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Bob Williams
Assistant General Manager and
Marketing Director
Calaway Park



Background

Calaway Park—Western Canada's largest outdoor family amusement park—has been offering affordable, family-friendly fun and entertainment for more than three decades.

Since opening its doors near Calgary in 1982, this award-winning amusement park has built on a well-deserved reputation for excellence. Sprawled across 90 acres, the Park offers world-class attractions, including 32 thrilling rides and a wide range of high-energy entertainment. Visitors also have the option of spending the night under the stars at the RV Park and Campground under and waking up to a breathtaking view of the majestic Rocky Mountains.



Marketing strategy and challenge

Having an exceptional reputation and great offerings doesn't always guarantee box-office success. As an outdoor family entertainment destination, Calaway Park relies on seasonal marketing campaigns to attract visitors during its limited

CLIENT: Calaway Park

SECTOR: Hospitality and Entertainment

GOAL: Increase ticket sales and attract new customers

SOLUTION: The Unaddressed Admail service

operating season, specifically the summer months. Additionally, challenging economic times and increased competition for tourist dollars have driven the Park to seek efficient and cost-effective ways to attract the right visitors to its gates.



Canada Post solution

With the objective of finding and connecting with families who would be most interested in visiting the Park, the Calaway Park marketing team met with Canada Post for advice. The Direct Marketing Advisor from Canada Post recommended the Unaddressed Admail service. Using Postal Code^{OM} and Forward Sortation Area (FSA) data,



Results

From a coupon redemption perspective, the campaign yielded strong results across the board, including a year-over-year 16 per cent increase in campground purchases from Alberta guests during the month of August. According to Bob Williams, Assistant General Manager and Marketing Director, Calaway Park, "We were impressed not only by the increased volume of ticket and package sales, but also by the campaign's success in attracting profitable new high-margin customers. Although the results from the QR code were inconclusive, the test has given us insights into how we might use direct mail in the future to drive to web, social and mobile traffic."

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