



parks canada.gc.ca

Helping to create memories and connections

Association Museums New Brunswick
November 6, 2014



Parks
Canada

Parcs
Canada

Canada

A Natural Partnership

- National Historic Sites focus on the place and capture it's spirit and meaning, and the site is complemented by artifacts.
- Museums focus on the collections of objects and their meaning, and the place houses the artifacts.



Parks Canada is...

44 national parks representing 28 of 39 natural regions, and one national urban park



Auyuittuq National Park



PEI National Park



Gros Morne National Park & World Heritage Site



Rouge National Urban Park

Parks Canada is...

Lead federal organization for built heritage conservation

- Steward of 167 national historic sites
- Designation of people, places and events of national historic significance
- A partner that contributes to the protection of:
 - heritage railway stations
 - federal heritage buildings
 - heritage lighthouses
 - heritage rivers
 - grave sites of Prime Ministers



Carleton-Martello Tower NHS



St. Andrews Blockhouse, NHS



Fort Beausejour Fort Cumberland, NHS

Parks Canada is...

Four national marine conservation areas representing
five of Canada's 29 marine regions



Fathom Five NMCA



Saguenay – St Lawrence



Lake Superior NMCA



Gwaii Haanas NMCA & Haida Heritage Site

Our 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 ecological and commemorative integrity*



A Vision for Changing Times

“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”

- Why this Vision?
 - Many Canadians no longer have a personal affinity with wilderness or the defining stories of our country
 - Visitation has declined from 26 million in the 1990s to 20 million today
 - Close to 90% of visitors to national parks and national historic sites would miss them if they were gone, compared to only 40% of Canadians who have never visited them
- Connecting the hearts and minds of Canadians to these special places starts with a physical connection to the site but requires much more

A Paradigm Shift

- How to connect Canadians on their terms with national historic sites, national parks and national marine conservation areas?
- How do we create relevance through connections?



Visitor Experience Concept

Moving away from providing services and programs we decide to offer towards facilitating meaningful visitor experiences that allow visitors to choose and create their own sites.



Working with partners, Parks Canada provides opportunities for Canadians and visitors to learn about, experience and discover Canada's rich natural and cultural heritage.



A photograph showing four people in two canoes on a calm body of water. The canoes are red and green. The background features a dense forest under a soft, hazy sky.

Fundy National Park

Four windows on the Bay

A photograph of a person wearing a pink plaid shirt and a yellow hat, ziplining over a coastal area. In the background, there is a white lighthouse on a hill and a small white house with a red roof.

Cape Enrage

A photograph of the Hopewell Rocks on a beach. The large, rounded rock formations are partially submerged in the water. Several people are walking on the beach in the foreground.

Hopewell Rocks

A photograph of two people, a man in a red vest and a woman in a striped shirt, looking out over a coastal view. They are standing on a wooden walkway or bridge. The background shows a body of water, a sandy beach, and a forested hillside under a blue sky with clouds.

Fundy Trail Parkway

Our Objective

- Shared vision of visitor experience opportunities for our four Bay of Fundy attractions
- A base for strategic investment and collaborative action



Our Shared Goal

Even more compelling destinations

Attracting a broader range of explorers

with more diverse experience opportunities



VEOC Development Approach

Offer a menu of opportunities that allows the visitor to choose the elements that will create their own visitor experiences





- We become **hosts** and **facilitators** of experiences
- We ensure that every **employee contributes** to the positive visitor experience
 - information
 - knowledge
 - services
 - safety
 - cleanliness
 - smile

**These experiences all have
one thing in common**

**They inspire us with the
true sense of awe**



A photograph of two young girls looking up at night. The girl on the right is holding a string of red lights, and the girl on the left is looking up with a curious expression. The background is dark, and the lights are warm and glowing.

Canada's National Parks and Sites, with all their beauty, scale, history and nature, are the ultimate awe-inspiring experience.

Promotion Goals

- Enhance the quality of promotional activities undertaken by Parks Canada to ensure they are consistent, market-focused and measurable.
- Expand Parks Canada's visitor base through more interactions with those Canadians who already know Parks Canada in some way and new interactions with those who have not yet been exposed to a Parks Canada experience.
- Increase awareness among Canadians and ultimately increase visitation, revenue and visitor connection through more effective product development, promotion and outreach.



Lower Fort Garry
National Historic Site

Lieu historique national de
Lower Fort Garry

**MAKE MEMORIES
CRÉEZ DES SOUVENIRS**

1-888-773-8888

parkscanada.gc.ca/garry

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Kejimikujik National Park and
National Historic Site

Fort Anne
National Historic Site

Halifax Citadel
National Historic Site

Port-Royal
National Historic Site



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In conclusion

We have had great successes:

- Louisbourg 300
- War of 1812
- Learning to camp
- Grand Fondo

How do we sustain the momentum and interest after the events?



And most importantly: how do we foster and maintain a climate of renewal

- Capitalizing on the rich and diverse heritage we protect and present
- Making all our staff storytellers
- Sharing their passion and facilitators
- Build on the reputation our places as great, safe destinations

To facilitate meaningful and memorable visitor experiences



Thank you!

Carol Sheedy
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Parks Canada