after 2029.

Q: The WLD Legacy Fund provides funds for local community initiatives. \$40,000 was given in 2024. What will happen to this initiative?

A: The WLD Legacy Fund uses some proceeds from WLD admissions and gift shop sales and reinvests it in the community through the fund. The Chamber will have conversations about adjusting the fund and making changes as 2029 nears. We are committed to investing \$40,000 into the community through this fund in 2025.

Q: Will the WLD be put up for sale after 2029? Will people have the opportunity to bid on it?

A: At the end of the lease in 2029, the Chamber will be decommissioning Tyra and vacating the gift shop and Visitors Information Centre. Inquiries about Tyra may be made but we are not actively pursuing another home for the dinosaur.

Q: Will there be opportunities for the community to commemorate WLD before it is moved or removed?

A: Yes. The Chamber is looking for ways for people to share stories, photos and memories about Tyra. The Chamber will have more to say on that prior to the lease expiry.

Q: Will there be efforts to create a new attraction to replace WLD?

A: It is too early to say. Travel Drumheller and the Town of Drumheller may be best placed to answer questions on tourism-related issues.

Q: Why was the Chamber membership not consulted ahead of a decision being made in this matter?

A: The Chamber has had ongoing discussions and consideration amongst the Board. Remaining on the current site past 2029 did not align with our strategic planning process and given the likelihood of redevelopment of the site, the Chamber felt it should explore other options for its offices and operations after 2029.