



# PRINCE ALBERT NATIONAL PARK

## Autumn Update

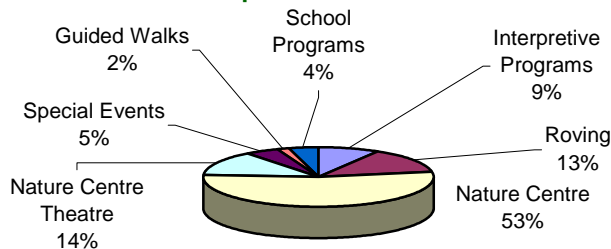
September 2005

### Heritage Presentation

#### Interpretation

- Total personal interpretation contacts made in 2005 (as of August 2005): 30,561
- Personal interpretation includes nature centre visits, school and summer programming and special events
- Non personal interpretation consists of self guided trail usage, interpretive exhibits, printed material such as in the visitor guide, coverage in the media, etc.

#### Personal Interpretation Audience



### Marketing

Prince Albert National Park furthered a variety of marketing endeavours including:

- Attended five trade shows: Edmonton, Saskatoon, Regina, Nipawin, Melfort (shared costs with Sask. Tourism Destination Partners - Elk Ridge Resort and the Waskesiu Chamber of Commerce)
- Attended Rendez Vous Canada
- Created billboards in Saskatoon and Regina (shared costs with Sask Tourism Destination Partners - Elk Ridge Resort and the Waskesiu Chamber of Commerce)
- Contacted group travelers and organizations - a total of 489 individuals visited PANP
- Distributed visitor guides to RV dealers and Sask Tourism
- Facilitated three filming opportunities

### Visitor Services

#### Visitation and Camping Statistics

- 178,617 visitors (January 2005 - August 2005) - down 3% from 2004
- 23,153 camper nights (January 2005 - August 2005) - down 4% from 2004

#### Entry Permit Statistics

- National annual (including individual, group and duplicate passes): 1,012 (976 in 2004)
- PANP annual - 4,085 (3,806 in 2004)
- PANP daily (does not include school group numbers): 22,741 (36,588 in 2004)

Note: Permit type numbers differ potentially due to a number of factors: fee increases, increased purchases of annual rather than daily permits, weather, mosquitoes, Sask Centennial celebrations throughout the province, significant computer issues with the new reservation system, etc.

### Community Relations

- 2005 spring newsletter created to keep the public and staff informed
- Spring information package and mid-summer annual general meeting package distributed to residents in Waskesiu - special thanks to our partners for making this happen!
- Over 50 information bulletins distributed to the media and public
- Over 20 fast fact sheets on hot topics created to keep the public and staff informed
- Waskesiu.org updated regularly