

COMMUNITY LEADERSHIP IN THE TOURISM SECTOR

Presented by: David Felker (CASA)

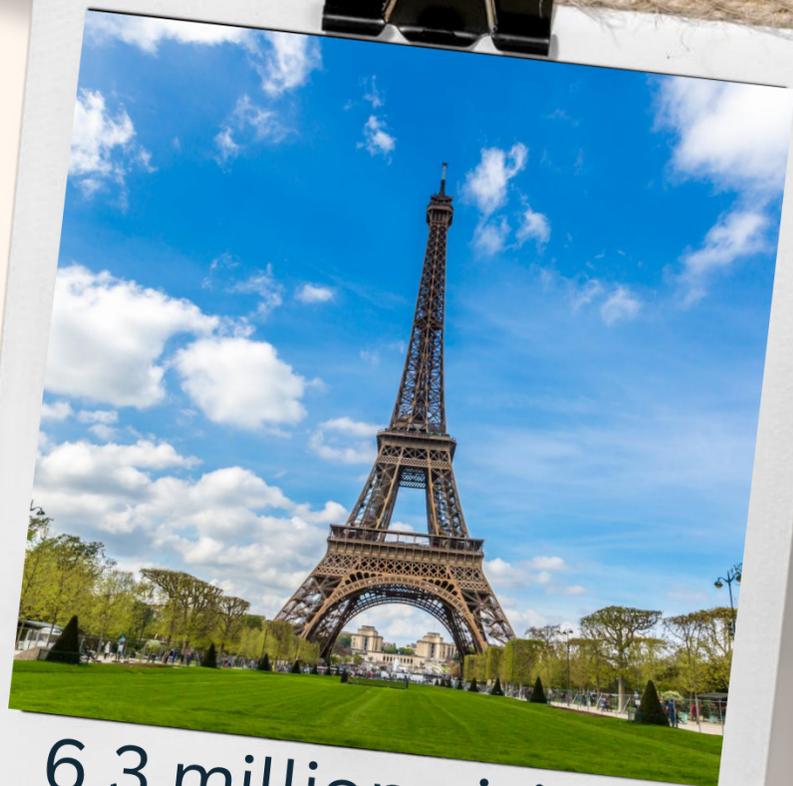


WORLD TOURISM



WHAT ARE THE FIRST
PLACES YOU THINK OF
WHEN IT COMES TO
GLOBAL TOURISM?

WORLD TOURISM IN 2023



6.3 million visitors
website: 9 languages

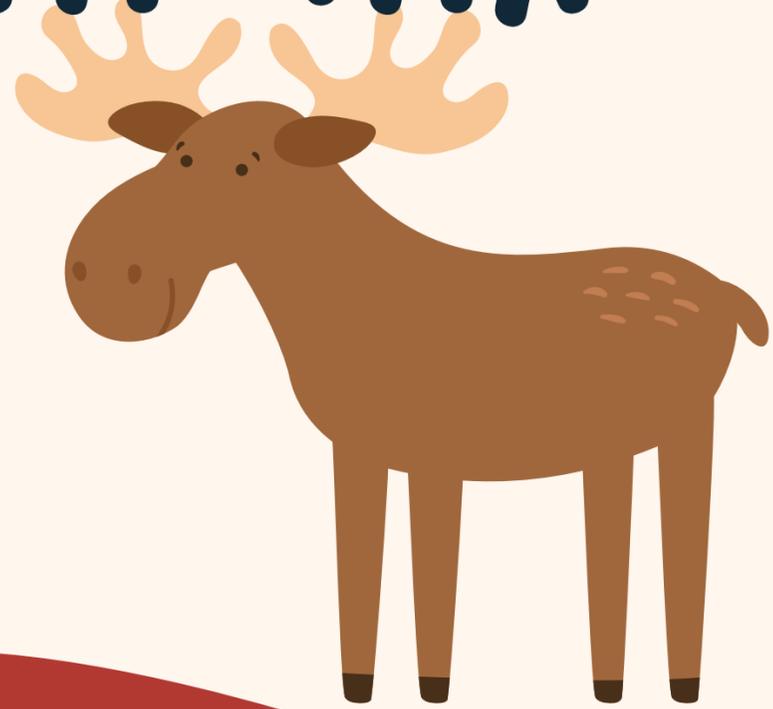


13 million visitors
website: 7 languages



12 million visitors
website: 5 languages*

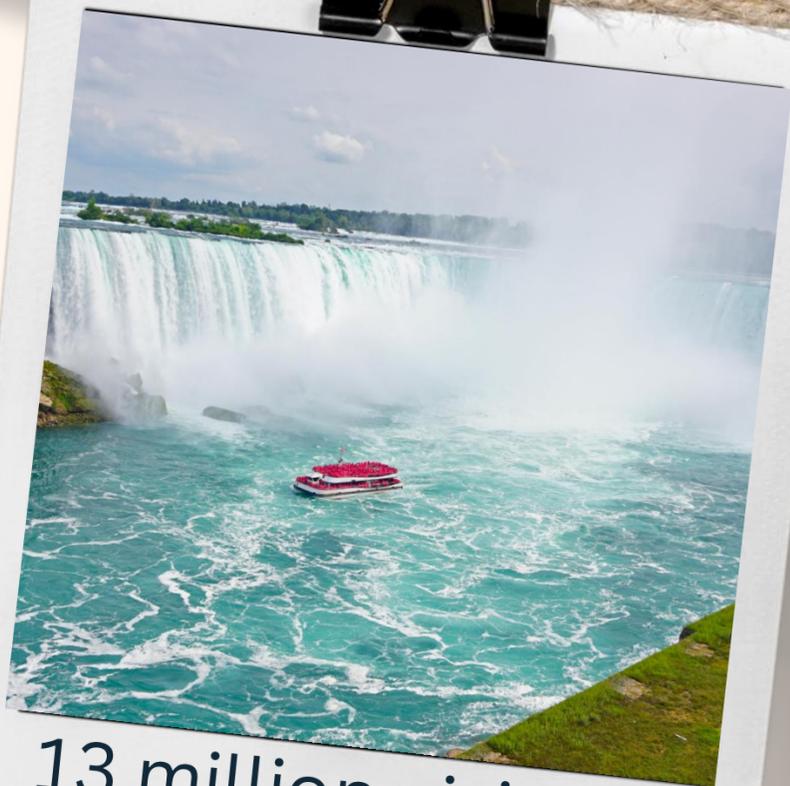
CANADIAN TOURISM



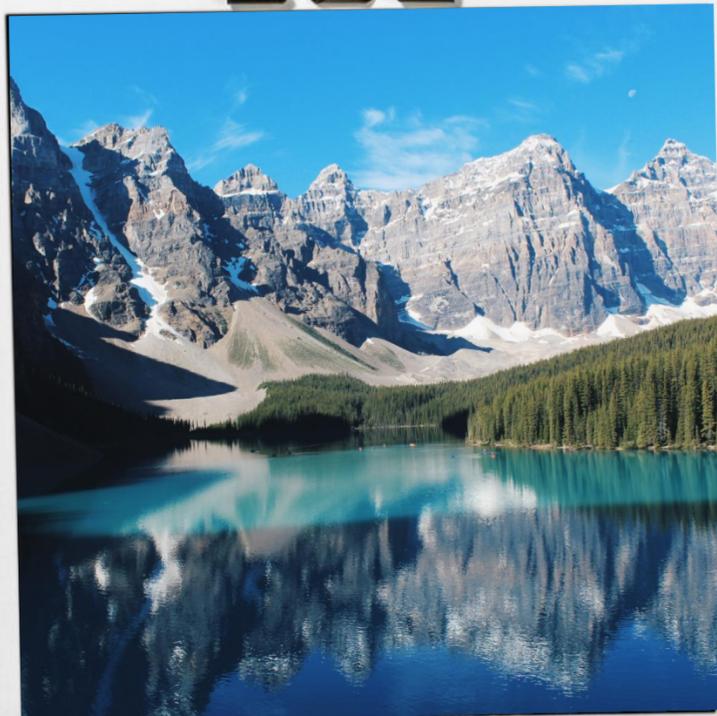
WHAT ARE THE FIRST
PLACES YOU THINK OF
WHEN IT COMES TO
CANADIAN TOURISM?



CANADIAN TOURISM IN 2023



13 million visitors*
website: 2 languages



4.13 million visitors
website: 2 languages

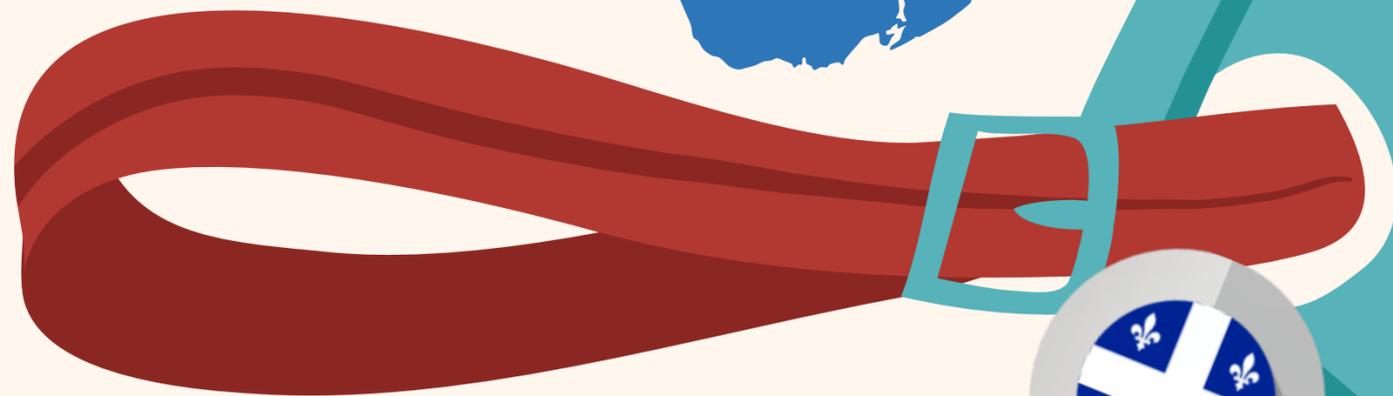


3 million visitors
website: 7 languages

QUEBEC TOURISM



WHAT ARE THE FIRST
PLACES YOU THINK OF
WHEN IT COMES TO
QUEBEC TOURISM?



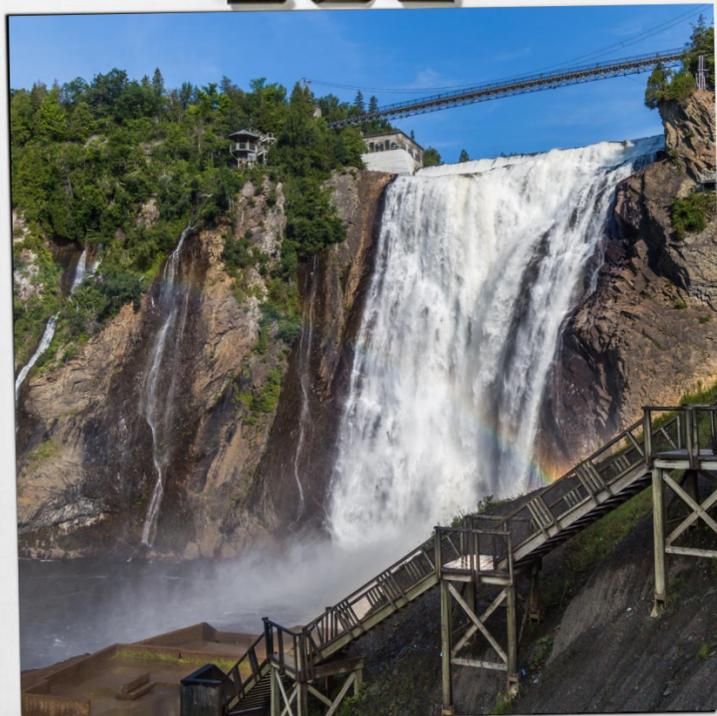
HI!

BONJOUR

QUEBEC TOURISM IN 2023



3.9 million visitors
website: 2 languages



1 million visitors
website: 2 languages



1.1 million visitors
website: 2 languages

REGIONAL TOURISM



WHAT ARE THE FIRST
PLACES YOU THINK OF
WHEN IT COMES TO
TOURISM IN YOUR
REGION?



WHAT ARE THE STANDOUTS IN YOUR REGION?

GASPESIE TOURISM



AROUND THE ROOM

TOP 3 TO 5 TOURISM HOT SPOTS



INTRODUCTION

On the Gaspé Coast, we needed to convince the population of TWO main issues we were facing:

- 1) That we needed to reach a wider market, specifically the English-speaking tourists, and make them feel comfortable to come here.
- 2) That we needed to develop the English-speaking tourism “products” on the Gaspé coast and celebrate them.



FIRST, SOME STATS

ACCORDING TO A VARIETY OF RESEARCH COMPLETED BETWEEN 2014 AND 2018.

Between 7% and 12% of tourists to the Gaspé Coast are English speakers. Yup - that's it!

84% of Ontarians and 83% of Americans expressed the importance of receiving services in English.

The language barrier prevented 39% of Ontarians from visiting Quebec.

80% of ES tourists wanted guided tours in English.

76% of ES tourists wanted brochures in English.

84% of ES tourists want to receive service in English.



SOME MORE STATS

ACCORDING TO A VARIETY OF RESEARCH COMPLETED BETWEEN 2014 AND 2018.

There are over 2 million English speakers in the Maritimes.

75% of the population of New Brunswick (834,000) are English speakers between 30 seconds and 5 hours away from the Quebec border.

There are 333,3 million Americans, 118 million of them live on the east coast.

States that have a border with Quebec:

1.4 million live in Maine.

1.38 million live in New Hampshire.

648,000 live in Vermont.

19.5 million live in New York State



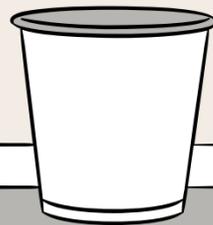
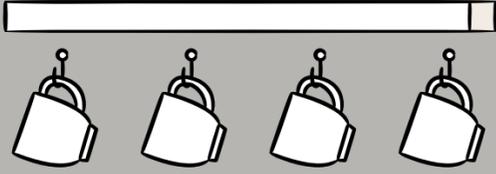
OUR NEIGHBOUR - ONTARIO

14.2 million people.
97% English speaking.



620 km border

CONVINCING THE ATR





HIGH

We will serve you
in English.

LEVEL OF
ENGLISH SERVICES
AVAILABLE TODAY

TOURISME
GASPÉSIE

CASA
Committee for
ANGLOPHONE
SOCIAL
ACTION



GOOD
We can serve you
in English.
LEVEL OF
ENGLISH SERVICES
AVAILABLE TODAY
GASPÉSIE
CASA

GOOD
We can serve you
in English.
LEVEL OF
ENGLISH SERVICES
AVAILABLE TODAY
TOURISME
GASPÉSIE
CASA
Contribution for
ANGLOPHONE
SOCIAL
ACTION

FAIR
We will do our best to serve you in English.
LEVEL OF ENGLISH SERVICES AVAILABLE TODAY

TOURISME GASPÉSIE **CASA** Committee for ANGLOPHONE SOCIAL ACTION



FAIR
We will do our best to serve you in English.
LEVEL OF ENGLISH SERVICES AVAILABLE TODAY

TOURISME GASPÉSIE **CASA** Committee for ANGLOPHONE SOCIAL ACTION

HOTEL

SORRY
We are unable to serve
you in English at
this time.

**LEVEL OF
ENGLISH SERVICES
AVAILABLE TODAY**

TOURISME
GASPÉSIE

CASA Committee for
ANGLOPHONE
SOCIAL
ACTION



JOB ONE...DONE!

- 1) That we needed to reach a wider market, specifically the English-speaking tourists, and make them feel comfortable to come here.
- 2) That we needed to develop the English-speaking tourism “products” on the Gaspé coast and celebrate them.



**HOW DO WE DEVELOP
AND CELEBRATE WHO
WE ARE?**



FIRST QUESTION... WHO ARE WE?





CONSULTATION



Many communities and community groups.



RESEARCH



A year's worth of community calendars and social media entries.



ORGANIZATION



Categorizing and listing every event and activity on a timeline.

EXAMPLES



Mi'gmaq activities and workshops.



Community traditional festivals.



Local music festivals.



Traditional skills workshops.



Family cultural activities.



Local sports and leisure activities.

EXAMPLES



Local traditional family games.



Local artist venues.



Community heritage buildings and museums.



Local markets selling local products.

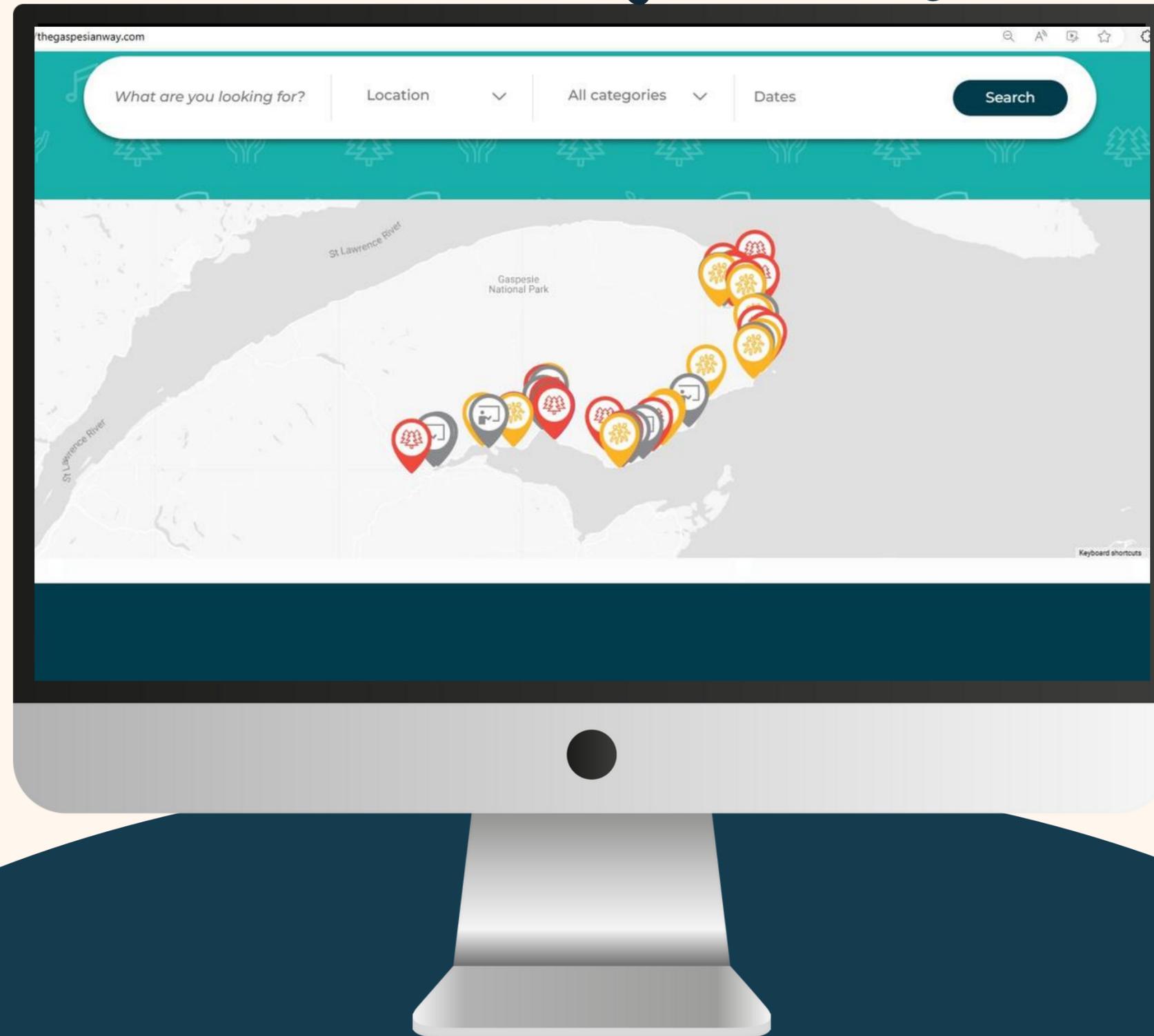


Cultural exhibits.



Local suppers and food events.

THE CONCEPT



THE BRANDING PROCESS





Going Our Way

What is the word for finding yourself in a new place that feels just like home? Is there a phrase for turning a corner to discover something deeply familiar and surprisingly new at the same time? Can a single sentence describe the feeling of knowing the story of generations just by surveying the land? For us, it's The Gaspesian Way.



Travel Our Story

What is The Gaspesian Way? It's a home-cooked meal and a story you'll never forget. It's a place where no matter where you walk, the ocean is on one side of you and the forest is on the other. It's a community. A chat with a stranger starting with a nod and a warm smile, lasting hours, and ending with a new friend. It's a calling and a lifestyle. It's a tradition.



Discover Our Coast

The Gaspesian Way is a brand dedicated to promoting and developing the culture and heritage of the English-speaking community of Quebec's Gaspé Coast. We are the people and the place. We are The Gaspesian Way.



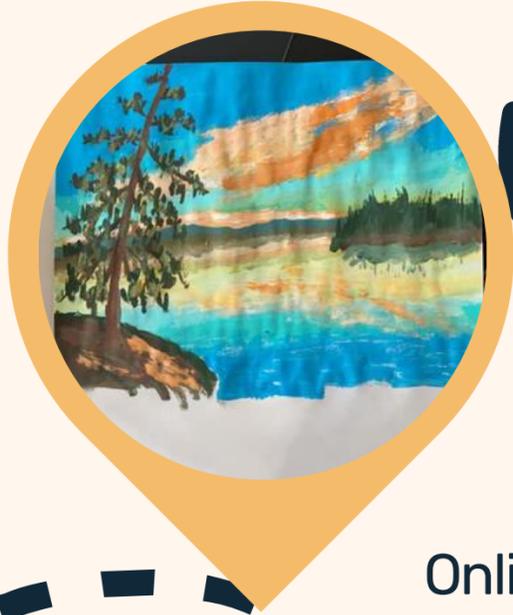
the Gaspesian way

DISCOVER OUR COAST

WHAT COMES NEXT WASN'T EXPECTED...



Social media (covid)



Online cultural workshops



Online music showcases live



Introduction to TGW merchandise

TGW EXPLODED!



TGW online sales and shipping



Online holiday shows



New local products



TGW storefronts and kiosks



TGW in-person festivals



Cultural workshops



Cultural showcases



New media platforms



BEFORE WE GET INTO ALL THAT....

**What are the unique characteristics of your region,
your English-speaking population, that could
be highlighted and transformed into a
tourism trail, product, offering...?**

Take 10 minutes and make a list! Sort the activities into themes / categories.
Example: Food activities, musical events, community buildings, etc
We'll report back some highlights.

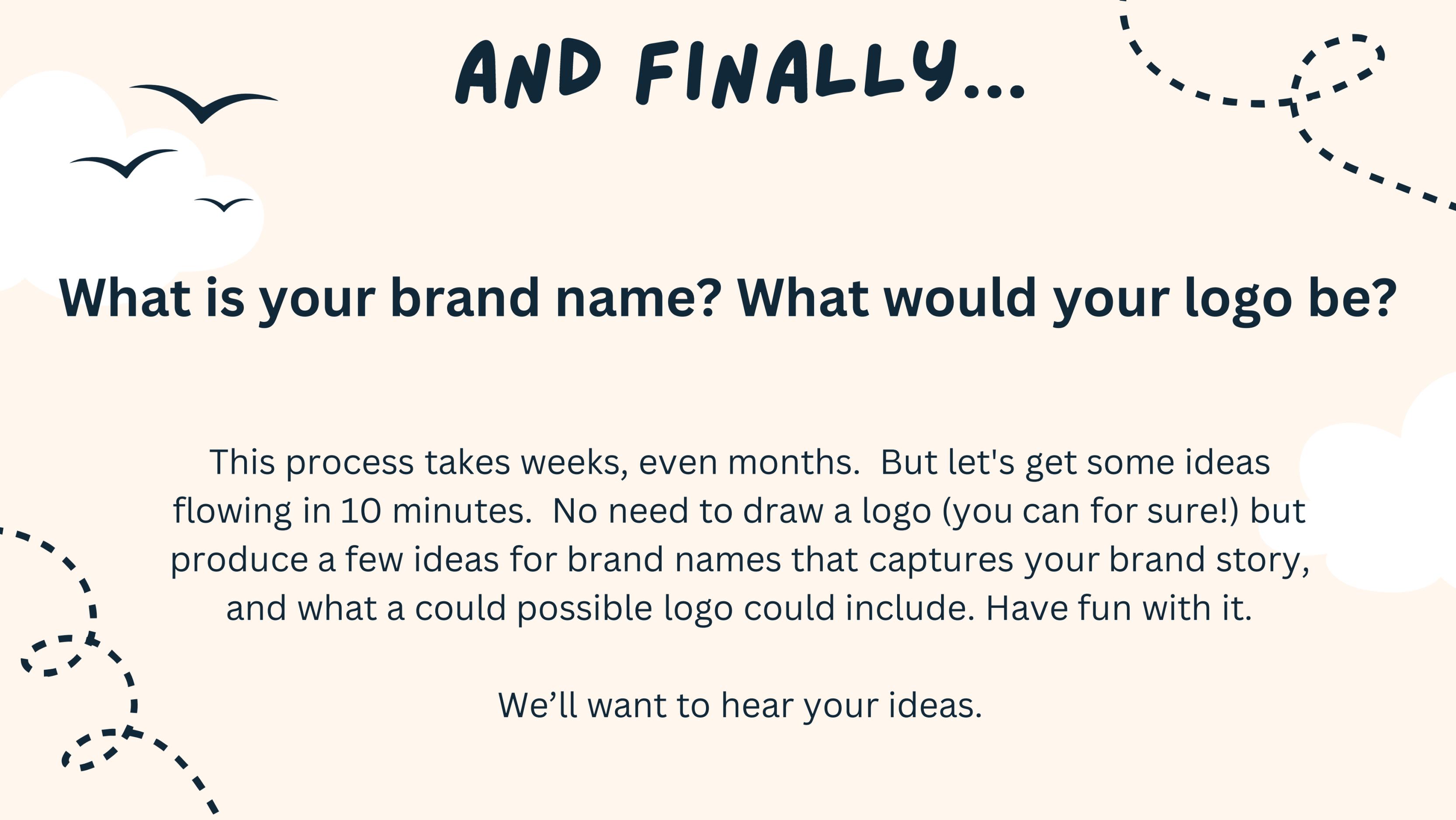
NEXT THOUGHT...

Now that you have a bit of an idea of what your tourism offering is... lets come up with a brand story?

Take 10 minutes and produce a few sentences about your region that are authentic and creates an emotional connection to an English-speaking tourist. Try to include examples that evoke feelings of excitement, wonder or curiosity.

Use your list of products and activities to help shape your story.

We'll want to hear your brand stories.



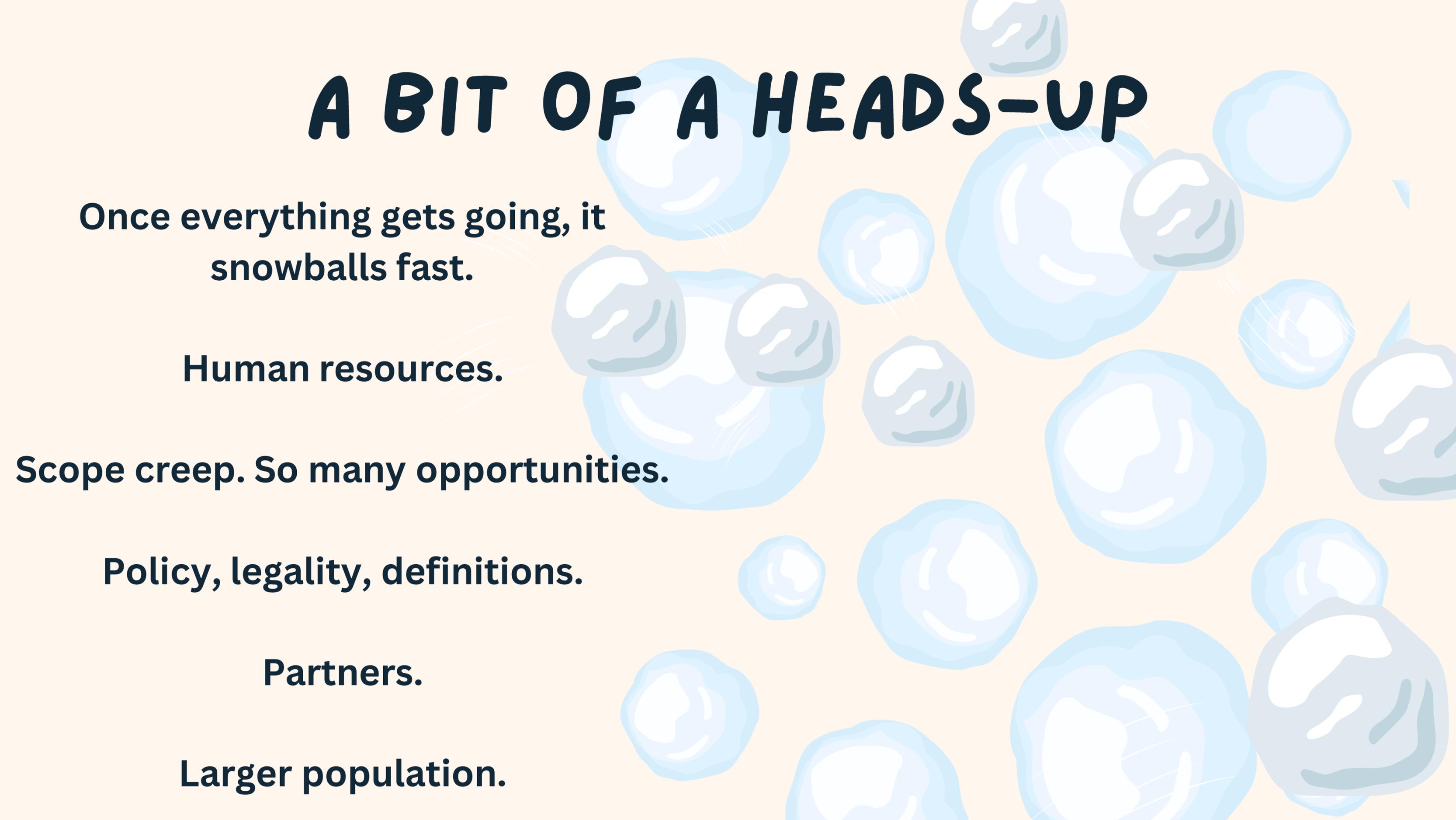
AND FINALLY...

What is your brand name? What would your logo be?

This process takes weeks, even months. But let's get some ideas flowing in 10 minutes. No need to draw a logo (you can for sure!) but produce a few ideas for brand names that captures your brand story, and what a could possible logo could include. Have fun with it.

We'll want to hear your ideas.

A BIT OF A HEADS-UP



Once everything gets going, it snowballs fast.

Human resources.

Scope creep. So many opportunities.

Policy, legality, definitions.

Partners.

Larger population.



**TOURISM DEVELOPMENT CAN
HELP EVERYONE!**



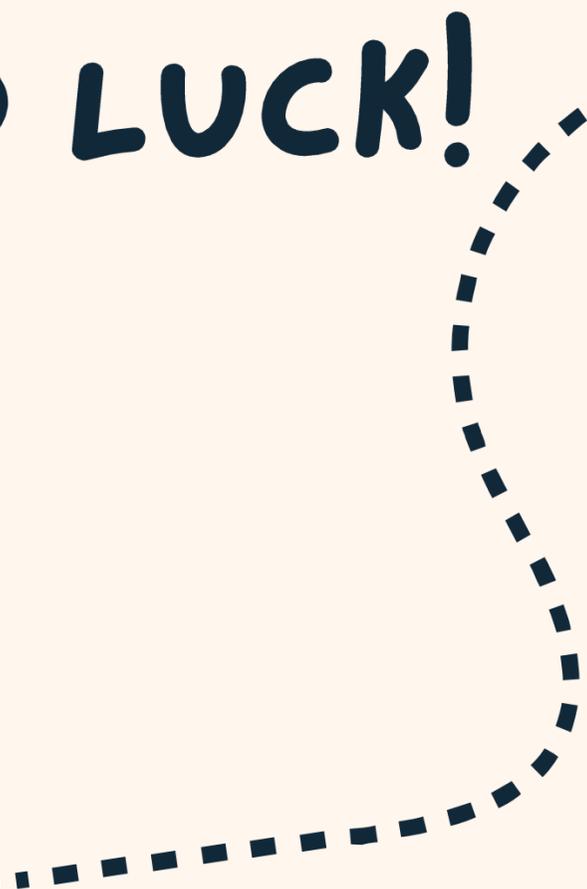
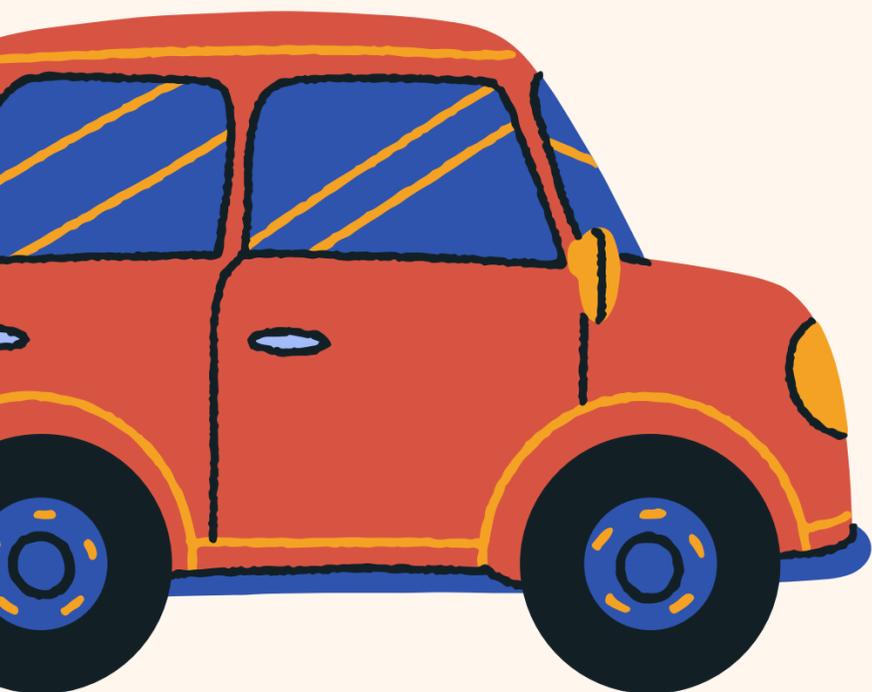
GOOD LUCK!



418-752-0374



DAVID@PROJETRURAL.COM



THANK YOU!