



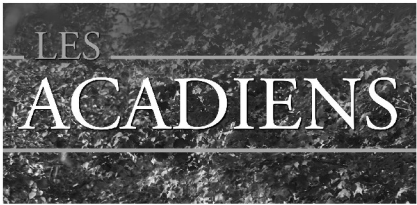
Visitors Report

2008



York Sunbury Historical Society and Museum

2008 Visitors Report



The primary objective of this report is to give an overview of the activity in the York Sunbury Museum during 2008. As we see the activity increase in the museum, it would be hoped that this report would be used to assist the board and manager plan programs and determine staffing needs as well as determine which areas of the museum is being utilized the most/least.

Attendance Numbers

Year	Total	Per Day
2006	3,827	10.4
2007	4,393	12
2008	6,253	17.1

The museum saw a total of 6,253 patron visits during 2008, not including volunteers, service personnel, board members, curators and museum staff. This number is an increase of approximately 42% over the previous year. The summer is the busiest season and 80% of our visitors visited the museum during the months of June, July and August.

This season, museum staff has emphasized marketing. Campaigns were put out via newspaper, email, radio and internet mediums. Furthermore, staff created a brochure, which was printed and distributed to tourism outlets across the greater Fredericton area. A Facebook fan page was started and dozens of fans have joined. In addition, the manager has created a newsletter to inform members and attract patrons.

Another way in which patrons are attracted is through tours. In early spring, information packets were sent to area school districts, and as a result, school tours increased. The museum also saw an increase in daycare and preschool tours.

Other ways of increasing museum traffic include participating in city activities, (such as Canada Day and Cultural Crawl for the third year) and other festivities in Officer’s Square. Seasonal staff is extensively trained by management and also by Superhost customer service training. Staff also opened the museum when an interest was noticeable. The museum enjoyed an average patron visit of 120 per week, up from 84 in 2007.

By the Season

	Jan, Feb, Dec	Mar, Apr, May	Jun, Jul, Aug	Sep, Oct, Nov
2006	0	53	3165	609
2007	37	242	3455	659
2008	53	270	5005	925

In 2008 there was a 16% increase during the winter months, a 12% increase in the spring, a 45% increase in the summer and a 40% increase in the fall. During January, February, March and the first part of April the museum

was open by appointment. During May, June, September, October and November the museum was open Tuesday to Saturday form 1pm to 5pm and closed on Sunday and Monday. During this time if someone visited the museum outside of these hours they would have been welcomed into the museum, provided staff was on hand. Summer hours were extended into September for Labour Day Weekend to accommodate more visitors.

2008 Visitors Report cont.

By the Month

	2006	Per Day	2007	Per Day	2008	Per Day
January	0		0		0	
February	0		0		16	0.6
March	0		0		6	0.2
April	0		0		45	1.5
May	53	1.7	242	7.8	219	7
June	246	8.2	467	15.6	1031	34.4
July	1507	48.6	1395	45	2052	66.2
August	1412	45.5	1593	51.4	1922	62
September	458	15.3	344	11.5	545	18.2
October	108	3.5	170	5.5	256	8.3
November	43	1.4	145	4.8	124	4.1
December	0		37	1.2	37	1.2

Our two busiest months were July (33%) and August (31%). June had the most growth over the previous year with 121% increase in patrons and May (90%) and November (86%) experienced a drop in visitors.

During the month of February the museum offered free admission during Heritage Week for anyone who wanted to visit the Coleman Frog. Spring hours were implemented in late April instead of at the beginning because of delays with the exhibits.

There were 2 interactive games for the children. One is a frog find, where children are set on a

quest to find 8 tiny plastic frogs hidden throughout the museum. Often, children return from a tour unable to find several more, and are determined to finish the hunt before leaving. The other is Artefind where children are given a sheet with drawings of artefacts and are asked to find the artefacts in the museum. After the games the children are invited to take a prize from the museum treasure box. The treasure box is kept stocked with inexpensive toys and treats.

By Day of the Week

	Sun		Mon		Tue		Wed		Thu		Fri		Sat	
2007	588	13%	652	15%	469	11%	393	9%	698	16%	752	17%	834	19%
2008	488	8%	851	14%	1194	19%	994	16%	980	16%	737	12%	1310	21%

The above table shows the patron usage of the museum as broken down per day. Of the 6,253 patrons who visited the museum during 2008, we can see that Saturday was the most popular day to visit with a total of 1,310 patrons visiting on this day.

During 2007 and 2008, Saturday was the most popular day for museum visits compared 2006 where the most popular day was Thursday. Visitation dropped on Sundays though there was a large increase on Wednesdays.



2008 Visitors Report cont.

By Time of Day

	% Morning	% Afternoon
2008	34%	66%

Additional breakdowns show that the busiest part of the day to visit the museum was in the afternoons with 66% of the visitors visiting during this time of day. This figure excludes school tours, most of which are scheduled during the morning. Shoulder season hours (April, May, June, September, October and November) do not have morning hours, however, museum staff did not turn away any interested patrons if it was feasible for them to tour the museum.

By Tour

2006	232
2007	364
2008	540

The number of tours has shown a steady increase over the last couple of years. There was a 48% increase in 2008 with tours representing 9% of the museum visitors. In 2006 tours represented 6% of visitors and in 2007 they were 8% of the visitors. Our first children's tour was on April 23rd with 16 children and 2 chaperones from The YMCA Daycare.

Our next school tour arrived during the last week of May with 55 students and 3 chaperones.

In June, the museum hosted 11 school tours from various schools in the Fredericton area (including L'Ecole St. Anne) and a school in Bellisle. Tour information was sent to every school in surrounding districts earlier in the spring and teachers started to book tours as early as March for June. Feedback sheets were distributed to every teacher and comments were positive.

In the month of July, there were 5 daycare tours which is a new initiative for the York Sunbury Museum. Daycare tours differ from the school tour because they include a craft. The museum also had a tour booked for a group as part of their family reunion. An archaeology class from St. Thomas booked a workshop and tour that included a class assignment based on the exhibits and native artefacts.

The museum had 4 daycare tours during August, 2 of these tours were in French. We offered French tours on Acadian Day and had 7 people participate.

There were no tours booked for September, October, November and December.

Tour Comments:

"It was great-the length was fine. Children weren't bombarded with too much info-just enough to tweek their interest in returning." Ramona Card, Liverpool St. School

"A very enjoyable experience." Shelley Hanson, Miramichi Elementary School



2008 Visitors Report cont.

By Special Event

Month	Event	# of Patrons	Month	Event	# of Patrons
June	Riverfest	123	September	Culture Crawl	25
	Culture Crawl	18		Society Loyalist	47
	Kid's Program	60		Fiddle School	21
	Colouring Contest	40	October	Northside Heritage	13
July	Canada Day	130		Bodhran Workshop	5
	Culture Crawl	13		Fiddle School	17
	Kid's Program	6	November	Fiddle-a-Thon	32
	Loyalist Exhibit	55		War Brides Readings	14
August	New Brunswick Day	101			
	Acadian Day	57			
	Culture Crawl	72			
	Heritage Zone	10			

The museum had an open house and offered free admission for Riverfest from 10-4, but stayed open until 5pm because the museum was very busy. During the month of June there was a colouring contest that had approximately 50 entries. Canada Day was our busiest day of the year and featured half price admission with craft activities for young children. The crafts cost fifty cents each and had 70 participants who painted Canadian flags and created frogs.

By Facility Rental

Month	Event	# of Patrons
May	UNB Sociology Soiree	52
June	CanSpell	23
August	Worship in the Square	60
September	Harvest Jazz & Blues Private Party	102

2008 Guest Book Comments

“Many thanks for your kink [sic] hospitality. This museum exhibits true culture and the fine atmosphere that makes Fredericton such a wonderful place. It will certainly not go [sic] forgotten!” T. Collins & N. Pagul, St. John’s NL

“Thank you for showing the history of Fredericton with courtesy.” J. C. Chow, Washington DC



“Great Staff ... nice viewing!” L. Boisvert, Hoyt NB

2008 Visitors Report cont.

Guestbook

New	Fredericton	Canada	United States	International
297 signatures	140 signatures	842 signatures	120 signatures	115 signatures
28%	12% (of total)	51%	11%	11%

There were 1263 signatures in the guestbook for 2008.

Of the 297 signatures from New Brunswick residents

47% listed Fredericton as their home, 6% listed Oromocto, 5% listed Saint John, 3% listed Moncton and 2% listed Bathurst, Douglas and Fredericton Junction. Patrons from New Brunswick represented 28% of the signatures in the guestbook. Of the 545 signatures from Canadians from outside of New Brunswick, Ontario visitors represented 27% (of the 545) of the signatures and Quebec 11% (of the 545). There were 120 signatures from the United States with most of our American visitors coming from Maine (24% of the 120) and California (8% of the 120). There were 115 signatures from countries other than the United States and Canada with 21% (of the 115) of them arriving from England.

More 2008 Guest Book Comments

“Lived here for 20 years, can’t believe I never came in! Wonderful!” P. Brooks, Fredericton NB

“Fascinating info and great staff. Thank you!” K. Buvar-Dotte, New Westminster B.C.

“We love it here!” R. and B. Kelly, Fredericton NB

“Great frog, great staff!” E. McLean, Digby NS

“Très interessant - Super” C. Emond, Gatineau QC

“Wow!” A. Theriault, Freddy NB



Hours of Operation

The museum was open by appointment during the months of January, February, March and the first half of April. During Heritage Week in February the museum was open to the public and did not charge admission resulting in 8 visitors.

During the remainder of April, May and June the museum was open shoulder season hours (Tuesday to Saturday form 1 to 5pm). Summer hours started in July and ended after Labour Day in September during which time the museum was open Monday to Saturday from 10am to 5pm and Sunday from 12 to 5pm. After Labour Day the museum returned to shoulder season hours for September, October and November and then open by appointment or by chance in December. The “open by chance” option has been popular with the off season visitor. Several visitors have taken a picture of the sign that list our off-season hours! The Off season visitors are warned about the cold condition in the museum but it doesn’t deter them from wanting to visit.

2008 Visitors Report cont.

Revenues

Admissions and Facility Rentals

During the 2008 year the museum earned \$10, 067 in admissions. This would be an average earning of \$1.60 per patron (Admission \$/Patrons). There were 61 coupons returned for the City Tourism Guide (2 for 1 Admission) and 3 returned from the school tours (half off family).



The Museum earned \$256 from facility rental fees and plans to increase that number over the next year. 86% of our admissions were from regular patrons, 9% were from events and programs, 9% were from tours and 2% were from facility rentals.

Sales

Several enquiries were made by patrons about a Museum Gift Shop. The YSM hasn't had a gift shop for several years but patrons are looking for buying opportunities at the museum. Requests were made for books, artefact related postcards, tourist pins, Coleman Frog related paraphernalia (i.e. t-shirts, postcards and toys) etc. In response to the requests the staff placed some older postcards that we found on the Admissions desk and started selling them for \$1 each at the end of June. In July, the staff placed back issues of the Officers' Quarters and Ruth Scott's book on the history of the Nashwaak in the Orientation Room and we ordered copies of Hope Restored by Robert Dallison to have with our Loyalist Opening.

In September the Museum started to sell the Museum pins and Maple Leaf pins, in November the Father's Footprints Colouring book and Captured Hearts by Melynda Jarrett. In December the Coleman's Pride Colouring Book and a few miscellaneous frog related toys. In total we made \$1105.75 in sales in 2008 from both museum sales and consignment sales.

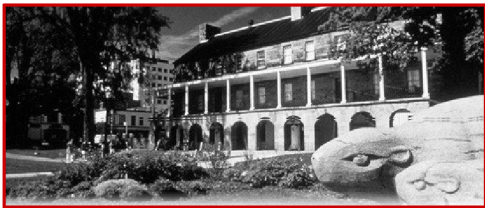
Attraction	May	June	July	August	September	Season Total
Kingslanding	588	5449	9107	11100	4416	30,660
Beaverbrook Art	2484	3334	3513	3060	3459	15,850
Science East	1309	2424	3522	3348	554	11,157
York Sunbury	219	1031	2052	1922	545	5,769
Old Government	1024	1467	1151	919		4,561
NB Legislative	637	1467	777	615		3,496
Lighthouse		63	1249	1300	407	3,019
Christ Church			1100	910	727	2,737
NB Sports Hall of	107	318	735	509	302	1,971
Gallery 78	78	308	393	451	235	1,465
Other Venues						
City Hall Tourism						7,366
Huntsman Marine						19,425
Musée Acadien						4,322
Chocolate Museum						12,562
NB Museum						46,000

2008 Visitors Report cont.

Web 1.0 (Website)

During the March 2009 Fredericton Tourism Launch it was noted that travellers are on-line, Google is dictating travel decisions and GPS usage is increasing.

2008 Web Hits				
Month	Most popular page		2nd most popular page	Total
January	Upcoming events	1426	Home	663 2656
February	Upcoming events	764	Home	599 1832
March	Home	778	Upcoming events	538 2459
April	Home	588	Upcoming events	249 2198
May	Home	472	Featured Exhibits	200 1968
June	Upcoming events	3512	Home	494 6200
July	Upcoming events	801	Home	526 3548
August	Upcoming events	1089	Home	526 3505
September	Upcoming events	704	Building & Meeting Room Rental	515 3059
October	Building & Meeting	860	Upcoming events	569 4481
November	Building & Meeting	2740	Upcoming events	1834 5903
December	Upcoming Events	1693	Home	403 5161
				42970



The museum launched it’s website with Red Cow in June 2007 and received 7,796 page impression for that year (a page impression is made each time a page is visited on the website. It is also referred to as “hits”). For 2008 the manager worked to implement search engine optimization (SEO) practices that are possible with the template that the museum website operates under to bring more traffic to the website and to increase the museum web presence.

The goal was to make the museum easier for the search engines (i.e. Google) to find the website when a simple search term, such as Fredericton museum, is entered in the search bar. In March of 2008 the museum would be found about 10 pages into the find list which is ineffective since most people searching the web will only look at the first two or three pages. After August the museum started to appear on the first page and about sixth on the list.

The website has had several pages added during the year.



2008 Visitors Report cont.

Web 2.0 (Facebook and YouTube)

“What do I mean by 2.0? ‘Web 2.0’ is not just a buzzword; it’s a definition of web-based applications with an “architecture of participation,” that is, one in which users generate, share, and curate the content. The web started with sites (1.0) that are authoritative content distributors--like traditional museums. The user experience with web 1.0 is passive; you are a viewer, a consumer. Web 2.0 removes the authority from the content provider and places it in the hands of the user. Now, you are a participant. You determine what’s on the site, and you judge which content is most valuable.” (<http://museumtwo.blogspot.com/2006/12/what-is-museum-20.html>)

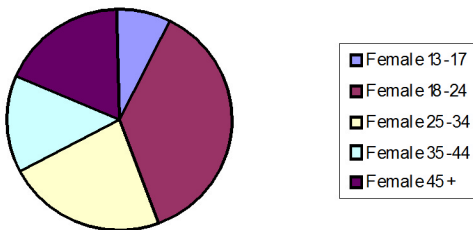
During the year the York Sunbury Museum started using the Facebook and YouTube social networks as Web 2.0 promotional tools. The Facebook page is a “Fan” page where Facebookers are kept up-to-date about the museum through the use of Notes, Pictures, Event Postings, a communication wall and are encouraged to interact on the network. Items from our newsletter are posted on the page, our programs are listed and Fans are kept updated about the museum.

The Fan page keeps track of our user statistics. Some of these statistics are illustrated here for the year end in chart form.

Many museums have been experimenting in these spaces by creating institutional profiles, museum affinity groups, and connecting with visitors and other museum professionals individually. There are huge positives to tapping into these networks, including connecting with visitors "where they are" and co-opting easy-to-customize applications for museum purposes. The Brooklyn Museum of Art is a great example of a museum really embracing these environments for community-building purposes.

The Fredericton Tourism Department will be implementing a Web 2.0 marketing plan during the latter half of 2009.

Female Fans by Age Groups



Projections for 2009

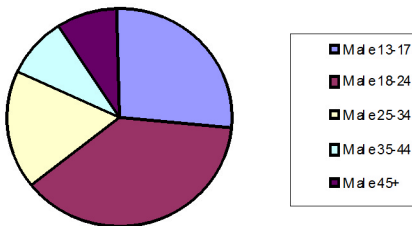
“Flat is the new growth” (David Rioux, Fredericton Tourism Launch)

It is expected that the recession will have an affect on the tourism industry and that 2009 will be a challenging year. The Museum’s goals for this year will be a modest increase over 2008. Emphasis will be placed on being accessible to

Number of Female Fans Versus Male Fans



Male Fans by Age Groups



the Fredericton community, being available to participate in festivals should the opportunity arise and museum programming.