NEW ANGLER EXPERIENCE PILOT
CABELA’S LAVISTA, NEBRASKA

IN PARTNERSHIP WITH:
GOALS

• Pilot a shopping experience at Cabela’s store in La Vista, NE for new anglers that is:
  • Not intimidating
  • Educational
  • Engaging

• Generate more product sales

• Create more participation in Family Fishing Events/other R3 programs

• Increase fishing license sales
PROGRAM COMPONENTS

• **Training:** Education for store employees

• **Merchandise:** Create an area in the fishing department that caters to beginners

• **Educational Resources & Events:** Provide new anglers the tools to “go learn” through resources offered at Cabela’s and the NE Game & Parks Commission
FOUR ENDCAPS IN THE FISHING DEPARTMENT
SPINCASTING
ROD AND REEL COMBOS
CATFISH

CHANNEL CATFISH

Nebraska Fisheries - Channel Catfish

Mud Catfish

Riffle Catfish

REGULATIONS

NEBRASKA FISHING REGULATIONS

GENERAL FISHING REGULATIONS

BOWLING LAKE - SOUTHWEST LINCOLN

BOWLING LAKE - SOUTHWEST LINCOLN
FAMILY FISHING EVENTS

• NE Game and Parks hosted 20 events in the Omaha/Lincoln Metro attracting approximately 3,000 people

• Events marketed through NE Game & Parks marketing channels
  • Social, e-mail, website, fliers, etc.

• Cabela’s La Vista promoted on their local Facebook page

• Staff at events registered attendees and capture e-mail for post-event survey
FREE TACKLE BOX!

• Flier and coupon distributed to event attendees by NE Game and Parks staff
• Other family fishing events offered for families to learn
• Empty tackle box offer at Cabela’s store in La Vista, NE (starting with 100)
• Goal – get participants to take next step and spur tackle sales
• Boxes contained educational materials from NE Game and Parks
FAMILIES FISHING
FAMILIES FISHING

• There were 19 Family Fishing Events in the Lincoln and Omaha areas with a total of 423 surveyed groups representing 1,282 participants
• 415 free tackle box coupons were handed out, 100 were redeemed
Leaders of the groups received coupons and redeemed them for a free tackle box, at a rate of 23.7% for all events, differently for Lincoln (91 coupons, 15.4%) vs Omaha (237 coupons, 24.5%) events.
FAMILIES FISHING

• Leaders of family groups were represented equally by male and females
• Redemption of coupons at Cabela’s in La-Vista was equally proportional for males and females compared to coupons received
• Permit bars are representative of the 2017 NE Fishing Permits Purchased

Percent of coupons redeemed and distribution of permits by gender
NEW ANGLER EXPERIENCE PILOT

- 24% of Family Fishing Participant leaders (person representing the family group) were directed to Cabela’s
  - Represents 303 participants.
- Females were represented at a greater rate than normal participation as indicated by fishing permits.
- There was a difference in the percent of coupon redemption based on the distance from the store. The distance from Holmes Lake to Cabela's is 37 miles whereas Halleck Park is 5.2 miles. The higher return of coupons in Omaha events may be due to the closer proximity of the event venues to Cabela’s.
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• NE Game and Parks event staff engagement to the program, and of Family Fishing Event participants to Cabela’s and the program IS important.
  • Engaging the retailer and it's staff
  • Exciting participants about fishing and fishing gear
  • Directing participants to equipment resources

• Cabela’s store and staff engagement to the program IS important.
  • Afford the space for equipment and information
  • Staff awareness and investment in customer needs
NEW ANGLER EXPERIENCE PILOT
NEXT STEPS

• Analyze Participant Data
  • Gender, Age, Ethnicity, Group Relationships
  • Event Location Statistics

• Survey Participants
  • Establish protocols, methods and tools to survey participants.

• Determine Retailer Value
  • Create methods to validate observations of increased product interest and sales.

• Plans to continue
FAMILIES FISHING

In appreciation; Scott Wanetka, Alexis Vrana, Joey Evert, Bill Stockstill, Cabela’s Sales and Customer Service Staff, Nebraska Game and Parks Volunteer Youth Fishing Instructors