

Exploramer Feeds Curiosity at the Source

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Mission: Raising Marine Conservation Awareness

Located on the St. Lawrence Riverway in Quebec, [Exploramer](#) is a science museum dedicated to protecting and showcasing the local marine ecosystem. Visitors enjoy interactive exhibits, a small aquarium, sea excursions, and educational day camps—all designed to inspire stewardship and understanding of marine life.

AudienceView's Role in Promoting Conservation Education

A client since 2020, Exploramer relies on AudienceView Unlimited's all-in-one platform to manage ticketing, memberships, and donations. By leveraging these capabilities, the museum offers:

- **Special ticket packages** that encourage repeat visits
- **Membership options with discounts** for loyal patrons
- **Gift cards** redeemable at the box office or museum boutique

These tools help Exploramer deliver a seamless guest experience while generating essential revenue to sustain its mission.



Celebrating Sustainability Leadership

Last month, Museum Director, Sandra Gauthier, was named [Caribou Magazine's Personality of the Year](#), in recognition of her program, Smarter Seafood. Smarter Seafood is an eco-guide for consumers, advising in the choice of local fish and seafood, and certification for restaurants and fish markets, all to promote sustainable seafood consumption. By incorporating lesser-known species of the St. Lawrence into their diets, seafood lovers can support sustainable development and protect biodiversity.

"I am proud to have been recognized for this program, and it is a testament to the commitment of our entire staff and community," says Gauthier, "I hope that this results in increased awareness of our mission and brings new visitors through our doors."



The second phase of the Smarter Seafood program will be launched this month, introducing a virtual platform intended for chefs and fish harvesters, who will be notified of landings and will be able to stock up accordingly. Given the critical importance of environmental responsibility, it is paramount that everyone becomes more educated and aware of their impact and how to source locally and sustainably. Exploramer's efforts to promote sustainable seafood consumption are a commendable step towards achieving this goal.

A Shared Commitment to Sustainability

By pairing innovative programming with AudienceView Unlimited's all-in-one platform, Exploramer continues to engage the public in meaningful ways—turning every ticket sale into an opportunity to promote education, sustainability, and environmental responsibility.