

## **Alberta Conservation Association 2016/17 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**

- New Android-friendly version of the app was released in October 2016.
- About 1,815 Android versions of the app were downloaded in 2016/17.
- About 5,012 Apple versions of the app were downloaded in 2016/17.
- There were 2,036 clicks on banner ads, with 2,026,066 total banner impressions.

### **Introduction**

The *Alberta Outdoor Adventure Guide* app was created so users of the *Alberta Discover Guide* could have another way to access 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 added value for users and strengthen the relationships between our hunting and angling stakeholders and ACA and our partners.

### **Results**

In 2016/17, the app was downloaded by a 6,827 individual users, and there were 2,036 clicks on banner ads, with 2,026,066 total banner impressions.

### **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 our stakeholders and promote hunting and fishing as part of a contemporary lifestyle.

### **Communications**

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