

# Gros Morne Co-operating Association



A partner in your community



# Who we are

Gros Morne Cooperating Association is a not for profit group of community volunteers who are dedicated to supporting the heritage protection and presentation mandate of Parks Canada



# Our Organization

- Gros Morne Cooperating Association



- Gros Morne Gatherings



- Gros Morne Institute of Sustainable Tourism



- Tourism Best Practices

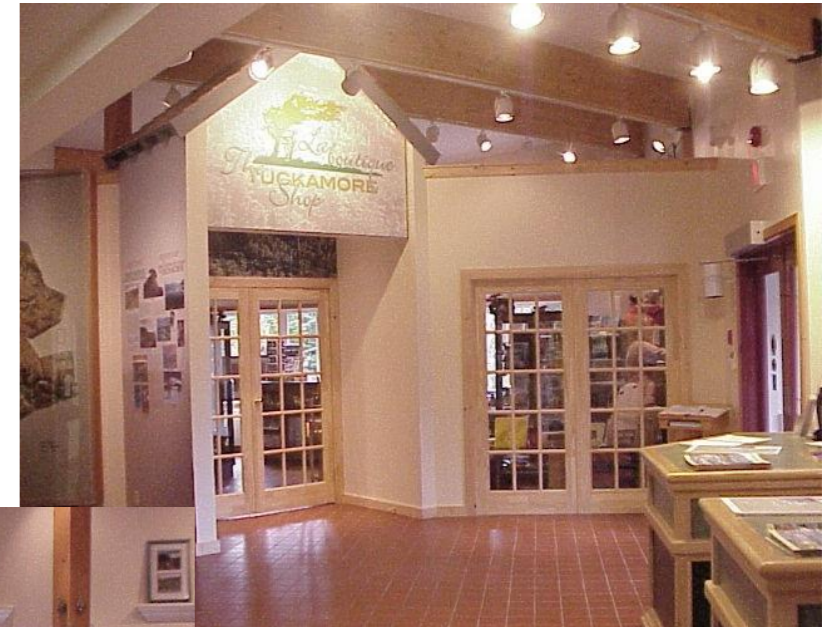


- Creative Gros Morne



# Gros Morne Cooperating Association

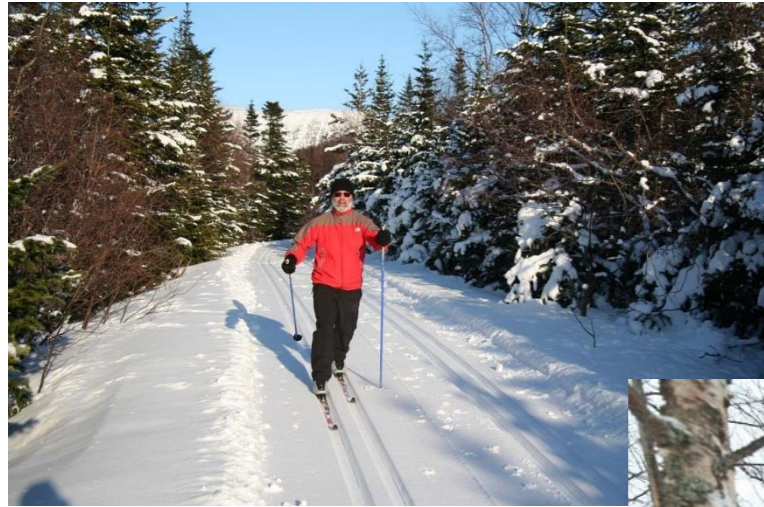
- Retail Stores “Tuckamore Shop”
- Craft Shops with local products
- Located at the Parks Canada Visitor Center and Discovery Center



# Contract Management - Gros Morne Swimming Pool



# Contract Management - Ski Trails



# Contract Management- Bonne Bay Marine Station



# Programming- Musician in- Residence



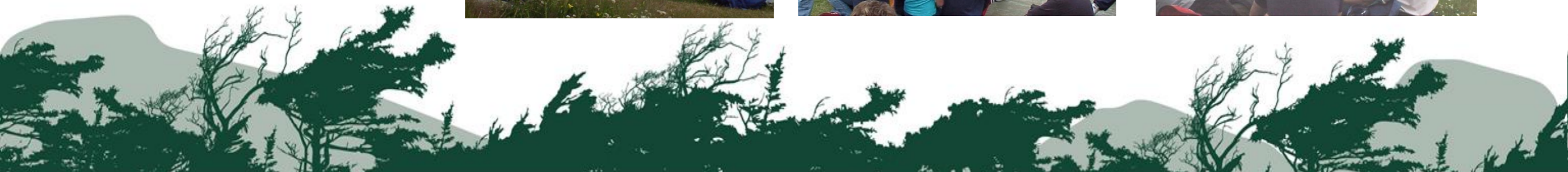
- Resident spends 10 days in the national park
- Conducts public/school programming
- Uses experience in composition and/or acts as ambassador for the national park





# Programs- Summer Heritage Learning Program

Goal: Help local youth connect with learning opportunities



# Programming- Trading Books for Boats

Goal: Educational and awareness activities related to coastal planning on the Northern Peninsula



# Programming - other

- Beach Sweep
- Craft workshop
- Dance
- Teachers Institutes
- Kids @ Parks Programs



# Product Development



# Community Economic Development

- Bonne Bay Marine Station
- St. Paul's Waterfront Development
- Norris Point Waterfront Development
- Community Trail in Woody Point
- Trout River Waterfront
- Transportation links - Water taxi & shuttle serve
- Festivals & Events



# Gros Morne Gatherings

## Tourism Levy Partnership



**GROS MORNE  
GATHERINGS**

*Great Outdoors.  
Great Ideas.*

Formed in 2004 by 8 local accommodators to collect 3% Room Levy to market Gros Morne as a conference and meeting destination





**GROS MORNE GATHERINGS**  
*Great Outdoors. Great Ideas.*

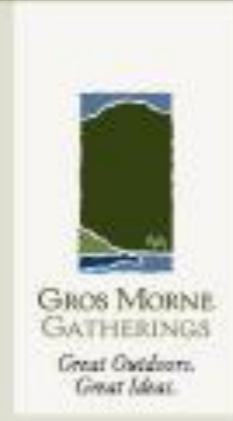
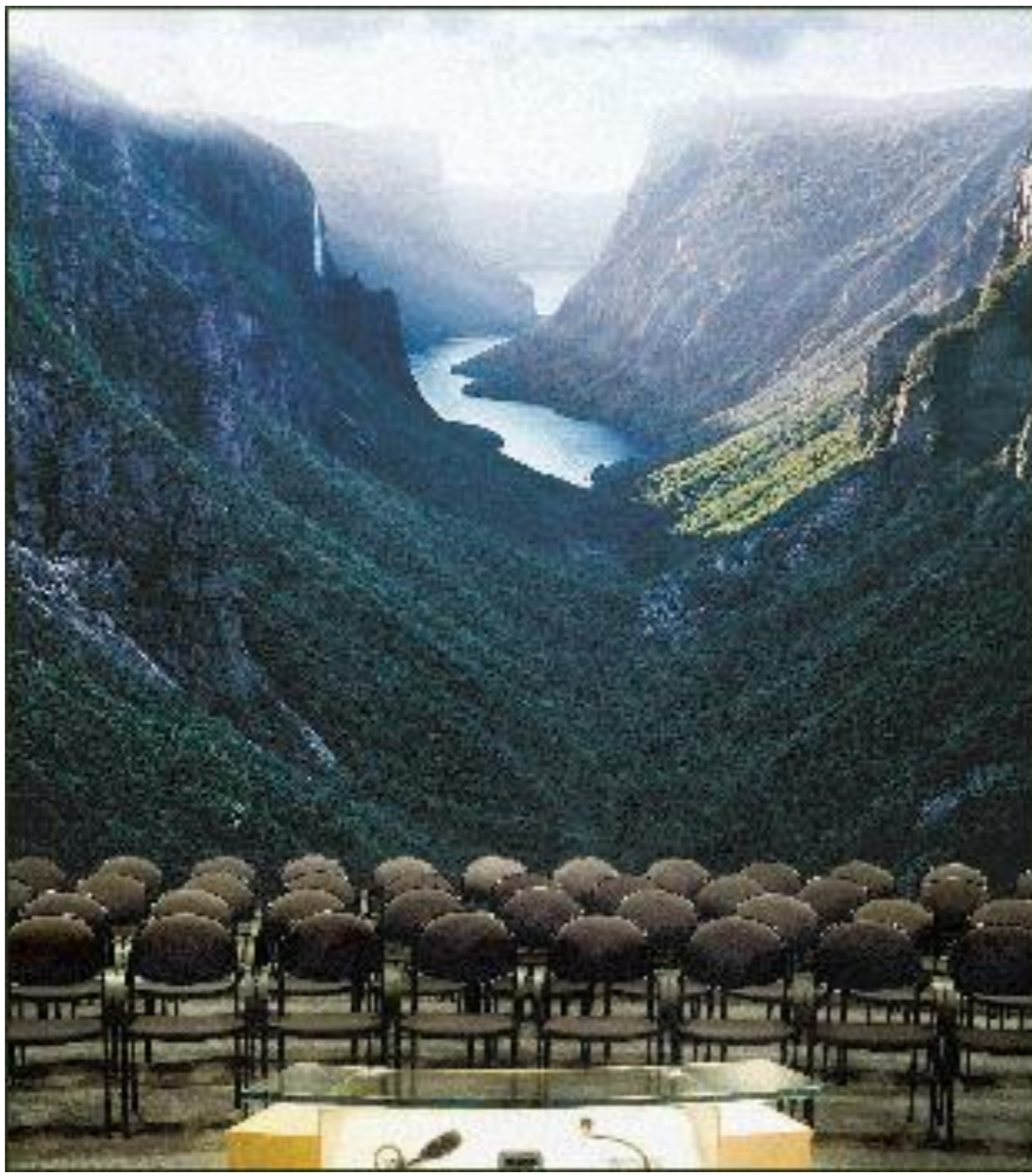
Gros Morne Gatherings  
Convention Centre  
500 yards →

When you hold your meeting in the middle of a UNESCO World Heritage site – Gros Morne National Park – wild things happen. Gros Morne Gatherings offers you all the modern facilities to host up to 400 guests in a place National Geographic calls one of the best parks in North America. And it's only a stone's throw from Deer Lake Airport. To explore more, visit us online. <http://www.grosornegatherings.com>

# Conferences:

- Season Extension
- Music Industry NL
- Outdoor Educators
- Outdoor Writers
- National Fibre Arts
- Supreme Court Judges
- Various Medical Assoc.





Want a memorable meeting experience?  
Gather in the middle of a UNESCO World  
Heritage site – Gros Morne National Park –  
only 30 minutes away from Deer Lake Airport.  
Gros Morne Gatherings has all the modern  
facilities to host up to 400 guests in a natural  
environment National Geographic calls one  
of the best parks in North America. To explore  
more, visit us online.

<http://www.grosmornegatherings.com>







# Other Marketing Initiatives

- Websites
- Video production
- Advertising Campaigns
- Meeting and Event Planner
- Trade show Participation
- Social Media Training





## Gros Morne Institute for Sustainable Tourism

### Training:

- Sustainable (business practices)
- Experiential (consumer experience)
- Build knowledge, skills, tools

Grow tourism in Atlantic Canada

Lead shift towards S.T. in Atl. Canada and beyond: motivate, inspire, create best practices, think tank, raise the bar

Regional development (in Gros Morne)

Self supporting/sustainable venture

To help tourism operators (stakeholders) in the area of sustainability





**Tourism**  
Best Practices

# Best Practices

This Program is designed to expose operator to other destinations in North America that are outstanding in their product delivery for identified themes.





# Vision

The Gros Morne National Park Region will be recognized as a national centre for culture and creativity, inspired by and reflecting the natural environment, that will attract international attention.



# Strong Traditions: new and old

Wave Over Wave, Trout River



Violins at sunset by Nance Ackerman



Writers at Woody Point



Art by Christine Koch



Molly Made



Knit sock for sale, Trout River



# Highlights

- Website [visitgrosmorne.com](http://visitgrosmorne.com)
- and now [creativegrosmorne.com](http://creativegrosmorne.com)
- [Craft Residency](#)
- Woody Point Heritage Theatre
- [Festivals and Events Masterclass](#) with [GMIST](#)
- Regional marketing



Photo by Tom Cochrane





Creative Gros Morne  
— Where culture comes naturally —



- Data collection
- Transportation pilot
- New/enhanced product development
- Engagement with local operators, cultural organizers, Parks Canada
- Packaging
- Marketing
- National outreach strategy
- Shared services



# Results

*Innovative community and economic development that:*

- Presents Gros Morne with pride and recognition for the internationally renowned place that it is
- Is Partnership driven
- Contributes to the sustainability of our economy and communities





# Results

Over 28 million more in the local economy

Employees Annually 35+

Socially - Great Natural and Cultural  
Programming , quality infrastructure and a  
growing industry



# Partnerships = Success

- Parks Canada
- Gros Morne Communities
- ACOA
- Memorial University
- Hospitality NL
- Go Western NL
- Dept. of Business, Tourism, Culture and Rural Development



# Challenges

Nay sayer - Not everyone has the same level of understanding of the industry.

Funding Program Requirements

Relationship Development- Takes time to build your network.

