

# TOURISM



## LOWER NORTH SHORE TOURISM REPORT 2017



# Lower North Shore Tourism Report 2017

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# **Section I**

## **LNS Tourism Development**



# Lower North Shore Tourism Development

## Introduction

Over the period of January 28<sup>th</sup> to August 28<sup>th</sup>, a “Junior Tourism & Communications Consultant” was contracted by the Coasters Association, through a project with Emploi Quebec, to work with the Lower North Shore Tourism Ad Hoc Table. This contract included the following objectives:

- Training (Coaching);
- Implementation of the tourism action plan;
- Marketing actions;
- Support to entrepreneurs;
- LNS Tourism Forum.

In addition to these objectives, the Junior Tourism & Communications Consultant was mandated to work on the Coasters Association’s project with Canada Economic Development (refer to Section II of the report), which included the implementation of the tourism marketing actions, and the coordination and planning of the upcoming Lower North Shore Tourism Forum 2017. The breakdown of each of these actions follows:

## Training

All training with consultant, Jean-Michel Perron, was completed, through weekly meetings via Skype. During these sessions tasks for the week were reviewed, the actions to be worked on and how, explanations of the tasks, their importance and the required resources. Also, Mr. Perron explained many different realities of the tourism industry, plans for the future, how they are attainable, and the do’s and don’t’s of tourism development.

The training of Mr. Perron proved to be extremely positive in learning of the tourism industry. He relayed his expertise on numerous different tasks, including: sharing of contacts, working on business plans, project funding proposals, contact with journalists/media, as well as different industry professionals, etc. Also, he helped create a clear understanding of the work previously done in tourism in the past in the region, and was a great help through work within the marketing plan, as his experience and contacts helped achieve optimal results for the actions.

## Tourism Action Plan

The following actions, from the LNS Tourism Action plan, were developed or began throughout the period of this contract.

Coaching for entrepreneurs: Throughout the period of this contract, the Junior Tourism & Communications Consultant worked with numerous entrepreneurs and associations, in order to support them as much as possible in their tourism endeavors. This included: Bonne Esperance & Blanc Sablon Tourism Associations in feedback regarding upcoming walking trails, CEDEC in building of the new LNS Tourism website, etc...

HR Funding for 4 Museums: Fond Initiatives Plan Nord project concept and assembly. A project was put together to submit within the upcoming 3<sup>rd</sup> call for proposals. Project requests employee salaries for two (2) consecutive years (2018-2019) for all four museums, through a pilot project.

Development of Archeological Sites: Meetings held with numerous archeologist enthusiasts over the course of the contract, including those previously involved in archeological development of the Lower North Shore (Florence Hart, Nicki Shattler, Claude Morency, Antonio Cormier). Contact made with two (2) archeologists familiar with the region, in discussion of the potential for upcoming projects, directly in relation to the action plan. Contact made in order to pursue future “status report” of archeology potential, and assembly of previous work completed, for the region.

Iceberg Observations: Contact with Yves Levesque, who had previously worked with Voyages Coste in offering iceberg tours. Found him to be not interested in further development. Later began discussions with a new party, a young entrepreneur, who is interested in developing the concept and offer boat tours, as well as sport cod fishing. Worked with him (Michael Sheppard) and Mr. Perron in the creation of a concept, plausible packages, guidelines and an overall business plan for the project, to be submitted to Tourisme Quebec in October. Initial tours set to begin June 2018.

Sport Cod Fishing: Attended DFO public consultations regarding sport cod fishing, which determined that new systems will be put in place for the 2018 season, enabling charter boats to obtain group permits, allowing them to bring participants fishing for sport, at a cost. Follow up made with Andrew Roswell from DFO, for upcoming information once details are concrete. Ideal guidelines and marketing plan discussed with Mr. Perron.

Chicoutai Scenic Road Map: Updates/corrections made to the design and aesthetic of the map, as suggested by numerous different partners.

Fast Maritime Link: Business plan completed by Mr. Perron. The document was translated and short version of the business was completed..

Upgrade to LNS Tourism Official Website: Website has been upgraded through a CEDEC contract. Viewed carefully and edits/suggested changes submitted, currently awaiting launch.

Tourisme Cote-Nord web pilot project: Pilot project launched. Help verify inclusion of all local businesses and verification of information. Communication with local stakeholders throughout the tour along the Coast, about the possible uses of the new website.

Production of experiential videos: Completed for both summer and winter videos, throughout two tours of the region. Funded through the Canada Economic Development (CED) project with the Coasters Association..

Recognize Voyages Coste as the main marketing tool: Throughout all marketing actions completed over the course of the contract, Coste was the main focus in all marketing actions (etc. Online campaign and Google Adwords directed to their website, call to action and logos at the end of promotional video direct towards Voyages Coste).

Creation of a tourism officer: Funding secured for salary of tourism officer under the Coasters Association until the end of December 2017, through the support of CED. Work with the MRC



and Coasters Association to submit a project via the FARR program, in order to secure salary for one year (2018).

### **Marketing Actions**

The following list was originally decided upon by the LNS Tourism Ad Hoc Table, in collaboration with Mr. Perron. The Junior Tourism & Communications Consultant was responsible for the implementation and coordination of these actions and seeing through their completion.

Over the course of the contract, the following marketing actions were conducted:

#### Winter promotional videos:

Conducted by David Chaumel, throughout a snowmobile tour of the Lower North Shore. Captures LNS way of life, La Route Blanche and interviews with locals, to be used for future online promotion.

Worked primarily in support to continue the actions of Voyages Coste: Work included:

- Drafting/editing of contract;
- Help to coordinate the video development (concepts, feedback, etc...);
- Invoicing.

#### Online Marketing Campaign:

The firm "Point Pub" was hired in order to conduct online marketing campaigns, consisting of Facebook and Youtube advertisements for the region. All ads included links directly to point of purchase, the Voyages Coste website.

The tasks included:

- Work with Tourisme Cote-Nord (Etienne Lancelette) on the selection of the firm. Point Pub was chosen due to its connection with ATR;
- Correspondence and coordination of the campaign with Point Pub marketing team and Mr. Perron. Including the selection of the target market, key words, optimal photographs and text to be used;
- Administration in relation to drafting of the contract, its signing, submission, invoicing, etc...;
- Clarification/updating of numerous technical issues related to the Voyages Coste website;
- Re-evaluation of the campaign at mid-point to ensure its top performance. Adjustments made to advertisements and market segments. Includes follow up with Voyages Coste and Google Analytics assessments.

#### Chicoutai Scenic Road Promotion

Online marketing campaign conducted along with overall larger campaign with "Point Pub", specifically designed to bring attention to the Chicoutai Scenic Road and the Voyages Coste package created around it.

Worked with CEDEC to make annual update and several aesthetic changes to the map.

Correspondence and coordination of the campaign with Point Pub marketing team and Mr. Perron, including the selection of the target market, key words, optimal photographs and text to be used.

Administration in relation to drafting of the contract, its signing, submission, invoicing, ensuring the Voyages Coste package is easily accessible and posting of the new map on the Coste website.

Re-evaluation of the campaign at mid-point to ensure its top performance. Adjustments made to advertisements and market segments, which includes follow up with Voyages Coste in making necessary adjustments.

#### Summer Promotional Videos

Hired firm 'Sinex3' to produce summer promotional/advertising videos. A tour was completed along the LNS to capture the entire region. 5 different videos to be produced (different concepts/themes), as well as a bank of 100 photos, to be used in future promotions, as well as via the LNS tourism website.

The work included:

- Contact with numerous partners to request recommendations for video production firms;
- Design of official proposal;
- Design of five (5) video concepts;
- Creation of travel itinerary along the Lower North Shore;
- Selection of firm from within three (3) different submissions;
- Correspondence with chosen firm (Sinex3) on our goals, concepts, making travel arrangements, etc...;
- Travel along the LNS with the video crew, ensuring all relevant pieces were captured.

#### Google Adword Campaign:

Online marketing campaign, done in collaboration with firm ParConseils, designed to direct web searches relevant to travel the Lower North Shore, directly to the Voyages Coste website.

The work included:

- Work with Mr.Perron to designate the key regions, age ranges, characteristics, etc. to target those travel to, or in the proximity, of the Lower North Shore;
- Ensure necessary updates were made to Voyages Coste website, to ensure optimal results (e.g. changes to website organization/design, location of contact information, website usability and simplicity, mobile version corrections, etc.).

#### Social Media & Marketing Trainings

Training organization called 'Gonzo Marketing' was hired to offer social media and online marketing trainings to Lower North Shore tourism stakeholders, in hopes of increasing their knowledge and efficiency on this subject.

The work included:

- Creation of proposal (with the help of Mr. Perron) to submit to numerous training organizations, including list of all content desired to be covered in the training, criteria, etc...;
- Proposal sent to three (3) different firms. Each was evaluated and found to be out of our price range.
- Negotiations were made with Gonzo Marketing, in order to meet a solution within our budget;
- Design of invitation for participants, including all criteria's to participate;
- Invitation was submitted to the Ad Hoc Table for approval and translated;
- List of potential participants was compiled. Invitation was sent to all tourism stakeholders in the region;
- Management of RSVPs and relaying messages/answering questions regarding the training;
- Directly calling numerous participants, in order to fill the ten (10) spaces available, which resulted in full participation;
- Correspondence with 'Gonzo Marketing' regarding training preparation, ultimate goals, participant background info, etc...;
- Correspondence and coordination of participants leading up to the trainings;
- Participation in the six (6) social media trainings for comprehension.

In addition to the marketing actions, which were conducted throughout 2017, the following work was completed between September-December 2017:

Organization and participation in social media and web trainings, on the following subjects:

- General Online Marketing 101 for tourism businesses;
- Google Analytics;
- Google Adwords;
- Facebook Marketing;
- Facebook Ad Campaigns;
- Online Reputation Management (TripAdvisor).

Distribution of tourism newsletters (8) to all tourism contacts and interested persons, regarding all information pertaining to tourism in the region.

Meet and greet at the Blanc Sablon Welcome Centre with Innu representatives from the community of Pakuashipi, concerning tourism development and potential partnerships.

Drafting of concept and assembly of application to Plan Nord for a pilot project, for four local museums/interpretation centers (Whiteley Museum, Middle Bay Interpretation Centre, Blanc Sablon Welcome Centre, Harrington Harbour Rowsell House).

Completion and finalization of marketing tools, such as Route Blanche promotional videos, and summer promotional videos.

Consulted partners regarding the updating of new Lower North Shore Tourism official website. Provide support in edits, photo selections and updating local business information.

Support to local entrepreneurs regarding social media and online presence (e.g. Facebook posts, development of new websites, blogs, etc.)

Assembly of project proposal to the FARR, in collaboration with the MRC du Golfe de Saint Laurent, in order to sustain employment of a tourism officer for the 2018 season.

## **Support to Entrepreneurs**

### Tour of the Lower North Shore

Over the week of June 23<sup>rd</sup> – July 2<sup>nd</sup>, the Junior Tourism & Communications Consultant travelled the Lower North Shore with a video crew (as mentioned above). However, this tour also acted as a means to make contact and introduce the tourism officer to the numerous stakeholders across the Lower North Shore. The tour allowed me to meet and greet with people in every community, those working on the ground. I also had the opportunity to see firsthand the countless attractions and projects already in place across the region, as well as build relationships with key players throughout the Lower North Shore.

Summary of results:

- 9 communities visited;
- 21 stakeholders met with across the LNS;
- Visiting attractions such as Providence Island, Le Brion site, numerous walking trails along the Coast, “ Marguerites Cave” in Harrington, etc...

### Other tasks included:

Communication and aid to local businesses/stakeholders whenever possible (whether it be through support, opinions on new projects, etc...).

Assistance in submitting projects for funding (ex. FIPN project with four (4 )museums).

Tourism monthly newsletter, sent to tourism stakeholders across the LNS in hopes of better connecting the communities.

Attended the “Collective Impact Forum” in La Tabatiere in March, representing the tourism file with a kiosk, with focus on tourism.

Attended the Lower North Shore Research Centre workshop in St.Paul’s River, to participate in the discussion around tourism and its economic potential.

## **Conclusion**

In conclusion, in order to more effectively exploit the tourism industry on the Lower North Shore, a resource (i.e. tourism officer) is required to help develop the actions designated in the Lower North Shore Tourism Action Plan, which was developed in 2015. Included in this action plan, is support to local entrepreneurs/tourism associations, and effective marketing of the region.

The employment of a tourism officer for the Lower North Shore, proved to be a beneficial resource for the region. With the completion of the Tourism Forum 2017, numerous marketing activities, and progress in the development of the action plan, the Lower North Shore is on the right track towards a sustainable tourism industry. The knowledge of the tourism industry has expanded exponentially over the last year, allowing the Tourism ad-hoc tables to be better prepared and confident moving forward.

*(Refer to Annex A: Lower North Shore Tourism Action Plan)*



# **Section II**

**LNS Tourism Forum**





# LNS Tourism Forum

## Introduction

Over the period of September 1st to December 29th, 2017, Melanie Gallibois-Robertson was hired as a tourism and communications officer, by the Coasters Association Inc. in partnership with the Lower North Shore Tourism Ad Hoc Table. The project with Canada Economic Development was to design, organize and to aid in the development of planning, coordination, communications and marketing of the Lower North Shore Tourism Forum 2017, and to ensure proper information and direction was conveyed to the public on this subject, and proper follow up was completed following the event. In addition, the employee was responsible for all planning, animation and logistical coordination of the event itself.

The Tourism Officer was responsible for the planning and coordination of the LNS Tourism Forum, under supervision of the Tourism Ad Hoc Table. Tasks included:

- Drafting and editing of the forum invitation list, including input from numerous partners. Responsibility of sending out the invitation to invitees;
- Invitation design/work with CEDEC and then Coastal printing for design and corrections of the official forum invitation;
- Design of the official forum program, events and speeches of the day, etc...;
- Work closely with Voyages Coste in attempts to make logistical arrangements (travel, lodging, meals, etc...) for the tour along the LNS;
- Media advertisements for March tourism forum (facebook advertisements, posters, radio announcements), as well as follow up after its re-scheduling;
- Arrangements within community locations, including booking of community halls/spaces and necessary equipment;
- Follow up and communication with numerous tourism stakeholders across the region, regarding their participation.

The Lower North Shore Tourism Forum 2017, occurred on October 17th and 18th, 2017 in the municipalities of Bonne Esperance and Blanc Sablon. The event included 45 participants from across the Lower North Shore and surrounding areas. Local tourism stakeholders from nearly every village on the Coast were brought to the communities of St. Paul's River and Lourdes de Blanc Sablon, in order to discuss the future of tourism for the region.

The forum was designed as a means to brainstorm and plan for the future, and as a way to connect the communities, create dialogue and share about what is happening in the different villages. Throughout the two-day event, participants were given the opportunity to network and learn from each other, and to hear key messages from various partners and guest speakers.

Using the previously developed Tourism Action Plan, participants worked together to discuss their priorities, in face of their most relevant struggles, and the solutions they require to overcome these obstacles.

The event was hosted by the Coasters Association Inc., in partnership with the Lower North Shore Tourism Ad Hoc Table. Funded by a project with Canada Economic Development, the partners

worked together to organize and implement the event. Partners of the table include: Coasters Association, CEDEC, the MRC du Golfe Saint Laurent, Cooperative Voyages Coste, Emploi Quebec, LNS Bioproducts Cooperative, Regional Tourism Association (ATR) and Société d'Aide au Développement des Collectivités Inc. (SADC).

### **Background of the event**

Planning and organization of this event, leads back as far as 2015, with the creation of a business plan, (*available at the office, upon request*), funded by Industry Canada in hopes of bringing numerous outside partners, government departments and tourism organizations to the Lower North Shore. Several partners worked together to create the business plan, eventually leading to the application for funding from Canada Economic Development.

Plans originally included travel, via snowmobile, to each community along the Lower North Shore. The event aimed to showcase all we have to offer in each community, the different tourism attractions, etc., while also displaying the obstacles faced in the region (e.g. travel, accessibility, etc.). Originally planned for March 2017, the event was postponed due to low participation from outside participants, resulting in high costs of organization (costs split between a greater number of participants were much cheaper).

The event was then rescheduled for the following fall, September 2017, in hopes of greater attendance. Numerous changes were made to the itinerary and organization of the event this time around (with shorter stops in multiple villages, less guest speakers, no longer travelling by snowmobile) ultimately resulting in a shorter forum (5 days, as opposed to the previous 7 days).

The LNS Tourism Ad Hoc Table decided to shift its focus a bit, putting more emphasis on the tourism stakeholders within the communities. After the passing of another tourism season, the tourism industry on the Lower North Shore has shown more potential than ever. With all of the current realities and experiences still fresh on the mind of various stakeholders, the forum was to act as a place to exchange together, learn from one another, and communicate clearly exactly what are the most current issues to overcome. In addition, garnering local support, within the villages, and convincing locals to believe in the tourism industry, was deemed equally important as bringing in outside partners.

Unfortunately, the organization of the forum once again faced many obstacles. Again, participation from government organizations and outside partners was very low, with even less registrations to the event. After directly following up with each person/department invited, it was found that the event was perceived to be too long (time consuming) and too expensive for partners to participate. With such small numbers once again, it was impossible to fill a charter flight at an affordable cost. For this reason, and numerous other logistical issues, such as hotel availability, taxi boat schedules, etc... (a fact of everyday life on the Lower North Shore), the event was once again found not to be feasible at the chosen date. However, the Tourism Ad Hoc Table chose to be relentless, and did not consider the event a defeat, but simply a means of trial and error.

Once again, the event was postponed, however this time, with a change in itinerary and programming, which allowed optimal participation. Through the many building blocks and

reorganization of the forum, it became increasingly clear that it would be more beneficial to bring as many local stakeholders together in one place, rather than visiting each and every community separately. This would give locals the time to converse together, exchange in person, and learn about what was happening in the different villages along the Coast. It was also the most realistic logistically, with the budget on hand.

Third times the charm, the Lower North Shore Tourism Forum was successfully organized for October 17th and 18th, 2017. All tourism businesses and tourism associations/committees from every village along the LNS were invited to attend the event, taking place in Blanc Sablon and Bonne Esperance. A charter flight, all accommodations and meals were organized on their behalf, bringing all participants to one destination. The forum resulted in the assembly of numerous partners, diverse business owners and tourism enthusiasts, and allowed for a memorable event.

The Lower North Shore Tourism forum took place on October 17<sup>th</sup> and 18<sup>th</sup>, 2017, in the municipalities of Bonne Esperance and Blanc Sablon. The event included a total of 45 participants, including community stakeholders from nearly every LNS community, outside partners and government department representatives.

## **Details of the event**

### Statistics

Total participants: 45

- Tourism Ad Hoc Table Partners: 5
- Local participants from across the LNS: 25
  - Tourism businesses: 10
  - Tourism associations/community development organizations: 8
- Off-Coast participants: 8
- Participated via tele-conference: 7

### Breakdown of event

The tourism forum began on the afternoon of Tuesday, October 17th, with the arrival of 16 guests from across the region, via a charter flight. The flight left Kegaska, stopping along the way to pick up participants from almost every community on the Coast.

*(Refer to Annex B: Tourism Forum Program & Annex C: Guests Listing)*

### **Day 1:**

Welcoming words: The event began in Bonne Esperance, with welcoming words from the event organizers, the Coasters Association, and local mayor - Lionel Roberts.

Promotional video launch: The evening events officially began with the launch of a marketing video completed in March 2017, to be used to promote the Lower North Shore and the Route Blanche. The video was one of several marketing initiatives funded by Canada Economic Development, in collaboration with the Tourism Forum.

*(Refer to Annex D: Tourism Marketing Videos)*

Icebreaker Activity: Participants were broken into groups, in order to complete the “package building” brainstorming activity, which allowed them to work together, use their imaginations and see the full potential for touristic development on the Lower North Shore. The activity broke the ice, got people talking amongst themselves and ready to work together for the events ahead.

Packaging the Lower North Shore: A presentation from Alberte Marcoux, included the importance of selling the Lower North Shore as one product and how the reputation of one community or product, represents the region as a whole. Ms. Marcoux touched on numerous aspects of travel to the LNS, from the perspective of the regional tourism agency, Voyages Coste. Subjects included: the importance of technology, ease in booking reservations and travel, and certain levels of requirements in the industry.

Joining her was her colleague David Fugère, who presented the Code Génôme software. The organization is working with Voyages Coste to develop a program, which will package the Lower North Shore online, in real time. This software will allow tourists to see all available products, hotels, activities, etc... online, book and schedule all at once. The duo stressed the importance of the digital world for touristic potential and the future of the tourism industry.

Whiteley Museum Committee: Eileen Schofield, President of the Whiteley Museum Committee, joined by Garland Nadeau, Vice-President, gave a brief history of their organization, recent projects, and a warm welcome to all guests.

The evening also included a delicious meal, provided by the staff at the Whiteley Museum/Cod Trap Café in Bonne Esperance, as well as an opportunity for all participants to mingle, socialize and relax before continuing on to day two of the forum.

## **Day 2:**

Welcoming words: Melanie Robertson, tourism officer and forum coordinator, opened the event with a short re-cap of the previous night’s events, as well as the goals and mission for day two of the forum.

### Re-Cap Speech

For those of you who may not already know me, my name is Melanie Robertson. I would just like to officially welcome you to day two of our tourism forum.

For any of you who were not able to make it last night, we had the opportunity to hear from Cornella Maurice & Garland Nadeau, of the Coasters Association, as well as one of our mayors Mr. Lionel Roberts.

Also a big thank you to Ms. Alberte Marcoux on her enlightening presentation on the packaging of the Lower North Shore, and a big thank you to the dedicated volunteers at the Whiteley Museum and ADT for welcoming us, along with your fascinating presentation.

As you probably know, you have been invited here today, in order to discuss the next steps for the tourism industry on the LNS.

You are all aware of the potential we have here on the Coast. You all witnessed it on the plane ride here yesterday, or even on the drive to St. Paul's last night. But on top of all of this beauty, there is a culture and history on the Lower North Shore unlike any other.

Over the years, the people of our communities have been consulted time and time again. You have attended meetings like this in the past, asked your opinion; you've taken surveys, maybe even joined committees. And each time, the coast moves a little farther ahead. However, sometimes not as far as we'd like.

Over the last several decades, we have seen vast improvements, and the tourism industry today is here to show for it, with more visitors than ever before. This is thanks to all of you, who have put constant efforts and time into the industry.

With that being said, over the next few days, we hope to take all of those consultations, meetings, and lessons learned over the years, to the next level.

We are all very aware of our struggles and the obstacles we face on the LNS. Instead of discussing those over and over again, we can use today to communicate and work together as a region to figure out exactly what we need to move forward, whether it be on a larger scale or for the people on the ground, like all of you here today.

This forum will be enlightening for us all, and inspire our sense of hope for the future of tourism. The future is bright, and we have a lot to be excited for.

Lower North Shore Ad Hoc Table Presentations: Several partners of the LNS Ad Hoc Table presented throughout the morning, on various subjects. These presentations included the following:

*The LNS Tourism Ad Hoc Table (Karine Monger):* Ms. Monger presented the steering committee, its partners, how it came to exist, and gave an overview of the previous work, which has been completed by the group. In addition, she gave an overview of the previously developed tourism action plan, which outlines the priorities of the table, based on previously conducted community consultations.

*CEDEC (Allen Richards):* Mr. Richards provided the group with some enlightening information about the current tourism industry; including the amount of jobs it creates each year, GDP, and its importance to the Quebec economy. He went on to explain the CEDEC "Tourism 2025 Strategy", which provides support to English speaking communities, support to businesses and is a national strategy for tourism development in Canada. He also provided the group with several examples of high quality tourism projects developed through the organization, such as ArchéoMamu Blanc Sablon, Blanc Sablon harbor development and Kegaska tourism planning.

*Fast Maritime Link (Alberte Marcoux):* In her second presentation throughout the forum, Ms. Marcoux presented the "Fast Maritime Link" business plan and feasibility study, which has been completed by the LNS Tourism Ad Hoc Table, in partnership with consultant Mr. Jean-Michel Perron. The concept includes two large zodiac style boats, which will leave opposite ends of the Coast (Old Fort Bay and Kegaska), meeting in Tête-à-la-Baleine. These boats would solve the

accessibility issue on the LNS, allowing tourists to travel the region, at their own pace, stopping in whichever villages they wish, at an affordable cost. Ms. Marcoux discussed the potential this project could bring, the funding challenges we are facing, and the obstacles to achieving such a project.

Participants were given a brief opportunity to discuss further, give feedback and suggestions on the next steps for the Fast Maritime Link. Discussions around finding 20% funding for the project, included suggestions of partnerships with local Innu communities, Transport Quebec and the Société de traversiers de Quebec. It was evident that the vast majority of participants within the room were in support of the project.

*(Refer to Annex H: Presentations - available upon request)*

### Guest speakers

The LNS Tourism Ad Hoc Table is extremely grateful for the two special guest speakers who attended the forum: Mr. Randy Letto of Destination Labrador and Ms. Kathleen Blanchard of Intervale. Each speaker brought relevant and inspiration information, relevant to tourism development on the Lower North Shore.

*Randy Letto:* Travelling from Goose Bay, Labrador, Mr. Letto shared a unique and hands on approach to tourism development, within a reality quite relatable to our own, from our neighbors on the Labrador coast. He shared a brief history of Destination Labrador, its working procedures, branding principles and their philosophy of selling Newfoundland and Labrador as ONE product.

Mr. Letto went on to share the importance of storytelling within the tourism industry, and the type of memorable experience many tourists are looking for. Giving examples such as Battle Harbour, NL, he explained how because of our remoteness we cannot compete with other regions in price, but must compete on experiences. His presentation was informative and inspirational for forum participants, as it gave hope for tourism development, in a context similar to the Lower North Shore. In Randy's words "You are not alone – it is the passion of the people that will move us in the future".

*Kathleen Blanchard:* Ms. Blanchard took a different, but equally inspirational approach. Instead of discussing what can be developed, she focused instead on what already exists: an abundance of seabirds and wildlife. Her knowledge of the region and its seabird habitats and various species proved to be extensive, enlightening the group with the market potential. Ms. Blanchard reminded us how there are many people who travel the world in search of some of the species on the Lower North Shore, and that there is a vast possibility to benefit from one of these natural wonders.

After the coffee break, the group continued to the more hands on approach, community sharing and networking portion of the event. Any interested participants were invited to share what they are currently working on within their communities and/or tourism associations. Different representatives from various communities shared their current projects and tourism attractions within their villages. Some groups presented using beautiful kiosks and displays, allowing others to see first-hand what they have to offer.

The following includes a brief overview of the information shared by participants:

*Eldon Jones:* On behalf of the corporation de developement touristique et culturel du Canton de Brest (Blanc Sablon region), Mr. Jones shared some exciting statistics regarding the summer tourism season in Blanc Sablon. The Blanc Sablon welcome center welcomed 2700-recorded visitors this year, as opposed to 1200 visitors three years ago. Eldon went on to share about the experience of working at the welcome center, his common conversations and experiences in guiding tourists and enlightened everyone on the kinds of experiences they enjoy the most (storytelling, memorable, experiential activities, including conversations with locals). Mr. Jones went on to discuss the potential he sees for tourism on the LNS, with 12,000 visitors having passed by Blanc Sablon this summer to visit Red Bay, Labrador. He was passionate in his encouragements to continue the hard work towards attaining similar success.

*Lorette Gallibois:* Representing her community of St. Augustin and the St. Augustine Heritage Home, Ms. Gallibois discussed the touristic potential in the community, as well as the struggles it faces. Attractions in the village include: its status as a twin village to the Pakua Shipi settlement, numerous beaches, Old House Pond (offers up a fantastic camping experience any season), St Augustin Museum, hiking and ski trails, winter hockey tournament, Camp Mckinnon Outfitters, fly fishing and boating, Conso (housing ruins and graveyard), an Innu burial site, Jacks hole and the White Fish Hole for fishing in the winter.

With many beautiful possibilities, Ms. Gallibois explained the disadvantage of being physically distanced from any touristic access points (The Bella Desgagnes port and airport, which are located on the other side of the river from the villages). She noted how “The Bella isn’t a cruise ship, with its primary purpose being to service the residents on the LNS, but only a few villages are able to capitalize on the ships schedule.” For St Augustine, the arrival time on Thursday nights doesn’t allow for any visiting (11pm arrival). On Fridays, the Bella arrives at 5:15pm and departs at 6:45. This leaves only a 1.5 hour stop. With the travel from the port to the community, it is impossible to visit the village of St. Augustin.

Ms. Gallibois proposed the following solution: In partnership with the STQ – St Augustine and Pakua Shipi could greet tourists on Thursday night who arrive on the Bella Desgages. They would provide rooms for the night, followed by a breakfast at the local restaurants in the morning, a tour around the village to various sites and boating to the island with a shore lunch. Friday evening tourists would return to Trout Point to catch the Bella upstream. However, this would require capital to set-up, marketing, equipment, staff, insurance and a solid partnership.

She also went on to note that the Route Blanche is a great tourism opportunity in the winter, however there is “a disconnect between the user and the suppliers”. Due to lack of signage of packaging, there are many attractions (i.e.: the “white fish hole” and old house pond”) which are not marketed or recognized on the trail, leaving them unknown to travellers. Discussion included the interesting comparison to tourism in the community as similar to the Yukon.

*Kimberly Organ:* As a community still working on developing its niche in tourism, Ms. Organ noted the lack of an official tourism association in her community of Gros Mecatina. With many attractions to offer, such as the heritage of the Robertson seal fishery, Greu and Ago farms and tours, numerous walking trails and scenery, the villages have much to offer. Currently in place, is

a bus tour in summer months, organized with Voyages Coste, which is already a success with travellers of the Bella Desgagnes. However, more systems need to be put in place in order to allow residents to see the potential and believe in the possibility. In order to invest and dedicate time, energy and money to the tourism industry, Lower North Shore citizens need more encouragement. By solving our accessibility issue, the region may be mobilized to move forward. The journey has started, and the region has so much to offer, but more organization must take place in order to grow.

*Nicole Monger:* Accompanied by colleague Alberte Marcoux, Ms. Monger shared about the products currently in place in her community of Tête-à-la-Baleine. With an auberge, restaurant, and the experiential tour company “Toutes Iles”, visitors are ensured an enjoyable experience in the village. One of the top attractions in the community, is the infamous “Providence Island”, which includes dozens of summer homes, a breathtaking and ancestral church and picturesque scenery. In addition, visitors are offered accommodation on the islands, tours and exploration of the hundreds of islands in the archipelago, as well as the Jos Hebert museum.

*Ana Osborne & Gloria Bobbitt:* Presenting on behalf of the community of Chevery, Quebec, the two ladies provided a beautiful, hand crafted presentation and kiosk exhibit about the community of Chevery. Sharing about the assembly of their tourism committee, its members and their current projects, the dedication to develop tourism in Chevery is evident. Examples of upcoming projects, is the “Bear Pond Multipurpose Trail & Ecotourism Circuit” and the organization of a pentathlon, which will be a potential tourism attraction for the region.

Ms. Osborne also provided a bit of information regarding the local tourism companies Tours Nord and Auberge L’Étoile de Mer, owned by herself and Herman Lavalée in Chevery. The organization offers personalized tours in the community, throughout all seasons, taking advantage of the great outdoors, nature and heritage of the Lower North Shore. Tours Nord offers guided snowmobile tours (on and off trail), guided hiking tours, boat tours and interpretation activities (arts, culture, heritage and nature).

*Monica Anderson:* As an employee of the Harrington Harbour Tourism Association, Ms. Anderson gave an overview of the tourism industry in the community of Harrington. Throughout the last year, the HHTA (Harrington Harbour Tourism Association) has been working on several branding initiatives, including a new logo and official brand for the community, official website and professionally designed brochures, laminated placements and outdoor panels. An interesting initiative for the future, will be the celebration of the 92nd annual Harrington Harbour winter carnival this year, which is said to be the longest running carnival in the province of Quebec.

The tourism industry in the community has been a success for many years now, with the help of dedicated volunteers, such as the President, Keith Rowsell, who support the Rowsell House, interpretation center. Since 2003, the HHTA has brought in \$642,769.45 through various government and student projects, and has employed a total of 23 people at various times.

*Chandra Nadeau:* Ms. Nadeau presented the group with an update on the tourism industry in the community of Kegaska, for which she is a member of the Kegaska Development Committee and employee of the local municipality. She shared several recent developments in Kegaska, which is increasingly busy with the newest link to the Route 138. Many tourists drive to the village, and



can be found taking “selfies” with the End of Route 138 sign, located in the village. While the attraction brings in many visitors, Ms. Nadeau noted how there is currently very little for people to do once they get there. Many visit, may stay for lunch, explore the beaches a little, then leave because there are few planned activities. Nonetheless, efforts are being made to increase tourism in the region, including the addition of a new welcome center and gated parking lot, as well as walking trails along the “Brion” shipwreck site. Together, with its partners, the community of Kegaska is making great strides towards developing the community.

*Serena Etheridge:* On behalf of the Quebec Labrador Foundation, Ms. Etheridge expressed her gratitude to the group for the organization of this event. She also used the time as an opportunity to share about her current project aimed at collecting stories from the past, of residents of the LNS. She encouraged those in attendance to participate and share.

### Brainstorming Puzzle Activity

After lunch, participants were broken into groups, to take part in the “brainstorming puzzle activity”. It was recommended that people diversify themselves, and sit with others who they may not know well (i.e. guests from different communities or backgrounds). Each group was given two puzzle pieces, and asked to identify which items in the action plan, reviewed as most important. Together, discussion between themselves on which they thought to be crucial for future tourism development and were then asked to briefly present why they thought this to be the case.

Following the brainstorming, each puzzle piece was collected from the groups and handed to a different group, in order to be viewed from a different point of view. Groups were then asked to create a mini business plan, based on how the product/action could be developed.

Plans were suggested to include the following information:

- Method of operation / breakdown of the action;
- A timeline;
- Who will be responsible?;
- Potential sources of funding.

While some groups came up with concrete plans, other opted for more abstract concepts, which allowed room for suggestion or elaboration. This created a space for discussion and conversation between the participants.

### **Results**

Based on the brainstorming activities conducted within the groups, which were compiled and then discussed as a whole, the following three (3) priorities were identified:

- Increased human resources and training for tourism businesses;
- Development of the Fast Maritime Link;
- Organization of charter flights to the Lower North Shore.

During the forum, these activities were discussed by the group, allowing for feedback on the different realities of participants. Commentary varied between different businesses and communities, with examples of the need for trained employees for both service and community planning. There was also the opportunity to hear of the unique struggles of certain communities,

such as Chevery and St. Augustin, who have limited access to incoming tourists, due to the fact that they are not directly serviced by the Bella Desgagnes. Their realities, paired with the cost of travel to all regions of the LNS, lead to the prioritization of the Fast Maritime Link, as well as organized charter flights. It was clear, that an influx of tourists is essential, but to do it - a means of affordable accessibility must be found.

During the final portion of the event, the previously identified priorities were then presented to numerous government departments and organizations, which joined the forum via teleconference. The discussions and realities, which had been discussed throughout the day, were summarized for the on-line participants and final priorities were presented.

Each department/organization had its own feedback or commitments, including:

*Canadian Heritage:* Although they do not commonly fund tourism projects such as those prioritized, expressed the possibility of potentially contributing to heritage projects, such as community museum or cultural projects.

*Department of Fisheries & Oceans:* Not directly linked to tourism or funding opportunities, however, explained how their upcoming changes to the recreational ground fishery could mean touristic potential for the region (through the use of charter boats and sport cod fishing).

*Industry Canada:* Expressed possibility of potentially working together on feasibility studies in the future.

*Relais Nordik:* In face of the discussion regarding changes to the structure of service to the Lower North Shore, the representative stated that it would likely not be possible to change the routing and service style of the Bella Desgagnes. However, they alleged to be dedicated to servicing the region the best as possible and will remain a key partner in tourism development, continuing to work on present and future projects.

*Canada Economic Development:* Will continue to offer support, when possible, on aspects such as marketing and development.

*Tourisme Quebec:* Interested to hear of all the projects (e.g. Fast Maritime Link), which are being developed in the region. Indicated the possibility of working together in the future. Will be awaiting more information in the coming months.

The participants were pleased with the feedback received from these departments and organizations. The affirmation of their interest, and potential to work together was positive. At the very least new contact was made with these entities regarding our files, and now have a greater understanding moving forward.

*(The group expressed a huge thank-you, once again, to CED, without them the forum would not have been possible)*

## **Follow up**

Following the Lower North Shore Tourism Forum, a great deal of feedback was received from participants. Comments were extremely positive, noting the appreciation for the opportunity to network amongst communities, considering being brought together in one room is not common. As the first forum of the sort in twenty (20 )years, participants said to have enjoyed the guest speakers, and having been given the possibility to hear the priorities and perspectives of fellow Coasters; only wishing it be possible more often.

While the forum was found to be beneficial and informative, some expressed the desire to have more time to showcase and share. With such a short event (1.5 days), the schedule was unfortunately very firm. In the future, some wished to have more time to discuss within the communities.

One particular suggestion stemming from the forum, from participant Ana Osborne of Tours Nord, was the creation of a “Lower North Shore Tourism Network” for on the ground, product providers to remain better connected and informed in the future. The suggestion was positively received, and will continue to be developed in the future. Any further feedback or comments were also welcomed.

## **Conclusion**

In conclusion, the Lower North Shore Tourism Forum proved to be a success for both organizers and community participants. With attendance from nearly every community, the brainstorming of key ideas and clear identification of local priorities, the outcome was beneficial to all.

Moving forward, the Lower North Shore Tourism Ad Hoc Table hopes that the event inspired local stakeholders to continue their tourism efforts, using these feelings of optimism as a driving force to continue their hard work.

The Lower North Shore Tourism Ad Hoc Table will use these outcomes and the identified priorities, as their objectives moving forward. The partners hope to continue to work with community stakeholders and outside partners in future tourism development. The future is bright for the Lower North Shore.



# **Section III**

## **Annexes**



## Lower North Shore Tourism Action Plan

<b>LOWER NORTH SHORE TOURISM PLAN/ PLAN D'ACTION TOURISTIQUE BASSE-CÔTE-NORD DU QUÉBEC 2017</b>							
ACTION	OBJECTIVE	TIME LINE	LEADER	PARTNER	COST	FUNDING	PERFORMANCE INDICATORS
<b>Orientation #1: Develop human resources / Développement des ressources humaines</b>							
<b>1.1 Faire un plan de ressources humaines/Do a human resources plan</b>	S'assurer d'avoir des ressources compétentes / Make sure LNS will have competent HR	1-09-2017 /Sept 1st, 2017	Emploi Québec	Commission scolaire	20K\$	Emploi Québec	1.Réaliser un plan accepté par tous / Have a HR plan in tourism accepted by everyone
<b>1.2 Calendrier triennal de formations en tourisme/Trainings'calendar for 3 years</b>	Répondre aux besoins des employés et entrepreneurs en formations/ Answer entrepreneurs & employees' needs in trainings	1 sept, 2017 /Sept 1st 2017	Emploi Québec	Commission scolaire	?	Emploi Québec/ Participants	1.Nombre de formations/ Number of trainings 2.Taux de succès/Success rate
<b>1.3 Coaching pour PME /Coaching for entrepreneurs</b>	Offrir un support pratique-constant/Offer a practical and weekly support	1-06-2017 / June 1st, 2017					1.Nombre d'entrepreneurs complétant le programme/ Number of entrepreneurs 2. Nombre de nouvelles PME créées/Number of new SMEs created
<b>1.4 Financement des 4 musées actuels en RH/ HR funding for actual 4 museums</b>	Trouver une façon durable de financer le personnel/ Find a sustainable way for funding HR	1-07-2027 /July 1st	Tracy		?		1.Façons de financer appliquées aux 4 PME/Funding solution for those 4 SMEs applied
<b>Orientation #2 Develop feature tourism products / Création de produits touristiques d'appel</b>							
<b>2.1 Sites archeologiques /Archeological sites</b>	Créer un ou des sites de calibre international/						

	Create international caliber sites						
<b>2.1.1 Statut sur l'archéologie en BCN/ Status on archeology in LNS</b>	Définir des priorités de recherches/Define research'priorities	1 nov, 2017 /Nov 1st, 2017					Production d'un plan d'action/Produce an action plan
<b>2.1.2 Riv Blanc-Sablon/Blanc-Sablon River</b>	Compléter le sentier de mise en valeur/Complete the interpretative trail						Un nouveau sentier bilingue complété/A new bilingual trail completed
<b>2.1.3 Mise en valeur touristique de l'île aux Bois et de l'île Verte/Development of tourism with Ile-Aux-Bois and Greeny Island</b>	Rendre accessible ces deux îles/Make accessible for visitors those 2 islands						Étude de faisabilité/ Feasibility study
<b>2.1.4 Recréation d'un site d'exception à Brador/Recreate an exceptionnal site at Brador</b>	Créer un attrait exceptionnel avec reconnaissance UNESCO/Create an exceptionnal attraction with UNESCO'branding						Étude faisabilité/Feasibility study
<b>2.2 Observation des icebergs/Icebergs'excursions</b>	Offrir des excursions maritimes de qualité/Offer quality sea'excursions		Yves Lévesque	Coste PAR Conseils Tracy (marketing)			1.Navire de qualité à bonn capacité/ quality boat with minimal capacity 2.Forfaitisation/Packaging
<b>2.3 Créer un parc</b>	Réserver une zone pour cette						1.Étude de faisabilité/Feasibility study



<b>national/Create a national park</b>	appellation/Designate a zone for a national park						2.Mise en place/Implementation
<b>2.4 Bonifier la Route Blanche/Enhance Route Blanche</b>	En faire un sentier de qualité pour le tourisme et les résidents/Create a quality trail for tourism & locals						Répondre aux volets de bonifications identifiés/Answer all issues already identified
<b>2.5 Réseau de chalets maritimes/Maritime'cabins network</b>	Créer un nouveau type d'hébergement dans les îles/Create a new lodging'type on islands		<b>PAR CONSEILS</b>	PME'S/SMEs Municipalities			1.Créer un modèle unique/Create a unique concept 2.Nombre minimum d'unités réparties en BCN/Minimal number of units along LNS
<b>2.6 Pêche à la morue sportive/Sport cod'fishing</b>	Créer une nouvelle pêche pour touristes/Create a new fishing activity in Canada						1.Changement de la réglementation/Rules'changes 2. Identifier & former opérateurs/Identified and operators identifies
<b>2.7 Route panoramique de la Chicoutai/Chicoutai scenic road</b>	Créer et maximiser la renommée de cette route/Create and maximize its branding	1 mai 2017 /May 1st 2017	<b>Tracy</b>				1.Carte version 2017/2017 map'version 2. Diffusion élargie/Spreading the new map all over 3. Forfaitisation/Packaging
<b>Orientation#3: Augmenter la capacité d'accueil / Increase capacity</b>							
<b>3.1 Identifier les priorités touristiques en développement des communautés &amp; PME's/Identify communities &amp;</b>	Obtenir un tableau complet de la situation/Obtain a full picture of LNS in tourism development	1 mai 2017 /May 1st, 2017	<b>Tracy</b>				Liste produite/Create an updated list

<b>SMEs development' priorities</b>							
<b>3.2 Augmenter la capacité d'accueil des communautés/ Increase communities' capacity</b>	Pouvoir accueillir un minimum de 12 touristes simultanés/ Being able to overnight a minimum of 12 tourists at the same time						Capacité d'hébergement minimale de 12pax par communauté/ Minimal 12pax lodging capacity per community
<b>Orientation #4: Augmenter l'accessibilité/ Increase accessibility</b>							
<b>4.1. Créer une compagnie aérienne régionale/ Create a regional airline company</b>	Contrôler soi-même coûts, capacité et fréquence/ Control ourself costs, capacity and frequency						Produire étude de faisabilité/ Produce a feasibility study
<b>4.2 Nolisier des vols vers la BCN/Charter flights towards LNS</b>	Offrir des prix de billets raisonnables au départ de Montréal/ Offer affordable rates from YUL	Janv 2017  July 2018	PAR Conseils	Coste CLD Minganie	8K\$	Emploi Québec Coasters COste	Plan d'affaires réalisé/ Business plan developed  Mise en place/ Implementation
<b>4.3 Augmenter la qualité des véhicules de transports pour touristes/ Increase quality for « land » touristic transportation</b>	Offrir des véhicules locatifs et minibus de qualité/ Offer quality rental cars and minibus		PAR Conseils				Nombre de communautés avec équipements de qualité/ Number of communities with quality equipment
<b>4.4 Capacité portuaire bonifiée à Blanc-Sablon pour navires de croisière/ Increase port'capacity in Blanc-Sablon for cruise ships</b>	Recevoir des petits et moyens navires de croisières à quai/ Welcome small and medium size cruiseships						1. Étude de faisabilité réalisée/ Feasibility study done 2. Convince Quebec government to add a new port for cruise ships
<b>4.5 Lien maritime rapide/ Fast maritime link</b>	Offrir un service de passagers rapide en	Jan 2017	PAR Conseils	Coste CLD MRC	8K\$		1. Plan d'affaires/ Business plan

	BCN/Offer a fast passenger only service for LNS	2018			1,1M\$		2. Mise en place / Implementation
<b>Orientation #5 : Bonifier la mise en marché / Increase effective marketing</b>							
<b>5.1 Mise à niveau du site Web actuel/Upgrade actual website</b>	Offrir un site Web de qualité convivial et aux contenus (visuels & textes) riches/Offer a quality website with rich contents (visuals & texts)	Mai 2017 /May 2017	Tracy				1.Site web actualisé et « responsive design »/ Actualized website with responsive design 2. Augmentation sensible du nombre de visiteurs en 2017/Sensible increase of unique visitors for 2017
<b>5.2 Produire vidéos et photos expérientielles/ Produce experiential videos and pics</b>	Mieux vendre les expériences offertes en BCN/Better sell the actual experiences all over LNS	1 sept 2017	Tourisme Côte-Nord				Obtenir 5 vidéos HD et 100 photos
<b>5.3 Produire un plan marketing triennal/ Produce a 3 year marketing plan</b>	Avoir un outil pratique/Gain a practical tool to sell the region Mettre à jour le plan déjà réalisé/Update the already done marketing plan Trouver le financement en créant des partenariats/ Find funding while creating partnerships	1 mars 2017 / March 1st 2017	PAR Conseils				Nouveau plan incluant les communications/ New plan including communications activities  Nombre de partenariats créés/Number of partnerships created  Croissance des indicateurs touristiques/ Increase of tourism indicators
<b>5.4 Forum touristique BCN/LNS touristic forum</b>	Faire un forum touristique regroupant toute la région/Do a	1 juin 2017 /	Coste	Coasters		DEC/EDC	1.Nombre de participants/ Number of LNS participants

	forum with all shareholders from LNS	June 1st 2017					2. Mobilisation provoquée/ Mobilization created
<b>5.5 Reconnaître Coste comme outil de commercialisation principal/ Recognize Coste as the main marketing tool</b>	Par la forfaitisation, mieux vendre la BCN/ Through packaging sell better LNS	1 mai 2017 / May 1 <sup>st</sup> 2017	Coste	PMEs et communautés/ All SMEs and communities			Nombre de clients en 2017 versus 2016/12/14 Number of customers in 2017 versus 2016
<b>Orientation #6 : Gouvernance en tourisme / Tourism governance</b>							
<b>6.1 Créer le poste de coordonateur en tourisme / Create a tourism officer position</b>	Avoir à temps plein une ressource locale bilingue/Have a full time bilingual officer		PAR CONSEILS	Emploi Québec			
<b>6.2 Identifier un agent local par communauté/ Identify one local tourism agent for each community</b>	Créer une dynamique touristique basée localement/ Create a dynamic tourism industry based on local communities	1 mars 2017 / March 1 <sup>st</sup> 2017	Tracy				Avoir un agent touristique par communauté/Have one touristic agent per community

## Program of Events

### October 17<sup>th</sup> – Forum begins at the Whiteley Museum

- 5:00pm: Welcome by Cornella Maurice and Garland Nadeau  
Words from the Mayor – Lionel Roberts
- 5:25 pm: Icebreaker activity: Packaging the Lower North Shore
- 5:35: Packaging the Lower North Shore and online sales – Alberte Marcoux & David Fugère
- 6:30 pm: Dinner
- 7:45 pm: Whiteley Museum presentation: Eileen Schofield & Garland Nadeau

### October 18<sup>th</sup> – Forum resumes at the arena in Lourdes-de-Blanc-Sablon

- 8:00 am: Introduction to morning activities – Melanie Robertson
- 8:05 am: Presentations
- Lower North Shore Tourism Ad Hoc Table – Karine Monger, Alberte Marcoux, Allen Richards
  - Destination Labrador – Randy Letto
  - Intervale – Kathleen Blanchard
- 10:00 am: Coffee break
- 10:15 am: Stakeholder sharing & community kiosks
- 12:00 pm: Lunch
- 1:00 pm: Brainstorming Puzzle Activity – Creating our next steps
- 1:30 pm: Finding solutions - Building a plan
- 2:30 pm: Presentation of new elements and key strategies  
(Connected via telephone with on/off Coast participants)
- 3:30 pm: Closing remarks
- 4:30 pm: Return from Blanc Sablon via charter



## Lower North Shore Tourism Forum 2017

## Guests List

NAME	LOCATION	ORGANIZATION
	<b>Tourism Ad Hoc Table Partners</b>	
Alberte Marcoux	Rivière-au-Tonnere, QC	Voyages Coste
Karine Monger	Chevery, QC	MRC du Golfe St. Laurent
Cornella Maurice	Bonne Esperance, QC	Coasters Association
Garland Nadeau	Bonne Esperance, QC	Coasters Association
Allen Richards	Gaspé, QC	CEDEC
	<b>Local Participants</b>	
Tracy Mansbridge	Blanc Sablon, QC	CEDEC
Melanie Robertson	Blanc Sablon, QC	Coasters Association
Eldon Jones	Blanc Sablon, QC	Corporation Développement Touristique et Culturel du Canton de Brest
Joyce Buckle	Blanc Sablon, QC	Corporation Développement Touristique et Culturel du Canton de Brest
Claire Labadie	Blanc Sablon, QC	Aqua Labadie
Benny Dumas	Blanc Sablon, QC	Hotel Blanc Sablon
Michaël Sheppard	Blanc Sablon, QC	Pêcheries Petit Havre / Boat tours
Corraïne Goddard	Bonne Esperance, QC	LNS Bioproducts Solidarity Cooperative
Eileen Schofield	Bonne Esperance, QC	ADT / Whitely Museum
Lorraine Griffin	Bonne Esperance, QC	Whiteley Museum
Ena Fequet	Bonne Esperance, QC	Waterfrom B&B
Tony Roberts	Bonne Esperance, QC	St.Paul's River Harbour Authority
Lionel Roberts	Bonne Esperance, QC	Mayor of Bonne Esperance
Iris Lavallee	Bonne Esperance, QC	Fondation Développement de Tourisme de Bonne Esperance
Paulette Lavallee	Bonne Esperance, QC	Fondation Développement de Tourisme de Bonne Esperance
Gloria Bobbitt	Chevery, QC	Chevery Tourism Committee
Ana Osborne	Chevery, QC	Tours Nord
Chandra Nadeau	Kegaska, QC	Kegaska Development Committee
Monica Anderson	Harrington Harbour, QC	Harrington Harbour Tourism Association
Nicole Monger	Tête-à-la-Baleine, QC	L'Association touristique de TALB
Kimberly Organ	La Tabatiere, QC	Corporation pour le développement des loisirs at sports
Mason Organ	La Tabatiere, QC	Coasters Association
Gladys Driscoll	St. Augustin, QC	Sisters Restaurant/ Mayor
Lorette Gallibois	St. Augustin, QC	Gerald Driscoll Museum
Leo Mckinnon	St. Augustin, QC	Pesion de la Côte
	<b>Off-Coast Participants</b>	
Roberto Stea	Sept îles, QC	Plan Nord
Kathleen Blanchard	NL	Intervale
Randy Letto	Goose-Bay, NL	Destination Labrador
Mario LeBlanc	Quebec City, QC	Tourisme Côte-Nord

Monica Durand	Sept îles, QC	Cégep de Sept îles
David Fugère	Montreal, QC	Code Génome
Sheila Chubbs	Forteau, NL	Labrador Straits Historical Development Committee
Serena Etheridge	L'Anse-aux-Clair, NL	Quebec Labrador Foundation
	<b>Participated via Teleconference</b>	
Tracy Lee Grant	Sept îles, QC	Canada Economic Development
Nicolas Dupont	Sept îles, QC	Attaché politique of Lorraine Richard
Andrew Rowsell	Sept îles, QC	Department of Fisheries and Oceans
Helen Meredith	Montreal, QC	Canadian Heritage
Lysa Dubé	Quebec City, QC	Tourisme Quebec
Cindy Nadeau	Rimouski, QC	Relais Nordic
Hedat Berthane	Ottawa, ON	Industry Canada

Total Participants: 45



## LNS Tourism Marketing Videos

La Route Blanche

March 2017 – Coasters Association & David Chaumel

**\*Not to be shared publically, without the permission of the Coasters Association \***

Video 1:

<https://vimeo.com/237175854/673429ced5>

Video 2:

<https://vimeo.com/237242224/4f59101afd>

Video 3:

[vimeo.com/237284155/50c6435df4](https://vimeo.com/237284155/50c6435df4)

Summer promotional videos

June 2017 – Coasters Association & Sinex3 Productions

A series of 6 other summer promotional videos, will also be released in the coming months.

The following is “sneak peak” of two of the six of the summer videos, however they are not yet finalized or ready for public use.

Touristic Attractions across the LNS:

<https://vimeo.com/242313239> (password: nord)

General video:

<https://vimeo.com/242569262> (password: nord)



## Lower North Shore Tourism Ad-Hoc Table

### **Members**

Garland Nadeau  
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### **Resource Persons:**

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### **Personnel:**

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**Presentations**

*(Available upon request)*

Packaging and Online Sales - Voyages Coste

Technology Solution Presentation - Voyages Coste

The Lower North Shore Tourism Ad Hoc Table

Feasibility study for a rapid marine link for passengers on the Lower North Shore  
*(Full report – French version)*

Fast Maritime Link for the Lower North Shore  
*(Short Version, English)*

Provincial Development Officer, Allen Richards - CEDEC

Marine Recreational Fishing License Regime for Eastern Canada Consultation 2017 - Department of Fisheries and Oceans (DFO)

**Newsletters**

*(Available upon request in English and French)*

February, March, April, May, June, July, August & November, 2017