









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

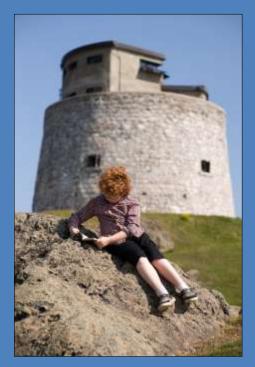


Rouge National Urban Park

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











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



- 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?



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









VEOC Development Approach





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





Promotion Goals

- Enhance the quality of promotional activities undertaken by Parks Canada to ensure they are consistent, marketfocused 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.







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
Vice President,
Operations
Eastern Canada
Parks Canada