



Parq

CASE STUDY

Getting Québec Moving, One Regional Park at a Time – The Endorphine.ca & Parq Alliance!

With Accès Nature, everyone gets outside! Thanks to this initiative put forward by Parq and financially supported by the Ministry of Education, 27 regional parks offer 100% free daily access, allowing **43,506 Quebecers** (and counting!) to enjoy the benefits of the great outdoors with ease.

But to ensure a smooth experience, just like a well-maintained trail, a powerful tool is needed to manage reservations and park access. This is where Endorphine.ca, in collaboration with Parq (Regional Parks of Québec), comes into play!

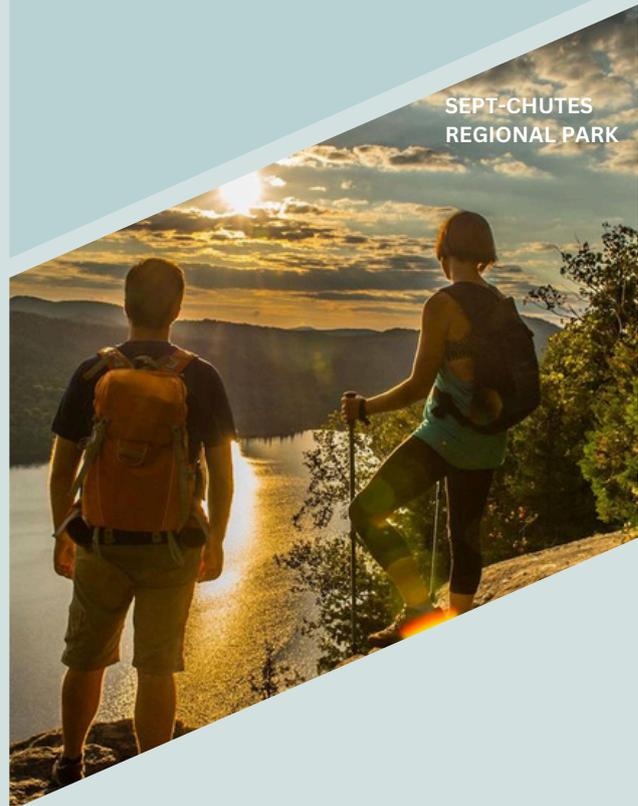
Challenges

How can we make it easy for visitors to book their free daily access while providing park managers with an efficient way to monitor attendance and optimize resources?

Solution

With the Endorphine.ca platform, regional parks can:

- Offer a simplified online booking system so visitors can book their spot in just a few clicks.
- Manage real-time attendance, ensuring each park welcomes an optimal number of visitors for a safe and enjoyable experience.
- Collect valuable data on visitor habits and park usage to refine and enhance the overall experience.
- Automate communication with reservation confirmations and reminders to inform and engage visitors.



Key benefits

- More accessibility: Easy access to natural spaces for everyone.
- Less manual management: A tool that simplifies life for park administrators.
- An optimal experience: A smoother, more organized outdoor adventure that remains as refreshing as ever!

Conclusion

With Endorphine.ca and Parq, Accès Nature takes another step towards its goal: to bring even more Quebecers outdoors, hassle-free, and in the heart of nature!

Through this collaboration, we are actively contributing to a healthier society, where outdoor activities become a reflex for everyone. Together, we are building a future where nature is at the heart of everyday life for Quebecers, offering them an accessible and worry-free gateway to unforgettable outdoor experiences.