Listening to our Visitors
Applying research and analytics to inspire Canadians to connect with their heritage places

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Director of Visitor Experience

TTRA International (Quebec City)
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“People will not care about what they have not experienced. Neither will they have much interest in paying the taxes or providing the political support which is necessary … [to maintain national parks and national historic sites]….\"
What did we do?

**Goal** - Connect with a broader spectrum of Canadians and inspire the next generation(s) of visitors and supporters of protected places

<table>
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<th>Research</th>
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<td>Age</td>
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**ADJUSTING**

- Products/services offered;
- How and where we reached people;
- Who we worked with; tools we used;
- Perspectives (internal and external)
We understand:
- The WHO (visitors, not visiting, activities)
- The MARKET (market draw and types)
- The WHY (motivations and connection with places)
- The WHY NOT (barriers)

When linked to segmentation
- How to reach new markets (media, activities, communities)
- Where they are
- What is important (values)
- Messaging that resonates
- Understanding interests et al
Insights applied across touch points

**REACHING Canadians**
- Determining media channels
- Determining story ideas
- Selecting outreach venues
- Engaging potential partners
- Digital strategies

**INSPIRING Canadians**
- Promotions
- Media buy / placements
- Designing trip planning material
- Merchandise placement
- Pricing approaches
- Travel trade placements

**Onsite EXPERIENCES**
- New programs/products/services
- Accommodation revitalization
- Exhibit renewals
- Website content /design
- Funding submissions
TODAY: Rebounding…
Urban & youth reach
In-bound inquiries
Public reach
Website use
Youth participation
Social media followers

Reservations & entry revenues
Awareness of Parks Canada
Interest (potential partners)
Political & public support

Ran out of pictures...
2017: We are the cornerstone of Canada’s celebrations

Multi-channel promotional, engagement, and information networks
Around the world in 72 hours …

Orders
- High
- Average
- Low
- No orders

194 places
Circa: April 24, 2017 (~3.0 Million online orders)
1 in 5
Canadian households has a PCA pass hanging from its [car] rear view mirror

2M+
People have signed up for more information from us (email list)

1.3M+
People have entered our trip contest

7M+
Reach of a single hashtag so far (#DiscoveryPass)

+16%
Increase in Canadians interested in visiting us post TV campaign

40+
Organizations interested in working with us (since Dec 1)
Concluding Thoughts

People that visit parks and sites are more likely to support their protection.

We are reversing a decade of decline in visitation.

Research /analytics shape our foundation and will continue to do so.
Thank you.
I hope you come and enjoy Canada’s national parks and national historic sites this year!

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Visitor feedback (2016)