

Past & Present Informing the Future

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It's a really beautiful mission.

Survey 14

To see what you showed us today,
this is a privilege.

Survey 18



Parcs Canada



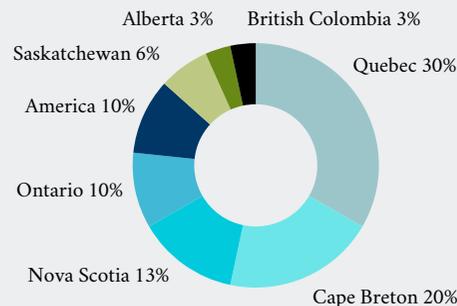
PROJECT PURPOSE

The Fortress of Louisbourg represents an excellent example of rural and remote tourism. A project was undertaken to exemplify the interests, attitudes and behaviors of those visiting the Fortress of Louisbourg.

MATERIALS & METHODS

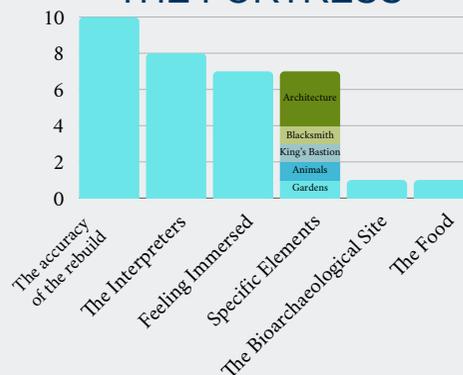
Throughout the field season of 2023, 30 visitors of the bioarchaeological site were randomly selected to engage in an in-person, verbal survey consisting of 11 questions. Following the surveys, a Grounded Theory approach was applied to identify emergent themes.

GUEST DEMOGRAPHICS



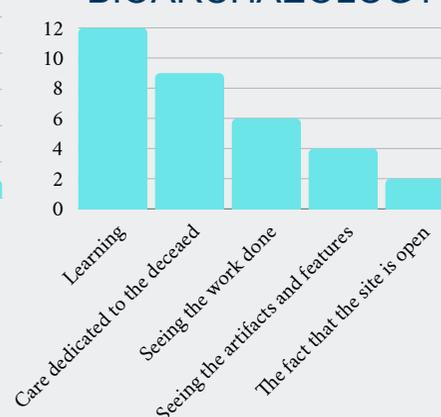
70% (n=21) were first time visitors
20% (n=6) live local and visit regularly
10% (n=3) experienced the Fortress before, but wanted to experience it again with their families

EXPERIENCING THE FORTRESS



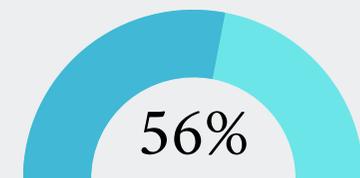
6% (n=2) concerned about accessibility
6% (n=2) seeking more representation for the realities of the time period

EXPERIENCING BIOARCHAEOLOGY



VISITING HISTORIC & CULTURAL SITES

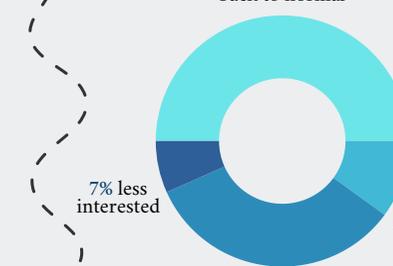
92% (n=28) of survey participants believed it was important to visit the National Historic and Cultural Heritage Sites of Canada.



14/25 guests indicated they did not know about the bioarchaeological site before visiting the Fortress of Louisbourg

TRAVEL SINCE THE PANDEMIC

50% feeling like things are "back to normal"



10% more conscientious about hygiene

VOICES FROM THE FORTRESS

"I just appreciate that someone in the Fortress mentioned it... I'm just happy I got to see it. Most of the time you don't get to see the people working, you just get to see that something somewhere has been discovered. But this is really interesting that the excavation can be shown to the tourists."

Survey 13

"I think it's really cool you're letting people even come and see it. I think that's something that [the public] never get to see. And the methodologies that go behind it, and the thought process behind it. I think too, I was excited about seeing something new and seeing people work in a different career."

Survey 22

CONCLUSIONS

Within the tourism sector, it's been expressed that not many folks are avidly seeking opportunities to experience and/ or learn about National Historic and Cultural Heritage sites. However, there is a deep interest among travelers to learn more about what is now Canada. I think the results of this study demonstrate the opportunity to reach an unmet market and the importance of collaboration between stakeholders to ensure the public is made aware of these very unique experiences and opportunities – such as those available at the Fortress of Louisbourg.

