



# CANNERY CURRENTS

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## GETTING TO KNOW OUR VISITORS

Ever wonder who is visiting the Cannery?

In the summer of 2010 over 4,000 visitors to the Cannery were asked to provide their postal code or zip code to help us better understand who is visiting the site. With the assistance of Parks Canada this information was compiled and analyzed, giving us a snapshot of our visitors. It wasn't a surprise to the staff and volunteers who work at the site that the majority of our visitors were from Canada (64%), followed by international visitors (20%) and Americans (16%). Of the Canadians, 75% were from right here in British Columbia. The majority of U.S. visitors were from the West Coast and the majority of international visitors were from Europe (63%) followed distantly by Asia (18%).

Other information we were able to obtain from the survey includes that 84% of our visitors from the Metro Vancouver area were repeat visitors. Based on our observations, many of these were likely bringing visiting friends and family to the Cannery. The postal code data also provides more information about the demographics and personalities of our visitors. We learned that our visitor profile includes many young families, middle age adults, and seniors. We also learned that our site is attracting most Explorer Quotient (EQ) types. EQ is a tool that helps to identify visitor needs, interests, and expectations based on their personal values and travel motivations. If you are curious to discover your EQ type or learn more about this market segmentation tool you can take the test online at <http://www.eq.canada.travel/>

So what does all this information tell us and how do we apply it on a daily basis? We were pleased to have the data confirm that what we have to offer our visitors attracts people of all ages and with a wide variety of interests. We were also pleased to see that of our local visitors, many of them have been to the Cannery before. Along with our

comment card results and other visitor surveys, this indicates that visitors are pleased with the exhibits and programs at the Cannery and find that there is enough to warrant a repeat visit. This also confirms that we are on the right track with what we have to offer and as we move forward in our long term plans for the site we need to look at building on our existing exhibits and programs. For me, having so many local visitors is a huge sign of success. We are all more likely to take advantage of cultural attractions while on holidays than of those in our own back yard. If we can work to build on this network of supporters within Steveston, Richmond and Metro Vancouver we will create the best advertising that money can't buy – personal recommendations from locals that the Cannery is a must see attraction.

We look forward to seeing you at the Cannery throughout the summer, hopefully with visiting friends and family in tow!

MARIE FENWICK

EXECUTIVE DIRECTOR

## NEW DATE FOR MEMBERS POTLUCK SATURDAY, JUNE 25 AT 5:00PM

BRING A GUEST, AND ENCOURAGE THEM TO BECOME MEMBERS!

PLEASE BRING A DISH TO SHARE AS FOLLOWS:

A to J: Appetizer

K to P: Hot or Cold Entree

Q to Z: Dessert