

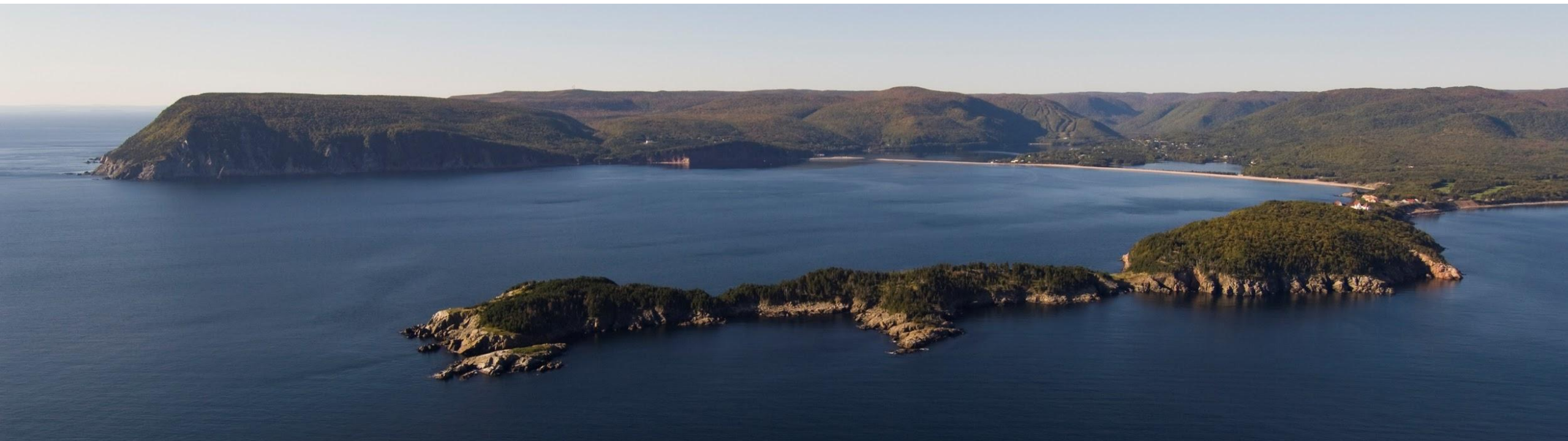


Parks
Canada

Parcs
Canada

Canada

Experience Innovation at Cape Breton Highlands National Park





How we develop experiences at Parks Canada?





Why develop experiences?

- Attract visitors to the destination
- Generate revenue
- Achieve your goals
- Give visitors what they want





The Process

- Think about your goals
- Take a market-based approach
- Create and develop the opportunities
- Promote
- Delivery
- Measure and reflect





Goals

Parks Canada Mandate

On behalf of the people of Canada, we protect and present nationally significant examples of Canada's natural and cultural heritage, and foster public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations.

Parks Canada Vision

Canada's treasured natural and historic places will be a living legacy, connecting hearts and minds to a stronger, deeper understanding of the very essence of Canada.





Goals cont'd

Parks Canada Priorities

Indigenous Peoples and Reconciliation

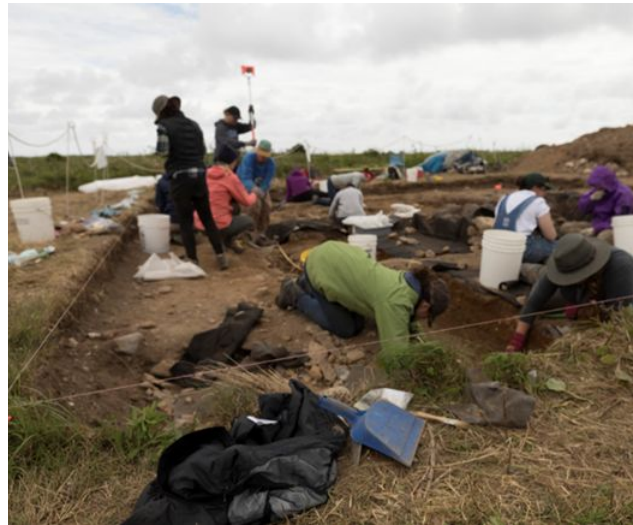
Conservation and Climate Change

Stories of Canada

Anniversaries

Asset Investment

Connecting Canadians and Visitors to Heritage Places





Market-based approach

- Who are your visitors?
 - Who could they be?
 - What are they seeking?
-
- Do they see the value and benefit in what you are offering?
 - Are they satisfied?





Create and develop

Look at your experience inventory

Research current experiences and trends

Checklist

- Is there a clearly identified market
- Does the product align with your goals and the goals of DCBA / TNS (can you justify)
- Does the potential cost result in a significant return (revenue, connection, awareness)
- Does it makes sense that this product is offered by you
- Does it compete with existing products in the local market
- Can the product be offered in a way that meets standards and requirements (safe, legal)
- Do you have the required resources in place to deliver the experience
- Determine fee



Promote



Written descriptions
Images
Traditional and new media
Travel media (Fam Tours)
DCBA and TNS



Partnering





Delivery



- Practice
- People
- Prepare
- Be consistent
- Adapt and be creative



Measure and reflect

- Collect comments
- Review programs with staff
- Assess costs and attendance





Diversified Accommodations





Skyline Sunset





Learn to Lobster Boil





Go wild! Choose your Own Adventure





Seeing in the Dark



Waltes, an ancient Mi'kmaq game,
Tuesdays 7 pm, Chéticamp Campground.

Waltes, jeu ancien Mi'kmaq,
Mardis 19 h, au terrain de camping de Chéticamp





How we've changed

- From quantity to quality
 - Diversified camping offers vs. fields full of tents
 - Enhanced programs vs. road side presence
 - Exclusive experiences vs. very large groups
- Partnering on special events, experiences and programs
- Capitalizing on what we have right here
- Engaging visitors in active participation
- Partnering for promotions and maximizing digital media
- A revolving door for innovative ideas



Results

- Campground occupancy is up 117% from 2013-2018%
- Overall visitation increase of 53% since 2010
- 130% increase in program attendance since 2012
- 203% increase in program revenues since 2015
- There are many other factors leading to this growth



Where we're going

- More partnerships with businesses and industry leaders
- Encourage space for innovation
- Sharper focus on quality
- Making use of digital tools to share our natural world
- Shifting from a scenic drive to a place that keeps you coming back for more
- Extending our season and maximizing the high yield visitor



Thank you!

