

Alberta Conservation Association 2015/16 Project Summary Report

Project Name: *Alberta Outdoor Adventure Guide* app

Information, Education and Communications Program Manager: Don Myhre

Project Leader: Colin Eyo

Primary ACA staff on this project: Budd Erickson and Colin Eyo

Partnerships: N/A

Key Findings

- 610 clicks on banner ads in 2015/16.
- 5,683 clicks on in-app notifications in 2015/16.
- Approximately 3,952 downloads in 2015/16.

Introduction

The *Alberta Outdoor Adventure Guide* app was created so users of the *Alberta Discover Guide* could have another way to get information about Conservation Sites in pursuit of hunting or angling opportunities. The app also provides Alberta Conservation Association (ACA) with a platform for advertising content from ACA's stakeholders and other organizations and businesses focused on fishing, hunting and conservation.

Methods

The *Alberta Outdoor Adventure Guide* app is an ongoing project within the Information, Education and Communications program. Conservation Site information is made current and consistent across the print and web formats. Timely notifications of events or alerts provide users added value and strengthen the relationships between our hunting and angling stakeholders and ACA and our partners.

Results

In 2015/16, the app was downloaded by almost 4,000 individual users, and there were 610 clicks on banner ads and 5,683 clicks on in-app notifications.

Conclusions

The *Alberta Outdoor Adventure Guide* app is a convenient way to access and carry the *Alberta Discover Guide*. The in-app notifications let users know about ACA events like Kids Can Catch and updates regarding hunting and fishing. The free app also provides ACA with another

opportunity to engage its stakeholders and promote hunting and fishing as part of a contemporary lifestyle.

Communications

- *Alberta Discover Guide*
- *Alberta Outdoor Adventure Guide app*