

REGIONAL TOURISM ACTION PLAN FOR THE ENGLISH-SPEAKING COMMUNITY OF THE GASPÉ AND MAGDALEN ISLANDS



2018-2023

CASA

**2018-2023 Regional Tourism Action Plan for the
English-speaking Community of the Gaspé Coast and Magdalen Islands**
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Canada Economic
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Summary

The Committee for Anglophone Social Action (CASA) works to build and strengthen the vitality of the English-speaking community of the Gaspé Coast. This regional tourism action plan has been developed to foster the increased participation in the tourism industry by English speakers and encourage a greater number of English speakers to visit the Gaspé Coast and the Magdalen Islands.

The English-speaking community of the region faces many socio-economic challenges as compared to the francophone population. Increased participation in tourism industry would generate social and economic benefits at the individual, organizational and community level.

A recent study commissioned by the Community Economic Development and Employability Committee has indicated a high level of interest by American and Ontarian travellers in visiting the attractions of the English-speaking Quebec, as well as the desire to receive English services when visiting the province.

In order to reach the goals of increased participation in the industry and greater visitor numbers, the following long-term actions have been identified:

1. Implementation of a bilingual services identification program that would allow English-speaking tourists to identify industry members who offer English services.
2. Creation of a culture and heritage route that presents the tangible and intangible culture and heritage elements of the community.
3. Development of tourism products within the English-speaking community and entrepreneurial support.

The targeted actions will create added value to the current majority-Francophone regional tourism offer. The key to the success of this plan lies in collaboration with Francophone and First Nation's partners and key stakeholders in the regional tourism industry. For example, the culture and heritage route would be one of many themed routes offered by Quebec Maritime, the Association touristique régionale de la Gaspésie and Tourisme Îles de la Madeleine. The creation of communications tool and a marketing strategy aligned with current Quebec marketing to reach English-speakers will focus on Ontario, Atlantic Canada and New England.

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Introduction

The English-speaking population in the Gaspé and Magdalen Islands faces a unique set of socio-economic and demographic challenges compared to the Francophone majority. The tourism industry represents an opportunity for the English-speaking community to mobilize, generate new revenue, start new business and increase employment.

As one of Quebec's most visited regions, the tourism industry in the Gaspé is an important employer representing one in five jobs and creating over 7,300 jobs annually. Estimated annual spending by visitors is close to \$200 million. However, the English-speaking community's participation in this sector is limited.

In 2016, CASA, a non-profit organization working to build and strengthen the vitality of the English speaking community of the Gaspé Coast, carried out an opportunity analysis of the Gaspé's tourism industry. Funded by Canada Economic Development for Quebec Regions (CED-Q) and the Community Economic Development and Employability Corporation (CEDEC), this analysis presented the needs and perceptions of some industry members and the community.

In 2017-18, CED-Q and CEDEC partnered with CASA to support the development of this five-year action plan to increase participation of English speakers of the Gaspé Coast and the Magdalen Islands in the tourism industry and increase the number of English speaking tourists visiting the region.

Based on the results of the analysis, meetings and correspondence with community organizations and industry stakeholders, as well as research on best practices throughout Canada, this plan presents three areas of focus for development.

Sections one to four of this document presents the current situation of the community and the industry, while section five presents concrete actions. Also, a database of existing and potential tourism products has been created.

This plan will mobilize the community to take advantage of the potential that the tourism industry offers.

1

The English-speaking Population of the Gaspé and Magdalen Islands

The English-speaking community of the Gaspé and Magdalen Islands is comprised of 9,945 individuals, making up 10.7% of the total regional population (2011 census). Approximately 60% of the region’s English-speaking population lives in the MRCs of Bonaventure and Avignon on the Gaspé Coast. The population is concentrated in the following towns:

Town	Population	Official language minority FOLS	Official language minority (percentage)
Gaspé	14,300	1,660	11.6
Listiguj	1,241	1,190	96.4
New Carlisle	1,388	790	61.5
Percé	3,103	630	20.5
Gesgapegiag	653	605	93.1
New Richmond	3,706	510	13.9
Îles-de-la-Madeleine	12,475	650	5.3
Cascapedia St. Jules	730	415	56.8
Chandler	7,546	335	4.5
Port-Daniel-Gascons	2,210	245	11.1
Pointe-a-la-Croix	1,391	205	14.9
Hope Town	339	185	55.4
Shigawake	292	170	57.6
Escuminac	544	150	27.5
Matapedia	630	130	20.6

Source: 2011 National Household Survey, Statistics Canada

The official language minority community (OMLC) of the region faces distinct challenges; compared to other OLMCs throughout the country, the OLMC of the region has the poorest socio-economic status in Canada. Measured against the regional francophone community, English speakers have lower educational attainment, lower income, and higher unemployment rates.

However, the community has a long history and presence in the Gaspé which began in the mid-1700s. English speakers are more bilingual, have a strong attachment to the region and wish to contribute to its development¹. The community’s English, Irish, Scottish, Channel Island and Loyalist (American colonists) roots have produced distinct traditions and customs. In addition, the English-speaking First Nation’s communities of Gesgapegiag and Listiguj have a rich history and strong presence in the region.

¹ CASA, English-speaking Communities of the Gaspésie–Îles-de-la-Madeleine, A Regional Profile, 2016.

2

The Regional Tourism Industry

2.1 The Gaspé

According to a study² conducted in 2014, the tourism industry in the Gaspé provides 7,388 jobs with 3,750 being year-round. It is the second most important employment sector, representing one out of five jobs and 1,051 tourism-related businesses.

In 2016, the *Association Touristique Regionale de la Gaspésie* (ATRG) reported a total of 762,000 tourists visited the Gaspé, with 180,000 people visiting one of the 15 tourist information centres in the region³. Of the 762,000 visitors, 80% were from Quebec (30% from Montreal, 12% from Quebec City, 58% from elsewhere in Quebec).

According to the ATRG, 2017 was an exceptional year for tourism with a 15% increase in visitors to attractions and festivals (including museums and interpretation centres). Also, 20,000 more people visited a tourist information centre, totaling 200,000.⁴

Each year, the ATRG surveys approximately 600 visitors to develop visitor profiles. From 2009-2013:

- 55% of visitors to the Gaspé travel without children, 24% travel with friends and 19% families with children
- 60% of travelers are couples
- Two out of five visitors are first-time visitors
- Visitors are increasingly older. In 2009, 20% of visitors were older than 55 years; in 2014, this increased to 45%.

2.2 Magdalen Islands⁵

Tourisme Îles de la Madeleine reports 74,000 visitors to the Magdalen Islands in 2017; since 2014 the islands have experienced a 21% increase in tourist traffic. The months of June and September 2017 were associated with the largest increase, being 6% and 15% respectively. The website www.tourismeilesdelamadeleine.com noted a:

- Three percent (3%) increase in visitors to the Island, for a total of more than 524,000 visits, with 59% being first-time visitors.

² Consultants OPR, *État de situation de l'industrie touristique en Gaspésie*, 2014. Available at <http://creneau-recreatourisme-gaspesie.com/realisations-du-creneau.html>

³ Tourisme Gaspésie, Bilan de saison, 2016

⁴ Tourisme Gaspésie, Communiqué de presse, 14 novembre 2017

⁵ Information on the Magdalen Islands from <https://www.tourismeilesdelamadeleine.com/en/media/what-s-new/2017/11/10/a-positive-track-record-for-2017/>

- An average increase of 92% in the number of booking requests made through the search engine for lodging from July to October.
- Two percent (2%) increase in online visits, for a total of nearly 863,000 online accounts.
- Ten percent (10%) increase in the number of online visits originating from the archipelago, for a total of 79,000 visits.

The analysis of the end-of-stay survey (conducted with more than 2,200 visitors in 2016) reveals some similarities in the profile of summer visitors between 2012 and 2016. Most visitors come from the province of Québec, and the main gateway to the Islands remains the ferry from Prince Edward Island. The landscape remains the premier attraction.

Visitors Gaspésie-les-Iles 2012-2013

	Les Iles		Gaspésie	
	2012	2013	2012	2013
American tourists	1 000	2 000	12 000	18 000
International tourists	5 000	-	42 000	43 000
Quebec Tourists	41 000	33 000	650 000	497 000
Canadian Tourists	-	-	36 000	57 000
Total	47 000	35 000	740 000	615 000

Source: *Ministère du Tourisme, Les plus récentes données sur le tourisme au Québec, 2015.*

Note: Data provided for information only and to be used for qualitative purposes

2.3 Tourism associations

Quebec Maritime works to promote the maritime region of Quebec (Bas-Saint-Laurent, Gaspésie, Côte-Nord and Îles de la Madeleine and offers 22 themed tourist circuits. Nearby targeted markets include the Maritimes, Ottawa, Toronto and New England.

The *Association touristique de la Gaspésie (ATRG)* works to promote and develop the tourism industry in the region, with 679 members in 2017. Its market is the province of Quebec.

Other local and MRC associations include the Réseau Muséal des Îles-de-la-Madeleine, Office du tourisme du Rocher Percé, Office du Tourisme Bonaventure, Tourisme Baie des Chaleurs and the newly created Destination Gaspé.

3

The English-speaking Community's Involvement in the Tourist Industry

3.1 Current context

The English-speaking community of the Gaspé Coast is poorly integrated into the broader tourism sector as noted by its lack of participation in the Association Touristique régionale de la Gaspésie (ATRG), Quebec Maritime, Chambers of Commerce and Tourisme Québec, and absence from tourism-related strategies and plans. In addition, English-speaking individuals and organizations are largely absent from initiatives such as the Circuit des arts visuels et des métiers d'art de la Gaspésie and various other themed circuits and routes.

According to a 2016 survey⁶ conducted by CASA, many English-speakers of the Gaspé believe that they are limited in their ability to work in the tourism industry and to produce a tourism product due to their lack of French language skills. There is a perception that resources and information about training, technical support, and funding for tourism initiatives are lacking for English speakers in all four MRCs. As the majority of tourists visiting the Gaspé are French-speaking Quebecers, an inability to communicate sufficiently in French is viewed as a significant limiting factor for English-speakers who wish to work in the tourism sector.

In the Magdalen Islands, specifically Grosse-Île and Entry Island, English speakers are implicated in tourism, with the Council for Magdalen Islanders (CAMI) working to develop and improve several tourist attractions. Each year CAMI continues to evolve the tourism program for the English-speaking community of the Magdalen Islands, with an aim to diversify the local economy and sustainably develop economic opportunities for the community, leading to job creation, youth retention and community vitality. See appendix 2 for a history of CAMI's tourism initiatives.

The Community Economic Development and Employability Corporation (CEDEC) developed a strategy for the English-speaking community of Quebec, Tourism 2025, focused on stimulating new business development and creating jobs, supporting the growth of existing businesses directly or indirectly related to tourism, and providing a framework for partnership development with key tourism stakeholders. CEDEC is currently working with Alliance de l'Industrie Touristique du Québec and various Associations Touristiques Régionales (ATRs) throughout Quebec to have products based on culture and heritage of the English-speaking community recognized and validated as part of Quebec's overall tourism offer, with a goal of establishing an Association touristique sectorielle (ATS) for the English-speaking community.

⁶ CASA, *Opportunity Analysis for the Gaspesian Tourism Sector*, 2016.

3.2 Existing tourism products

The English-speaking community's involvement in the tourism industry is primarily based on culture and heritage. At the current time, there is minimal collaboration between the museums, attractions, individuals and events within the English-speaking community. Joint efforts aimed at cost-saving, marketing and sharing resources are not undertaken. In addition, collaboration with Francophone industry members is limited.

Many existing and potential products in communities with a large Anglophone population are situated in proximity to recognized tourist attractions. For example, the Kempffer Interpretation Centre in New Carlisle is next to the soon to open Espace René-Lévesque. Craftspeople, storytellers and musicians in Gaspé, Barchois and Douglastown have access to thousands of English-speaking tourists with the arrival of the cruise ship industry. This proximity presents opportunities for the community to market their tourism products and to add another dimension to the regional offer. In addition, the interpretation site Birthplace of Canada/Berceau du Canada would be an ideal location to offer increased programming that highlights the contribution of the English-speaking community to the building of Canada.

3.3 Uniqueness of the English-speaking community

The English-speaking community of the Gaspé and Magdalen Islands is a historical official language minority community. Despite decades of out-migration, Gaspésians are proud of their roots and want to stay in the region. The community has a rich history and heritage with a distinct culture and traditions due to its Irish, English, Scottish, American Loyalist and Channel Island roots.

A distinctive dialect has also emerged, a blend of Canadian and Atlantic Canada English, with remnants of British, Scottish and Irish English and a growing number of words borrowed from Quebec French. According to a Montreal Gazette reporter, Gaspé English represents something rare and valuable: "the maintenance of local culture and identity in a globalized world"⁷.

Musical evenings, social events, St. Patrick's Day concerts, Canada Day celebrations and homecomings are held in communities around the coast, ensuring that today's cultural landscape reflects the community's heritage.

The Gaspé also includes three Mi'gmaq communities, of which Gesgapegiag and Listiguj are predominantly English-speaking. A unique relationship has developed between individuals in Cascapedia and Gesgapegiag who co-manage the Grand Cascapedia Salmon River.

⁷ <http://montrealgazette.com/news/local-news/watchwords-english-usage-in-gaspe-has-some-distinct-differences>


3.4 Tourism Potential

According to the World Tourism Organization, tourism is the world's 5th fastest growing industry, with one billion international travelers, \$1.53 trillion in global revenues and 5% growth globally per year.

The English-speaking community has the potential to add value to the region's tourism industry and to help the region's economy which has seen a continuous decrease in the number of visitors from the rest of Canada and the US.

In CASA's 2016 study, potential areas for development identified by community members and industry stakeholders were:

- Promotion of the Gaspé Coast and Magdalen Islands as a destination for English speakers.
- Creation of a network of quality local products available in the English-speaking community.
- Development of marketing strategies for the products of English-speaking Gaspé.
- Creation of a circuit/route presenting the culture and heritage of the community.
- Development of bilingual employees and human resource development (customer service).
- Involvement in the cruise ship industry (Escale Gaspésie) where the influx of English speaking tourists face a lack of English products and services.



"If it wasn't for the English-speaking community, we could not operate."

- Lise Nadeau, Operations Manager, Escalé Gaspésie

4

Interest in visiting the attractions of English-speaking Quebec

Commissioned by CEDEC in 2014, the Chaire de Tourisme Transat of the Université du Québec à Montréal conducted a study⁸ on existing and potential tourism products of the English-speaking community of Quebec. It surveyed 905 American, British and Ontario residents to determine their level of interest, with ten (10) being the highest level of interest, in visiting the attractions of English-speaking Quebec. The following presents the responses from Americans and Ontarians:

- Americans and those from Ontario demonstrated a strong interest in visiting Anglophone heritage and cultural attractions, with visiting museums or interpretation centres ranked first (7.05/10), visiting a historic site presenting Anglophone heritage ranked second (7/10) and taking in American or British architecture ranked third (6.86/10).
- Attending a multicultural festival rated highly at 6.93/10.
- Travelling a tourist route presenting British or American cities and towns was of interest (7.01/10), especially to Americans (7.2/10).
- When asked “*would you be interested in travelling to Quebec if more tourism experiences in English or related to the heritage or culture of the English-speaking communities were developed*”, those from Ontario (7.24/10) and the US (7.13/10) demonstrated a high level of interest.
- Ontarians (7.8/10) and Americans (7/10) have a high level of interest in visiting attractions related to the heritage and culture of their own country.
- When asked if they would be interested in traveling to Quebec if more tourism experiences in English or related to the heritage or culture of the ESC were developed, those from Ontario (7.24/10) were more likely than those from the US (7.13/10).

The study also suggests that tourists will not choose a destination solely for Anglophone activities. Also, if the community were to develop products, they should be complementary to existing products, add value to the francophone offer, and help to motivate all travellers to choose the Gaspé or Magdalen Islands. Anglophone cultural activities would be part of a more varied tourist offer and reach a higher number of potential visitors. The study states that the concept of an Anglophone living part-time in French and integrating could be an interesting selling point and could be branded as such.

⁸ Chaire de tourisme Transat, UQAM, *Inventaire et Qualification des Produits Touristiques Existants et Potentiels des Minorités Linguistiques Anglophones du Québec*, 2014.

“With a growing number of special interest tourists attracted to culture and heritage, and neighboring Ontario, American, and distant British markets showing a strong interest in cultural tourism, there is untapped tourism development potential for English-speaking communities in Quebec.”

CEDEC, Tourism 2025

5

2018-23 TOURISM ACTION PLAN FOR THE ENGLISH-SPEAKING COMMUNITY OF THE GASPE AND MAGDALEN ISLANDS

The goals of this plan are to create greater participation in the tourism industry by English speakers on the Gaspé Coast and Magdalen Islands and to encourage a greater number of English speakers to visit the region.

The implementation of three main areas of focus will ensure that these goals are achieved.

1. Implementation of a program that would allow English-speaking tourists to discover what industry members offer services in English.
2. Creation of a culture and heritage route presenting the museums, interpretation centres and visitor attractions that tells the story of the English-speaking community.
3. Product development and entrepreneurial support



Success of this plan will depend on:

- a. Collaboration with and support from the Francophone community and key stakeholders in the regional tourism industry.
- b. Alignment with local, regional, provincial and federal tourism strategies.
- c. Effective partnership development.
- d. Community engagement and mobilization.
- e. Development of a branding strategy and unique selling proposition.

5.1 Bilingual Services Identification Program

According to the Travel Activities and Motivation Survey (TAMS) and the survey conducted by the *Chaire de Tourisme Transat* in 2014, receiving services in English when visiting Quebec is particularly important to travelers from Ontario (8.36/10) and the US (8.25/10). The language barrier (perceived or real) was an issue. Four out of 10 Ontarians (39%) stated that the language barrier dissuades them from visiting Quebec compared to 19% of Americans.

When it comes to English services when visiting heritage interpretation sites, a guided tour with an English speaker was important (7.63/10), followed by an English app or brochure (7.56/10) and interpretation panels (7.25/10). The TAMS results rated guided tours higher (8/10) and stated the importance for visitors to receive English services at Tourist information offices (8.4/10).

To attract an English-speaking clientele who may perceive that a language barrier exists in the region; potential tourists should be assured that they can receive services in the language of their choice. In Alberta, the Conseil de Développement économique de l'Aberta (*CDÉA*) has successfully implemented a program to address the language barrier for Francophone tourists.

The *CDÉA* supports initiatives to promote the value added of bilingualism and the development of French products and tourist packages by:

- Managing www.tourismealberta.ca and distributes a tour guide and leaflets to inform Francophone tourists about attractions and services available in French in the province of Alberta.
- Working in collaboration with neighbouring provinces on joint projects.
- Collaborating with regional and provincial tourist organizations to create bilingual projects and raise awareness about them.
- Promoting and supporting francophone tourism companies.

Source: <https://www.lecdea.ca/en/areas-of-focus/tourism/>

Based on discussions with the *CDÉA* Director of Tourism Development and Entrepreneurship, CASA will work with partners to implement an adapted program for the Gaspé and Magdalen Islands.

In addition, CASA will support industry members who wish to reach the English-speaking market. A lack of bilingual staff is a preoccupation for many tourism businesses and during a regional think tank event in 2015, “customer service in English” was identified as a weakness in the region (while marketing to New Brunswick and New England was seen to be an opportunity⁹). Escal Gaspésie and other operators have stated that there is demand for English-speaking guides and staff that is not

⁹ *Actes des États généraux du tourisme de la Gaspésie, Accord Gaspésie—Îles-de-la-Madeleine.2015.*

being filled. Eastern Shores Adult Education Centres could assist in providing language and skills training if demand is sufficient.

In 2016, CASA interviewed 47 industry members. Fifty percent (50%) reported having English versions of their websites, with the remaining citing high costs associated with translation as a limiting factor. By participating in a bilingual services identification program, these businesses would benefit from publicity in English on a website, app and printed materials.

Actions	
<p>1. Create and launch a bilingual services identification program</p>	<p>1.1 Meet with ATR, Québec Maritime to elaborate on areas of collaboration.</p> <p>1.2 Identify and contact market-ready businesses to encourage participation in the program</p> <p>1.3 Bring together businesses and tourism stakeholders for a two-day conference with <i>CDÉA</i> and other best practises models to discuss the identification program.</p> <p>1.4 Establish regular communications between members of this network</p> <p>1.5 Develop marketing products</p> <ul style="list-style-type: none"> • Hire firm • Focus groups with participants • Marketing plan • Promotional items, print material • Social media and multimedia tools such as a facebook page, app, youtube channel <p>1.6 Launch program</p>
<p>2. Support businesses in their efforts to provide English services</p>	<p>2.1 Identify needs and provide support</p> <p>2.2 Implement an awareness campaign to promote career opportunities and employment in the tourism sector</p>

5.2 Culture and Heritage Route

Cultural and heritage tourism, where arts, culture and heritage form a key attraction for visitors and is the focus of their activities, is one of the fastest growing segments of the tourism industry.

A cultural-heritage traveler is defined as someone who participates in one or more of the following activities: art gallery/museum, concert/play/ musical, cultural heritage sites, ethnic heritage sites, historical places, and national parks. These activities and events are popular among U.S. travelers. Of eleven common trip activities, two thirds (66%) of U.S. heritage/cultural person-trips include a visit to a historic place or museum; nearly half (45%) include a cultural event or festival¹⁰.

Today, an increasing number of travelers are looking for the ability to participate rather than observe, a chance to meet locals, unique products and customized experiences¹¹. They are looking for authentic experiences that allow them to understand and connect with the people and events that make a community unique.

In the Gaspé and Magdalen Islands, in addition to tangible assets such as heritage sites and museums, there exists an untapped potential in intangible assets - having a conversation with an artisan at work, taking part in lobster fishing or attending an informal “kitchen party” with locals - activities that allow visitors to interact with Gaspésians and Magdalen Islanders as they conduct their lives. These intangible elements are where the unique aspects of a community come alive and provide authentic experiences that many travelers are seeking.



Photo credit: Ksenija Vinogradova/Andrew Bujold

¹⁰ https://travel.trade.gov/outreachpages/download_data_table/2010-cultural-heritage-profile.pdf

¹¹ Cultural and Heritage Tourism, A Handbook for Community Champions, 2012. https://tounsmns.ca/sites/default/files/page_documents/cultural_heritage_tourism_handbook.pdf

According to Destination British Columbia's guide for cultural and heritage tourism development¹², the following strategies will maximize heritage potential in a rural setting:



In order to increase Anglophone participation in the tourism industry, CASA will work with local organizations, individuals and tourism partners to develop a route that will present the authentic story of the community. This trail will bring together heritage centres, museums, attractions, artisans, storytellers and experience providers. The goal of this circuit is to promote the unique character of English-speaking Gaspesians and Magdalen Islanders and to emphasize the crucial role they played in Quebec history, as well as the community's relevance today.

This initiative will include a variety of stakeholders who may be unaccustomed to working together. Generally, the English-speaking community is not fully aware of all the sectors of the tourism industry. However, all of these sectors must work together to create a quality tourism product. Sharing costs, ideas and work will ensure that this new tourism product is created and generates revenue for the local economy.

In addition to increased revenue, the creation of a culture and heritage route will foster community pride, increase the community's sense of identity and contribute to the preservation of the region's cultural assets.

¹²Destination British Columbia. Cultural and Heritage Tourism Development. 2014 (<https://www.destinationbc.ca/getattachment/Programs/Guides-Workshops-and-Webinars/Guides/Tourism-Business-Essentials-Guides/TBE-Guide-Cultural-and-Heritage-Tourism-Jan2014.pdf.aspx> Destination BC)

Actions

- | | |
|--|---|
| <p>3. Establish a regional cultural heritage route that tells the story of the English-speaking community of the Gaspé Coast and Magdalen Islands.</p> | <p>3.1 Identify all relevant stakeholders including heritage organizations, museums, interpretation sites, indigenous groups, community organizations, religious groups, government agencies, municipalities, tourism bodies, tour guides and others</p> <p>3.2 Establish a cultural heritage tourism task force.</p> <p>3.3 Create a network of organizations that will contribute to the development of a cultural heritage trail that presents the story of the English-speaking community. Work collaboratively to identify the community's compelling stories and key selling proposition in regards to heritage.</p> <p>3.4 Organize a one-day conference to gather input, agree on a common vision.</p> <ul style="list-style-type: none"> • Ensure participation of long-term residents, seniors, youth and historians. • Incorporate input into the development of the trail and subsequent marketing. <p>3.5 Create a strong leadership committee and ensure representation from each sector.</p> <p>3.6 Create letters of agreement for all partners, including a market-readiness checklist.</p> <p>3.7 Ensure stakeholders are informed throughout the development phase.</p> <p>3.8 Hire marketing firm to complete:</p> <ul style="list-style-type: none"> • Identification of ESC's unique selling proposition and heritage values. • Design of name, branding, print material, web platform, app and social media presence. <p>3.9 Complete identification of cultural assets.</p> <ul style="list-style-type: none"> • Conduct research • Compile text, gather photos and create final draft of heritage trail for network approval. • Obtain agreement from all stakeholders on content. • Create an oral history/storytelling database <p>3.10 Develop marketing plan for</p> <ul style="list-style-type: none"> • Local markets • Ontario, the Maritimes and New England <p>3.11 Ensure market-readiness of all members of the network</p> <p>3.12 Implement marketing plan and launch the route</p> <p>3.13 Develop and implement periodic and ongoing monitoring and evaluation tools.</p> |
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5.3 Product Development and Entrepreneurial Support

Development of small tourism businesses and cottage industries can strengthen local economies, particularly in rural areas with limited livelihood prospects. The English-speaking community of the Magdalen Islands, centered on Grosse-Ile, has successfully developed community-based tourism products and activities. Representing a total Anglophone population of 650, the Council for Magdalen Islanders has successfully created the CAMI Historical Heritage Site which includes museums, traditional skills workshops and musical evenings. This complex is growing and in recent years has seen a steady increase in revenue. Elements of this initiative can be a model for communities on the Gaspé Coast.

Gaspésians can provide visitors with a glimpse into their culture and heritage via unique local stories delivered by individuals, events and products. Within the English-speaking community of the Gaspé Coast there are many individuals with the talent and skills needed to offer desirable items and activities to visitors. What is required is a strategic effort to engage these local craftspeople, artisans and potential experience providers, develop the full range of talent and skills in the community, and create market-ready products.

By examining best practices and working with existing expertise in the region, CASA will work with partners to strategically develop uniquely Gaspesian products and experiences using the full range of talent and skills in the region.

In Gaspé, there are few souvenirs to choose from. Cruise ship passengers prefer products that fit in their suitcases; many passengers are seniors and gifts suitable for grandchildren would be a good idea.

- Lise Nadeau, Escale Gaspésie

Local products

Shopping is an important activity for tourists. After meals and lodging, they spend most of their tourist dollars on clothing, crafts and local food products. What is it that makes the Gaspé unique, what are the products that would represent this uniqueness and what would English-speaking tourists buy? What is the Gaspé brand?

There is a need for unique branded products that represent the Gaspé. For example, a walk through Bar Harbour, Maine, has dozens of stores selling various products focused on blueberries and lobsters. PEI has Cows Ice Cream and Mud t-shirts. These are examples of successful food/culinary tourism products. This sector could represent a major opportunity for the community to promote its culture. Food tourism is not limited to gourmet food. It is about what is unique, authentic, and memorable and can include products from farmers, fishermen, brewers and local kitchens. According to the UNWTO Second Report on Gastronomy Tourism, *“Culinary tourism has emerged as a central facet to any tourist experience. It encompasses cultural practices, the landscape, the sea, local history, values and cultural heritage.”* Food serves to connect us with the land, our heritage and the people around us. It is a diverse and dynamic channel for sharing stories, forming relationships and

building communities. By combining travel with these edible experiences, food tourism offers both locals and tourists alike an authentic “taste of place”.

Currently, there are numerous individuals in the region who could provide tourism souvenirs and crafts. However, very few have market-ready products and are not fully aware of the opportunities in tourism sector. These potential entrepreneurs will require significant support in developing and bringing their products to market.

Experience-based products

Experiential tourism and the emerging demand for authentic, engaging, personalized visitor experiences that connect visitors to the special people and places they visit, continues to grow.

According to Canada Minister’s Roundtable on Parks; “Experiential tourism is an outgrowth of a global movement toward experiential learning, whereby people create meaning through direct experience.”

“Learn something by doing something with someone who lives here” is Experience PEI’s description while Tourism Nova Scotia states that experiential tourism “means taking the goods and services that have traditionally been part of the tourism industry up a level by designing opportunities for our visitors to: Learn – a new skill, about who we are and how we live, or to challenge themselves Do – be a hands-on participant in the activity not a passive observer Be Local – by meeting and engaging with people who are interested in sharing our local culture, practices and way of life or a particular skill they may have.”¹³

An increasing number of tourists want the opportunity to participate rather than observe and a chance to interact with locals is a must. People are searching for ways to connect, to immerse themselves and be engaged while travelling.



¹³ Department of Economic and Rural Development and Tourism, Experience Nova Scotia – A Toolkit. 2011. (<https://tourismns.ca/sites/default/files/2017-01/2011-experience-ns-toolkit.pdf>)

The demand for experiential travel represents a concrete opportunity for individuals and organizations in the region to create and offer authentic experiences that would allow visitors to dive deeper into the local culture. Working collaboratively with established tourism businesses in the vicinity would be essential in ensuring the success of these ventures. These type of activities would not require significant investment in infrastructure.

Examples of potential experience opportunities include:

- Bread-making using a traditional Gaspesian outdoor bread oven
- A day's fishing on a lobster boat followed by a lobster boil on the beach
- Attending a neighbourhood kitchen party and story-telling night
- Basket-making day in Gesgapegiag
- A work day at a traditional sugar camp
- A day on a farm/gardening experience
- Picking and making wild strawberry jam
- Gathering plants and making traditional medicines

In addition, a number of local festivals and celebrations occur regularly throughout the year. Presently, the Shigawake Music Festival and Bluegrass Festival are important tools in attracting new visitors to the region. Marketing of smaller community-based festivals and celebrations listed in Appendix 1 could attract visitors and could be part of a larger offer.



Actions

<p>4. Increase the number, quality and market-readiness of tourism products.</p>	Arts, crafts, food
	<p>4.1 Create network of craftspeople, artists, storytellers, musicians, entertainers, writers, guides and potential experience providers.</p> <p>4.2 Develop an incubator project to assist individuals and cottage industries.</p> <ul style="list-style-type: none"> • Collaborate with individuals and groups to provide mentoring and support market-readiness, networks, itinerary development, best practices and marketing. <p>4.3 Develop products with a “Gaspé” brand</p> <ul style="list-style-type: none"> • Hold focus groups to determine distinct themes that represent the ESC. • Develop or adapt products around these themes. <p>4.4 Hold information workshops for food producers in partnership with CEDEC, <i>MAPAQ and Gaspésie Gourmande</i></p>
	Experiences
	<p>4.5 Stimulate entrepreneurship and support individuals who can offer an authentic and unique experience to visitors.</p> <ul style="list-style-type: none"> • Link entrepreneurs to existing tourism assets and infrastructure. • Assist experience providers in the marketing of their services. <p>4.6 Support and promote the events and festivals of the English-speaking community</p> <p>4.7 Develop the capacity of story tellers, local area historians and artisans to share the stories of the community.</p>

6 Potential Markets

Marketing tourism products of the English-speaking community will require partnerships and collaboration at all levels. Creating links with existing tourism stakeholders is essential and should include groups such as *Quebec Maritime*, the *ATRG*, *Gaspésie Gourmande*, *Tourisme Îles-de-la-Madeleine*, the *Réseau muséal des Îles de la Madeleine*, as well as local entities such as *municipalités régionales de comté (MRCs)*, *Tourisme Baie-des-Chaleurs* and municipalities.

6.1 Local markets

Local audiences including schools, seniors groups and other groups with the Francophone community are potential visitors and clients; linguistic barriers may be broken down with marketing focusing on this client base. With increased interaction with Franco-Gaspésians, English speakers may feel more connected to their community and the region.

6.2 Quebec market

Promoting the offer of English-speaking Gaspé and Magdalen Islands to Quebec's English-speaking population, particularly in West Montreal was suggested as a winning strategy by the *Chaire de Tourisme Transat* study. Collaboration with the *ATRG* is important.

6.3 US Travelers to Quebec

Although dated, the *Travel Activities and Motivation Survey (TAMS)*, conducted on behalf of several federal, provincial and territorial agencies responsible for tourism, provided important information on visitors to Quebec. In 2004 and 2005, those who visited Quebec were most likely to live in a border state such as Maine, Vermont and New Hampshire. However, there was also an above-average rate of visits among the residents of Massachusetts, the District of Columbia and Connecticut.

Americans who visited Quebec tended to be older and more affluent than the average US Pleasure Traveler and were more likely to have participated in education-related activities (e.g., participatory historical activities, aboriginal cultural experiences, archaeological digs and sites).

In the *Chaire de tourisme Transat 2014* study, the portrait of US market ten years later was similar. Approximately 1.8 million Americans visited Quebec in 2012, coming primarily from New York (369,500), Massachusetts (193,900), New Jersey (116,900) and Vermont (103,700). In addition, 77,300 came from Maine and 63,000 from New Hampshire. The majority of tourists (58%) were over 45 years of age and most travelled as a couple (40%) or alone (26%). Visiting a historic site (41%) was the second most popular activity (shopping is first).

American travelers to Quebec seek vacations that offer opportunities to be intellectually stimulated, offer novelty and allow them to experience a different culture.

6.4 Canadian Visitors to Quebec

In 2004 and 2005, 20% of adult Canadians (3,810,487) from another province took an overnight trip to the province of Quebec. Those who visited Quebec are most likely to live in Ontario and the Atlantic Region. Those from Saskatchewan were the least likely to have taken a trip to Quebec.

Canadian Pleasure Travelers who visited Quebec are over-represented among 25 to 34 year olds and those who are not married. They are also more likely to have a university degree (42.3%) and household incomes above \$100,000 (34.3%) than the average Canadian Pleasure Traveler. As such, Canadians who visited Quebec are over-represented among affluent, young singles and young couples. They are also more likely to take vacations that are physically challenging and energizing.

6.5 Atlantic region visitors to Quebec

In 2006 and 2007, 88.8% (908,861) of travellers from the Maritimes report that they took at least one out-of-region pleasure trip during the past two years. Forty-one percent of those who took a trip outside of the Atlantic Region took a trip to the adjacent province of Quebec.

6.6 Ontario visitors to Quebec

According to the TAMS, 89.6% (6,084,935) of adult travelers reported taking a pleasure trip outside of Ontario. In terms of out-of-province Canadian travel, 45.9% took an out-of-province trip to an adjacent province, with Quebec (41.8%) by far the most common destination. Out-of-province pleasure travelers are more likely to have a university degree and report higher average household incomes.

According to the *Chair de Tourisme Transat* study 1.5 million Ontario residents visited Quebec in 2010 and were principally from the regions of Ottawa (42%), Toronto and Greater Toronto area (39%). Sixty percent travelled as a couple and were mainly between the ages of 20 and 44 (58%), with travelers over the age of 45 making up 43%. Their number one activity is visiting a museum or art gallery.

To summarize, travelers from the US, Ontario and Atlantic region are generally very active in culture and entertainment pursuits while on trips and are especially likely to attend live art performances, literary and film festivals. They prefer vacations that provide intellectual stimulation and learning opportunities (e.g., learn about the history and culture of the destination) and are more likely than others to visit historical sites, museums and art galleries, and to take part in educational and participatory activities.

6.7 Internet use

According to the TAMS, Canadians and Americans who travel to Quebec are above average users of the internet to plan and book travel. They are likely to visit a tourism website of a country/region/city (Canadians 58%, Americans 50.9%).

	Internet to plan travel	Internet to book travel
American visitors	77.4%	58.3%
Canadian Visitors	70.1%	49.6%
Ontario visitors	72.7%	44.3%
Atlantic visitor	59.5%	40.9%

6.8 Marketing material

US and Ontario travellers had high levels of interest in the following marketing material bringing together English-speaking offers in Quebec:

- A logo or certification that confirms the availability of English services: 7.18/10
- A discount card for Anglophone attractions and experience: 7.14/10
- A brochure presenting Anglophone tourism products: 7.08/10
- A website presenting Anglophone tourism products: 6.95/10

Appendix A – Inventory of existing and potential tourism products

Sector	Business/Person	Product	Town
Arts and crafts	Tracey Metallic	Painting	Listiguj
Arts and crafts	Ruth Price	Quilting	Escuminac
Arts and crafts	Harry Condo	Baskets	Gesgapegiag
Arts and crafts	Jessica Jerome	Paintings	Gesgapegiag
Arts and crafts	Stephen Jerome	Baskets	Gesgapegiag
Arts and crafts	Theresa Caplin	Beading/painting	Gesgapegaig
Arts and crafts	Darlene Jerome	Hand drums	Gesgapegiag
Arts and crafts	Hank Condo	Drum-making	Gesgapegiag
Arts and crafts	Josh Philbrik	Painter/sculpter	Gesgapegiag
Arts and crafts	Tracy Condo	Quill baskets	Gesgapegiag
Arts and crafts	Angelique Martin	Mocassins	Gesgapegiag
Arts and crafts	Mary Robertson	Knitted products	Cascapedia-St. Jules
Arts and crafts	Jack Harrison	Weather vanes	Cascapedia-St. Jules
Arts and crafts	Tipsy Canoe Designs / Caitlin Barter	Hand painted paddles, clothing	Cascapedia-St. Jules
Arts and crafts	Barry Le Blanc	Photographs	Cascapedia-St. Jules
Arts and crafts	Therese Foran	Paintings	Cascapedia-St. Jules
Arts and crafts	Carolyn Taylor	Paintings	New Richmond
Arts and crafts	Darlene Dimock	Photography	New Richmond
Arts and crafts	Rubin Komangopik	Sculpture	Caplan
Arts and crafts	Normand Desjardins	Paintings/drawings	Fauvel
Arts and crafts	Elaine Almond	Paintings	New Carlisle
Arts and crafts	Bethany Briggs	Knitted products, cards	New Carlisle
Arts and crafts	Tracey Lapointe	Jewellery	New Carlisle
Arts and crafts	Lori Guscott	Driftwood boats	New Carlisle
Arts and crafts	Jennifer Bujold	Crocheted goods	New Carlisle
Arts and crafts	Enid LeGros-Wise	Pottery	Shigawake

Arts and crafts	Susan Vardon		Barachois
Arts and crafts	Shirley Leary		Barachois
Arts and crafts	Lise Comeau		Barachois
Arts and crafts	Todd Johnson		Barachois
Arts and crafts	Lucy Chicoine		Barachois
Arts and crafts	Jason Johnson		Barachois
Arts and crafts	Ira Syvret		Barachois
Arts and crafts	Douglas Johnson		Barachois
Arts and crafts	Beverley Johnson		Barachois
Arts and crafts	Natalie Chicoine		Barachois
Arts and crafts	Patsy Laflamme		Barachois
Arts and crafts	Jeannette Laflamme		Barachois
Arts and crafts	Rita Gionet		Barachois
Arts and crafts	Vivian Lemieux		Barachois
Arts and crafts	Carolyn Devouge		Barachois
Arts and crafts	Stephanie Bond		Barachois
Arts and crafts	Janet Harvey (Photos)		Barachois
Arts and crafts	Sarah Lucas		Barachois
Arts and crafts	Classy Glass Studios / Nancy-Wright Clapson	Stained glass	Douglastown
Arts and crafts	Linda Drody	Paintings	Gaspé
Arts and crafts	Debbie Sams	Painting, photography	Gaspé
Arts and crafts	Cornelia Karkossa	Paintings, photography	Gaspé
Arts and crafts	Cathy Thibeault		Gaspé
Arts and crafts	Marie-Josée Tommi		Percé
Arts and crafts	Donald Cahill		Percé
Arts and crafts	John Wiseman	Paintings	Percé
Arts and crafts	Annie Legros		Percé
Music	Dave Felker	Rock Band	Shigawake
Music	Douglas Hunt	Traditional, Irish, country	Chandler
Music	Ben and Diane Cassivi		
Music	Ben Trudel		

Music	Bertha Roberts		
Music	Karen Briand	Choir	
Music	Collette Jeannotte		
Music	Dale Baird		
Music	Daryl Adams		
Music	Deborah Touzel		
Music	Don Barclay		
Music	Elizabeth Baird		
Music	France Gauthier		
Music	Gordon Eden		
Music	Jack Gaul & Owen Gaumond		
Music	John Gerard		
Music	Johnny Cotton		
Music	José Vezina		
Music	Friends in Song		
Music	Madonna		
Music	Marc Plourde		
Music	Mussels Band – Don, Bruce, Paulin, Marie-Josée		
Music	Nash Stanley		
Music	Noel Despres		
Music	Norma Gaul		
Music	Ola Lemieux and Lonzo Tapp		
Music	Pamela Rooney		
Music	Réal Côté		
Music	Richard Jalbert		
Music	Shirley Baird		
Music	Yvon Frenette & Band		
Music	Yvonne Jeannotte		
Music	Tiffany Feragamo		Gaspe
Books	CASA	· G is for the Gaspé	
		· Colour Me Gaspé	

		· Once upon a time in the Gaspé	
		· Storytelling CD	
Books	Art Campbell (deceased)	Mots and Phrases of the Gaspé	
Books	Diane Skinner		
Books	Paul Almond	The Alfred Saga (8 books)	
Food	Cascapedia Smokehouse	Smoked products	Cascapedia-St. Jules
food	Isabel McWhirter	Artisanal jams	Cascapedia-St. Jules
Food	Grandma's Kitchen	Jams, seafood, baked goods	Grosse-Ile
Storytelling	Mary Robertson	Cascapedia River, Duthie Point	Cascapedia St Jules
Storytelling	Elaine Almond	Painting	New Carlisle
Storytelling	Nelson Roussy		Black Cape
Attractions	Kempt Road Interpretation Centre	English	Matapedia
Attractions	Battle of the Restigouche	English	Restigouche
Attractions	Gesgapegiag Church	Mi'gmaq	Gesgapegaig
Attractions	Cascapedia River Museum	English, Irish, Scottish, Mi'gmaq	Cascapedia
Attractions	Chaleur Bay Military Museum	Military history	New Richmond
Attractions	Duthie Point	English, Irish, Scottish,	New Richmond
Attractions	New Carlisle Heritage Walking Tour	Several buildings of Loyalist origins	New Carlisle
Attractions	Kempffer Cultural and Interpretation Centre	History of New Carlisle (Loyalist and British)	New Carlisle
Attractions	Banc de Peche Paspébiac	Isle of Jersey	Paspébiac
Attractions	LeGrand House	Isle of Jersey	Port Daniel
Attractions	Colborne Shipwreck	British	Anse au Gascons
Attractions	Historic General Store 1928	Robin, Jones and Whitman general store	L'Anse a Beaufile
Attractions	Bonaventure Island	English residents	Percé
Attractions	Manoir Le Boutillier	Isle of Jersey	Gaspé
Attractions	Birthplace of Canada	English, Mi'gmaq history	Gaspé
Attractions	Musée de la Gaspésie	Gaspesian history	Gaspé
Attractions	Forillon National Park (Hyman	Gaspesian history	Gaspé

	Store)		
Attractions	Gespeg Micmac Interpretation Site	Mi'gmaq	Gaspé
Attractions	Old Harry Schoolhouse		Grosse-Ile
Attractions	Entry Island Musuem		Entry Island
Attractions	Veterans Museum		Grosse-Ile
Attractions	Grosse-Ile Holy Trinity Church		Grosse-Ile
Attractions	St. Peter's by the Sea Church		Grosse-Ile
Attractions	Salt Mines		Grosse-Ile
Attractions	Old Harry Beach		Grosse-Ile
Attractions	Irish Memorial National Historic Site	Irish	Grosse-Ile
Historians	Lynden Bechervaise	Jersey, Loyalist, regional	New Carlisle
Historians	Peggy Willett	Geneology, Loyalist, Cascapedia Bay area	New Richmond
Historians	Danielle Cyr	Mi'gmaq	New Richmond
Festivals and Events	Canada Day (New Richmond, New Carlisle, Gaspé)	July 1st	Various
Festivals and Events	New Richmond CountryFest	June 30 to July 8	New Richmond
Festivals and Events	Gesgapegiag Mawiomi Powwow	July 27 to 29	Gesgapegiag
Festivals and Events	Gaspé Pioneer Days	Last weekend July	Gaspe
Festivals and Events	Restigouche Living History Encampment	August	Restigouche
Festivals and Events	Douglastown Irish Days	August (?)	Douglastown
Festivals and Events	Barachois Art Expo	August	Barachois
Festivals and Events	Shigawake Music Festival	August 16 to 19	Shigawake
Festivals and Events	New Richmond Agricultural Fair	August 24 to 26	New Richmond
Festivals and Events	New Richmond Bluegrass Festival	Labour Day	New Richmond
Festivals and Events	Cascapedia St. Jules Fall Festival	October long Weekend	Cascapedia St Jules
Festivals and Events	Traditional Skills Workshops & demonstrations	Magdalen Islands	Grosse-Ile
Festivals and Events	Music performances with mussel boil & BBQ	Summer season every Friday	Grosse-Ile

Festivals and Events	Annual Maritime Summer Festival		Entry Island
Festivals and Events	Entry Island Annual Summer Festival	July 27 to 29	