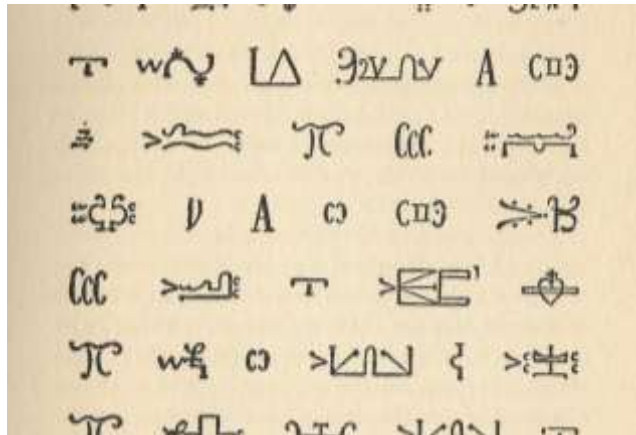
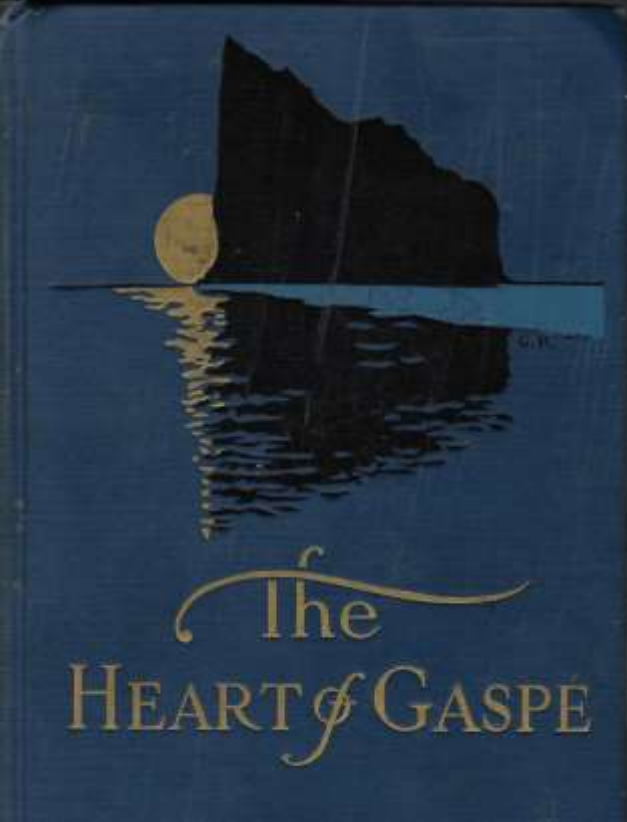


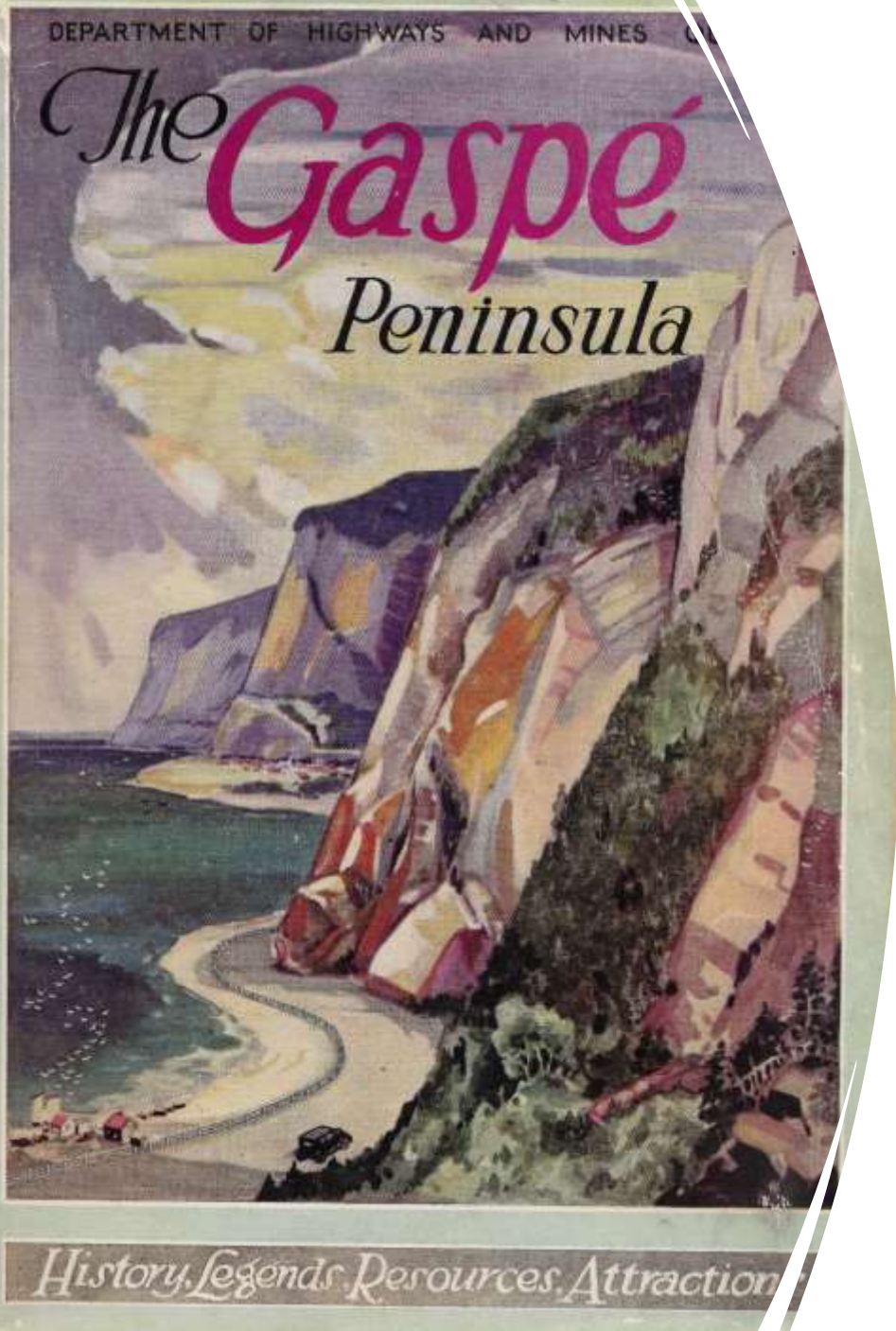
The Power of Storytelling

Transforming Quebec's
regional tourism
potential



Back to 1929... Where it all began!

- Quebec Tourist Bureau in 1929 'out of province' campaign, focusing on the Gaspé peninsula road trip, its history and legends.
- Detailed booklets were produced in English and distributed to target markets in USA and English Canada.
- Gaspé was positioned as the "Land of History & Romance".
- The rich stories, legends, shipwrecks, natural wonders, and authentic history drew hundreds of thousands of tourists to explore the region.



The Problem

Language is a major barrier to growing Quebec's Out of Province/ English-speaking tourism potential

- The misconception – perceived or real (does it matter?)
- Many destinations for American/English Canadian tourists to choose from
- The cost to Quebec

The Solution

Quebec's greatest ambassadors to promote 'destination Quebec' to English-speaking tourists, are English-speaking Quebecers!

- Change the misconception... remove the barriers.
- Lack of Anglo participation in tourism promotion of Quebec
- An untapped resource
- Rich stories that will attract tourists



The Opportunity

Destination Quebec is bordered on all sides by a target market of 100+ million English speakers living along Quebec's borders (Ontario, New England, Maritimes)

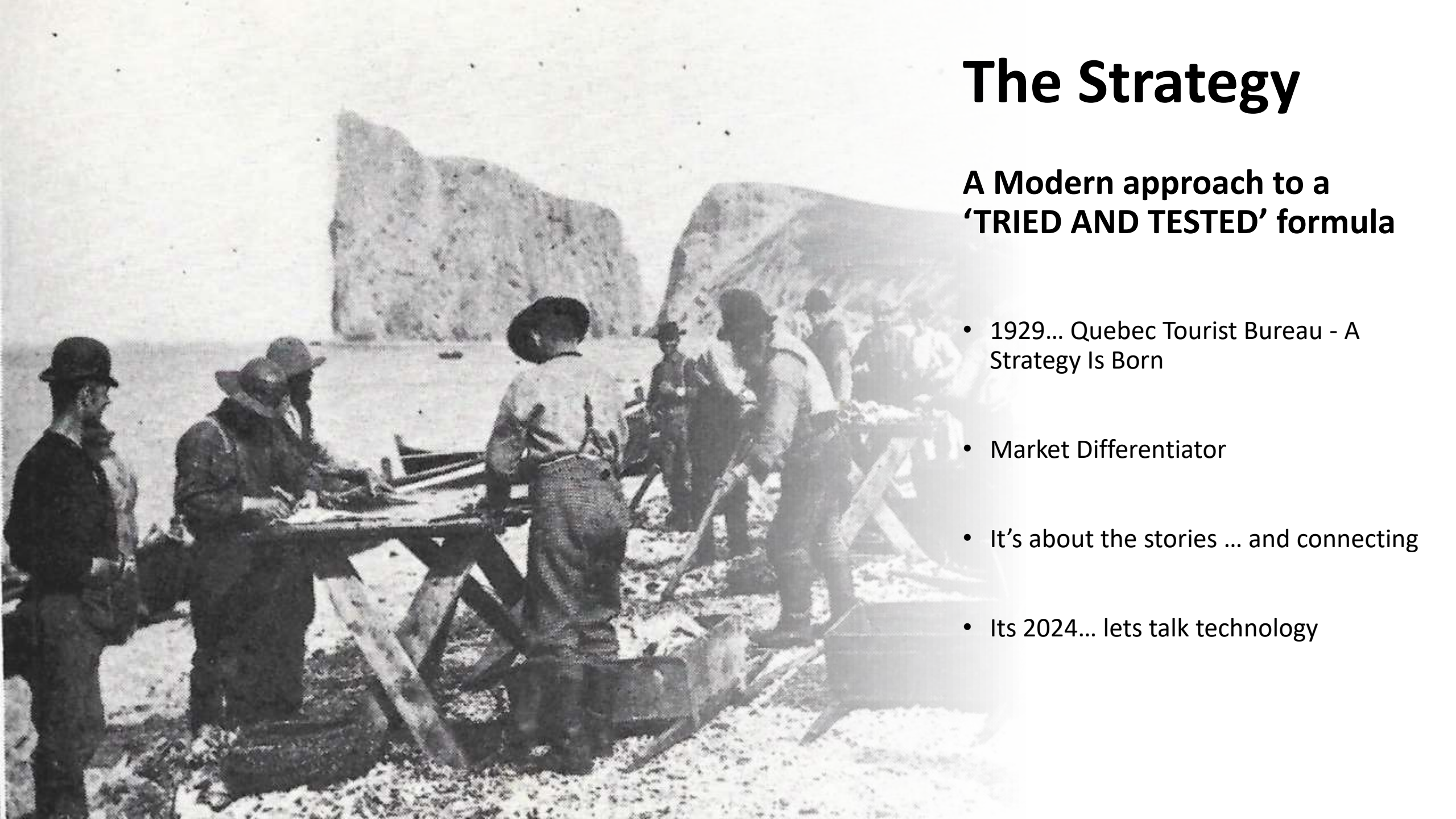
- We need these affluent tourists!
- What we know about them?
 - They have Time and Money
 - Culture, heritage, national parks and historical connections drive their curiosity and interest
 - Longer stays, more spending on food, lodging, entertainment and activities
 - UQAM/CEDEC Tourism Study Results



The Strategy

A Modern approach to a 'TRIED AND TESTED' formula

- 1929... Quebec Tourist Bureau - A Strategy Is Born
- Market Differentiator
- It's about the stories ... and connecting
- Its 2024... lets talk technology



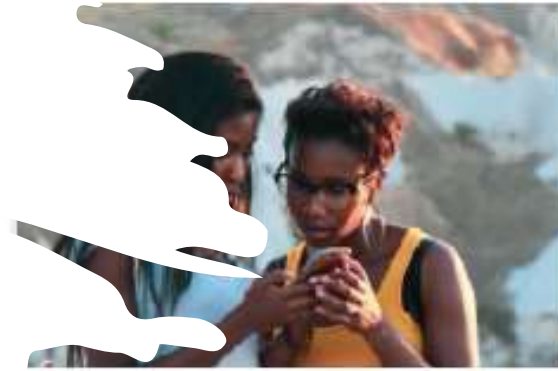
The Method

We take 1930's style marketing strategy... and apply 2024 Technology!!

Simplicity - Place the authentic stories of Quebec's regions... In the palm of tourist's hands!

OBJECTIVES

- Marketing tool
- Story-telling platform
- Self-guided tours connecting history to present-day locations
- Eliminate language barriers – 24/7/365 access in any language you prefer
- Sell.. Find near by places to visit, things to do, where to eat, buy tickets



storyapps

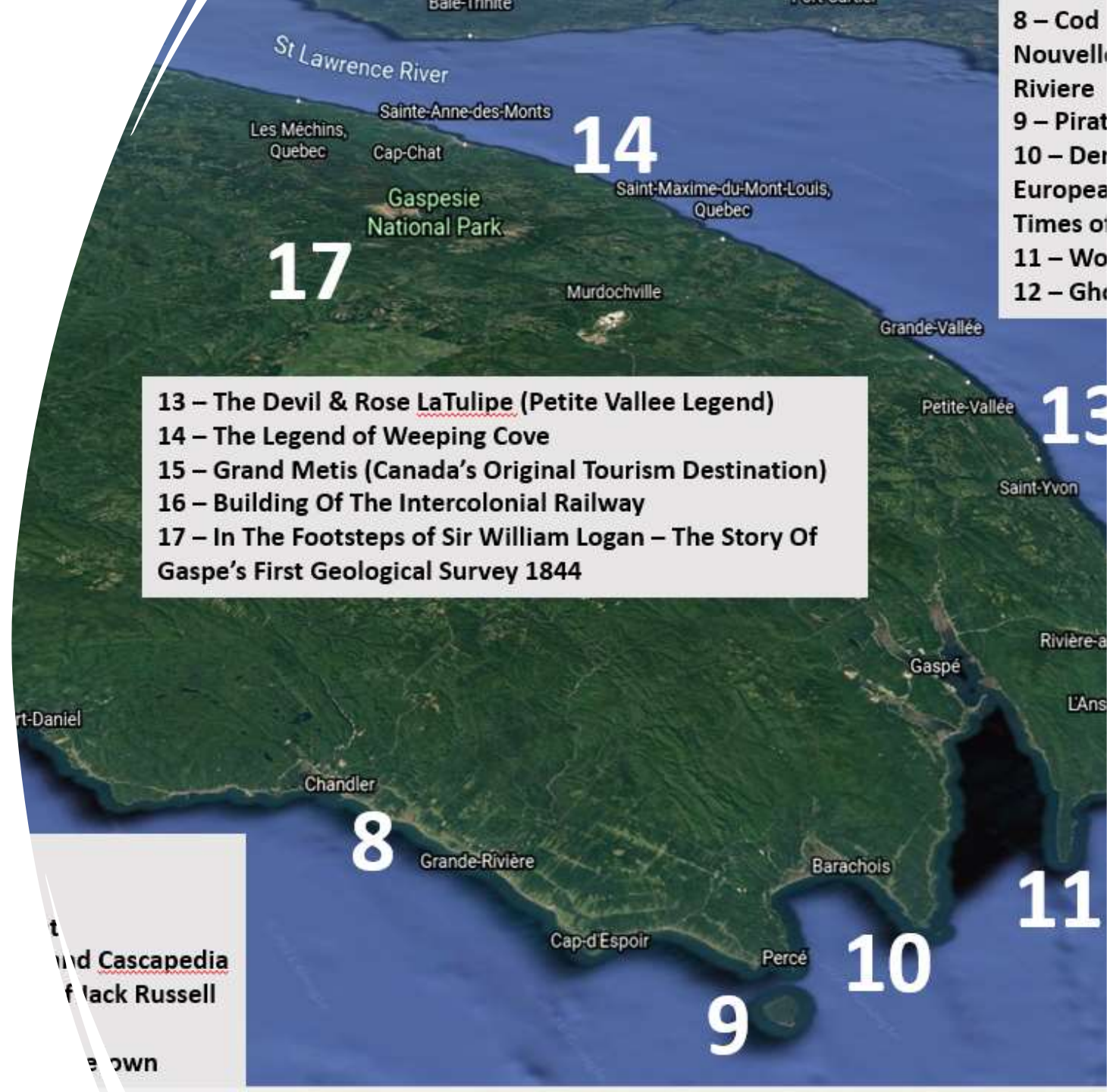




Technology

MOBILE TECH Connects STORIES TO PLACES ON A MAP TOURISTS VISIT.. TOUCH / FEEL

- Mapping technology enables tourists to search individual stories using their GPS location on map, as well as by title, theme, year (METATAGS)



- Each story contains a detailed preview page with links to map, GPS coor. , metatags and author/collection..



The Very Talented Mr. Azariah Pritchard

CS\$1.99

Add to Cart



Azariah Pritchard was one of the richest and most interesting men to have lived on the Gaspé Coast. He was a well-positioned militia officer, colonizer, entrepreneur, seignery owner, and he was also a spy, accused of being a double agent.

Pritchard was ambitious, cunning, and a man of many talents, who was able to accumulate large parcels of land in both the United States and Canada. And he was amongst the thousands of United Empire Loyalists who found their way to Canada around 1784 after losing everything that they had owned.

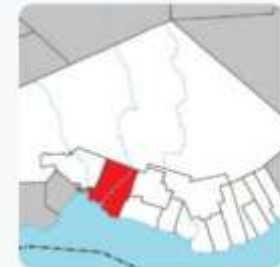
He settled in New Richmond and it has been said that he took many of his secrets to his grave.

This is his story...

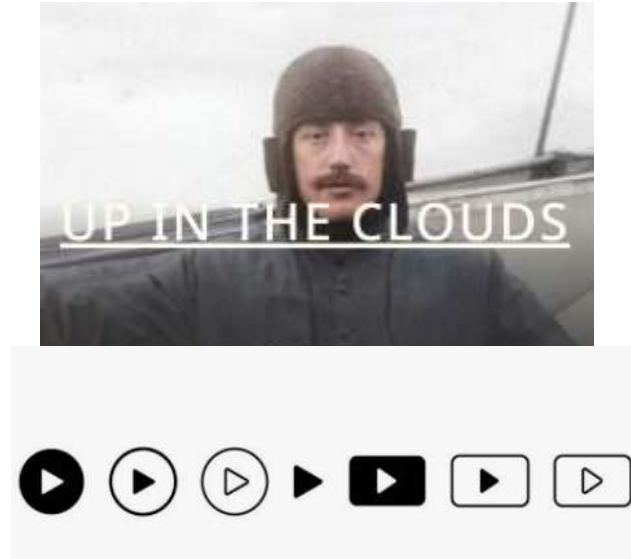
- Contributor; Mary Robertson
- Collection; gaspe coast stories
- Meta; bay of chaleurs, history, loyalists,
- Year; 1784

New Richmond / Coordinates

48.1621° N,
65.8568° W



- Each story can feature multimedia elements including narration, audio clips, images, video clips with navigation bar for viewer to listen, play, stop, pause...




- If you enjoyed this story you may like...




- Buy 'Up in the Clouds' e-book (links to external website ie gaspecoaststories.com)
- \$1.99
- Footer submenu should always be accessible for viewer to easily stop viewing or pause and link back to;
- Story preview
- RETURN TO MAP
- NEARBY ATTRACTIONS
- LOCAL EVENTS


- Contributors such as COMMUNITY GROUPS, authors, writers, story tellers and content creators can create collections and upsell their works to tourists wanting more...




Gaspesian writer and storyteller Walter Willett explores Gaspé's rich history, folklore, and legends in a series of short stories and books.



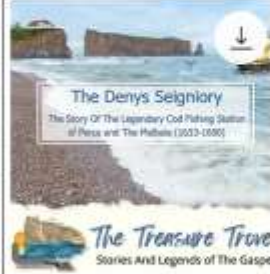
Walter Willett



A collection of uniquely Gaspesian stories and legends by Gaspesian author and museum director Mary Robertson.



Mary Robertson



The Denys Seignior
The Story Of The Legendary Cod Fishing Station of Perce and La Malbaie (1603-1686)

The Treasure Trove
Stories And Legends Of The Gaspé

The Denys Seignior -
Legendary Cod Fishing
Station of Perce and La
Malbaie
C\$1.99

Add to Cart

New Arrival



A Gaspesian Tale Of Pirates And Birds
The Story Of Captain Peter Du Toit And His Band of
Bonaventure Island

The Treasure Trove
Stories And Legends Of The Gaspé

A Gaspesian Tale of
Pirates and Birds Of
Bonaventure Island
C\$1.99

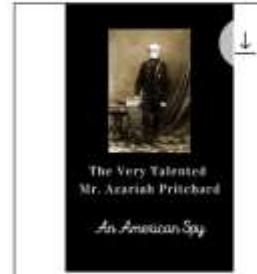
Add to Cart



Gaspé
The Romantic
Revisited

Gaspé The Romantic
"Revisited" PREVIEW
€\$2.99 C\$0.00

Add to Cart



The Very Talented
Mr. Azariah Pritchard
An American Spy

The Very Talented Mr.
Azariah Pritchard
C\$1.99

1

Add to Cart



The
Grand Cascapedia
Giants

Grand Cascapedia
Giants
C\$1.99

1

Add to Cart



CARLETON
A Beach Town's Story

Carleton A Beach Town's
Story
C\$1.99

1

Add to Cart



The Mysterious Death
of a Fisherman
on the
Grand Cascapedia Story

Mysterious Death On
The Grand Cascapedia
C\$1.99

1

Add to Cart

Sponsor / Advertising Revenues

- Local tourism businesses can be featured throughout the APP
- Stories and specific destinations can be sponsored
- Discount codes, deals and special offers can be promoted
- Events and Preferences can be highlighted to tourists
- Geo-targeting and location-based marketing for on-demand sales!!
- New revenue source for COMMUNITY PARTNERS!



Financial Institutions



Food and Beverages



Parks



Promotions

WHAT TO SEE, DO, EAT & DRINK



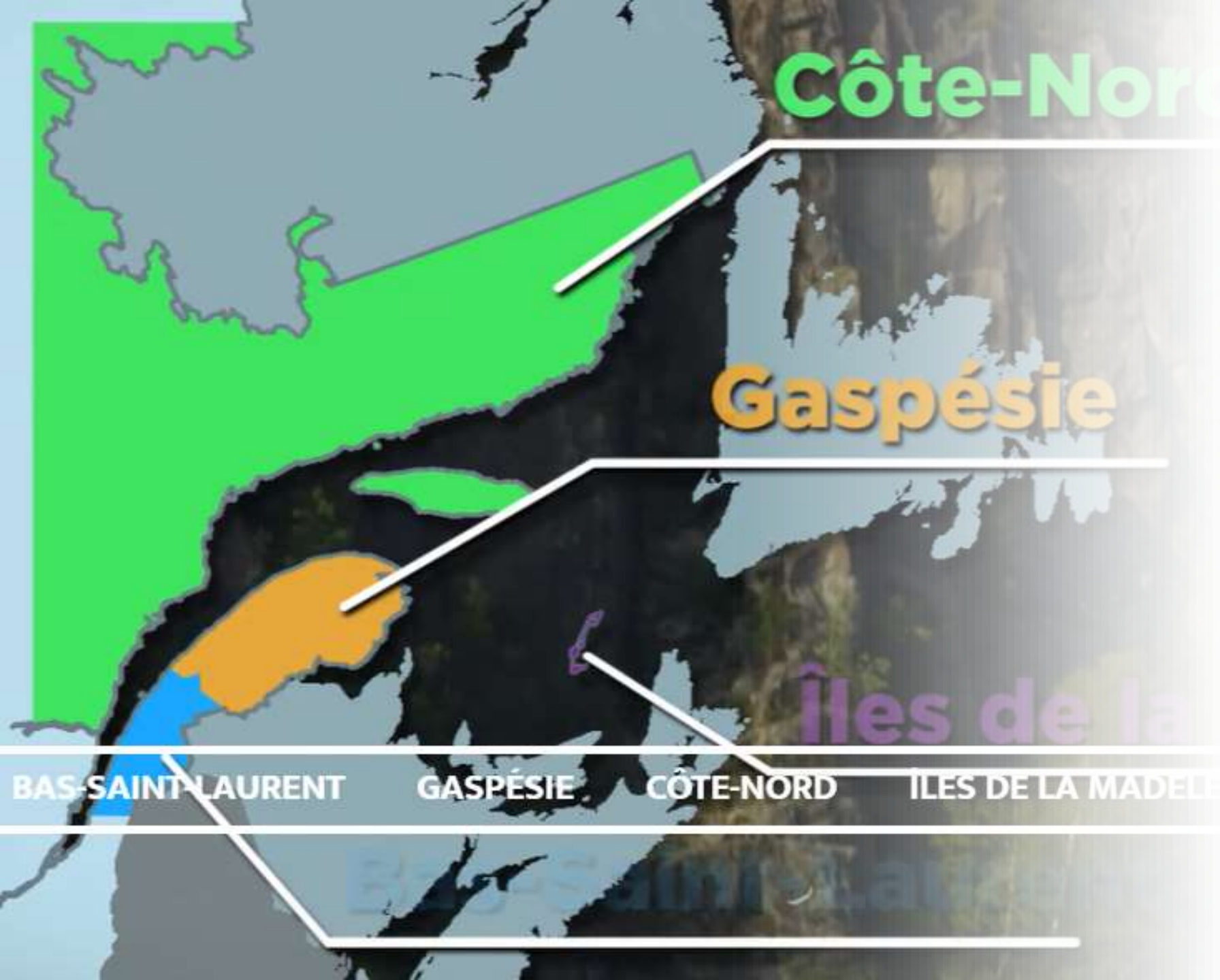
A Sustainable Model

Multiple revenue-generating sources can be developed with regional partners long-term

- Sponsored stories (Parks Canada, SEPAQ, Hotel chains, etc..)
- Local advertising partnerships (pay per click, vendor coupons/QR codes, geo-location, cruise ships)
- Local tour guides & venue/ticket sales (referral fees)
- Online sales (books, stories collections, souvenirs, video tours, local products)



Timeline and Structure

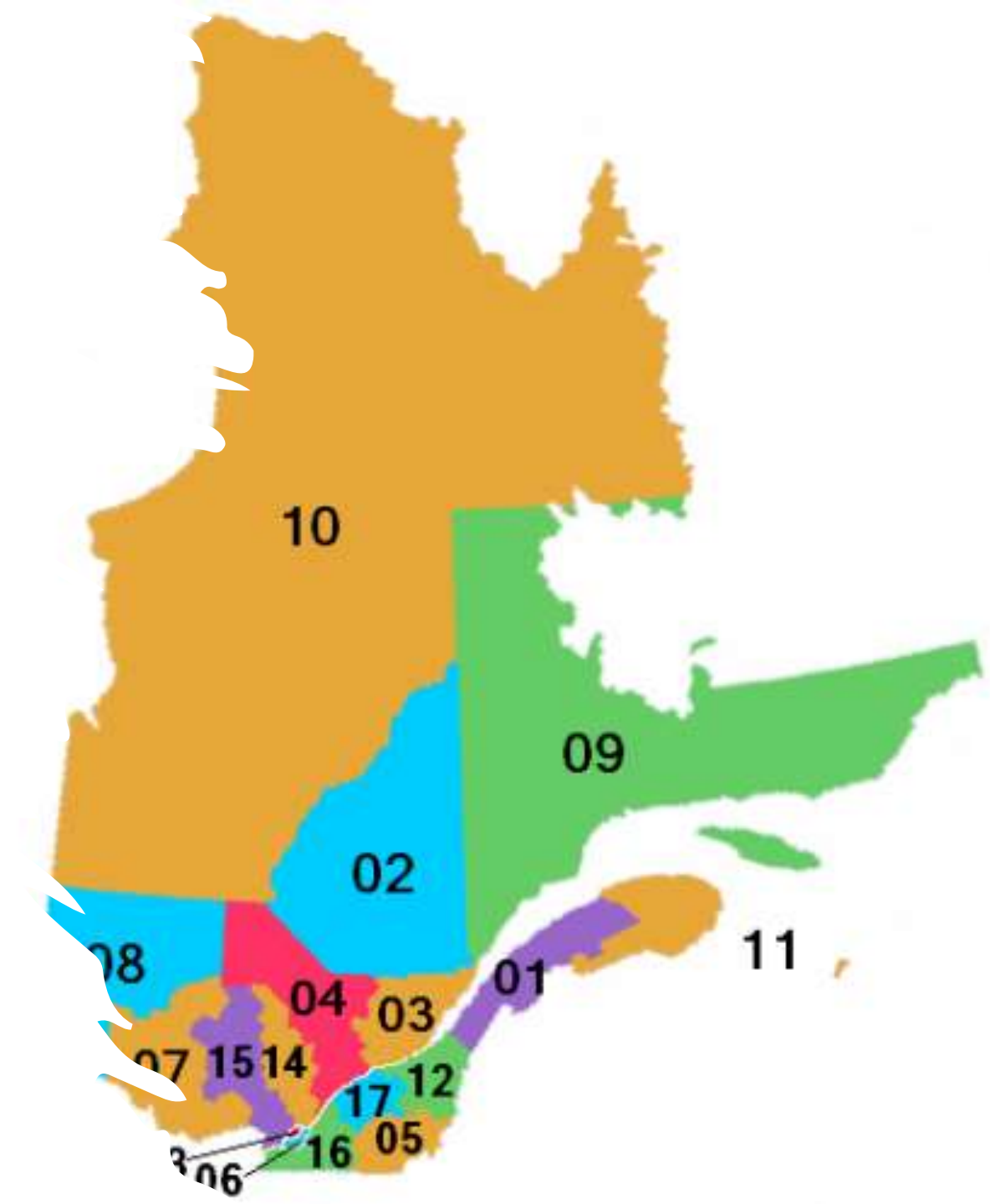


Year 1 – Quebec Maritime

- A focus on Quebec Maritime
- Regional Partners will be invited to:
 - Provide stories and rich content
 - Connect with local tourism operators and businesses
 - Share in advertising and sponsorship revenues
- Summer 2025 Deployment

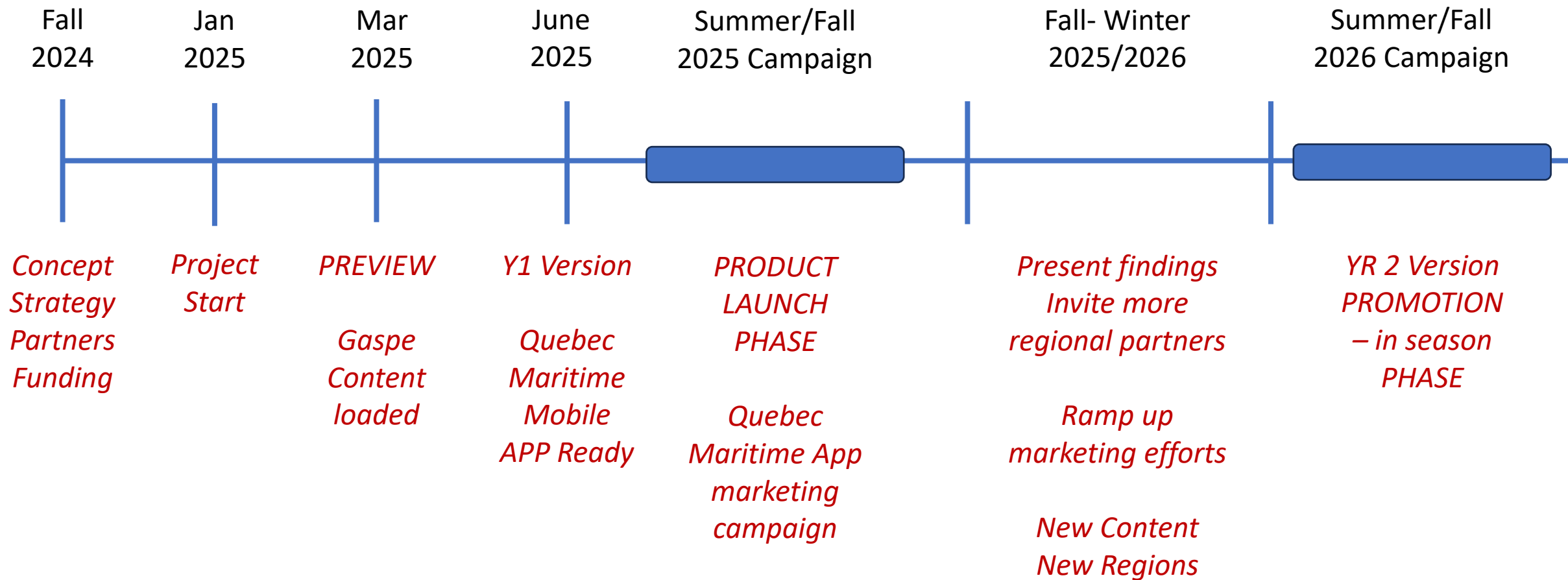
YEAR Two – Provincial Deployment

- Our inclusive vision is that each region of Quebec can join us and become partners
- Central administration of the program to manage technology and promotion aspects.
- Regional partners aid with content and tourism connections, share in the revenues generated from their region
- Summer 2026 Deployment Calendar



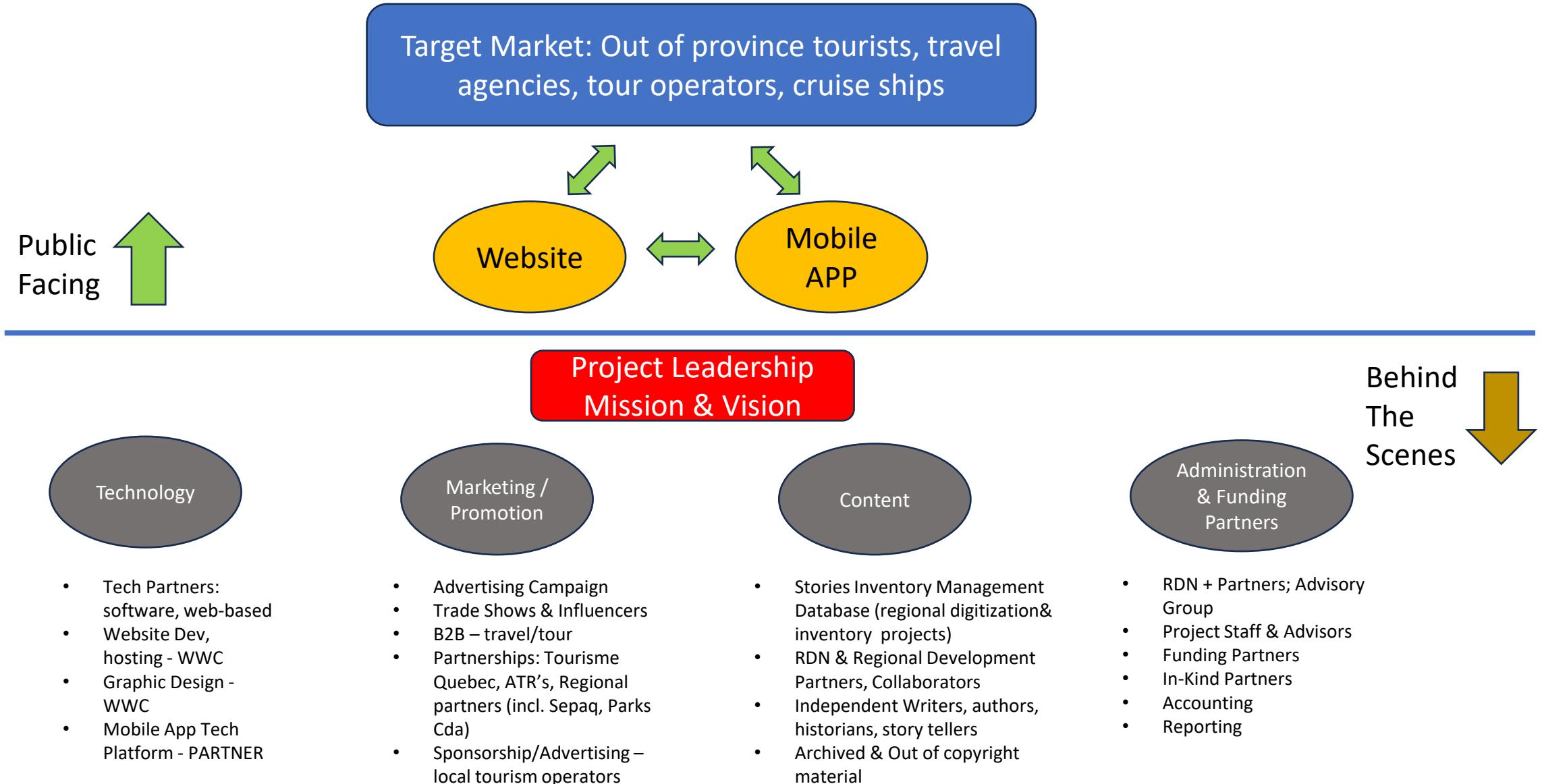
The Stories of Quebec's Regions: Transforming Our Tourism Potential

Major Milestones

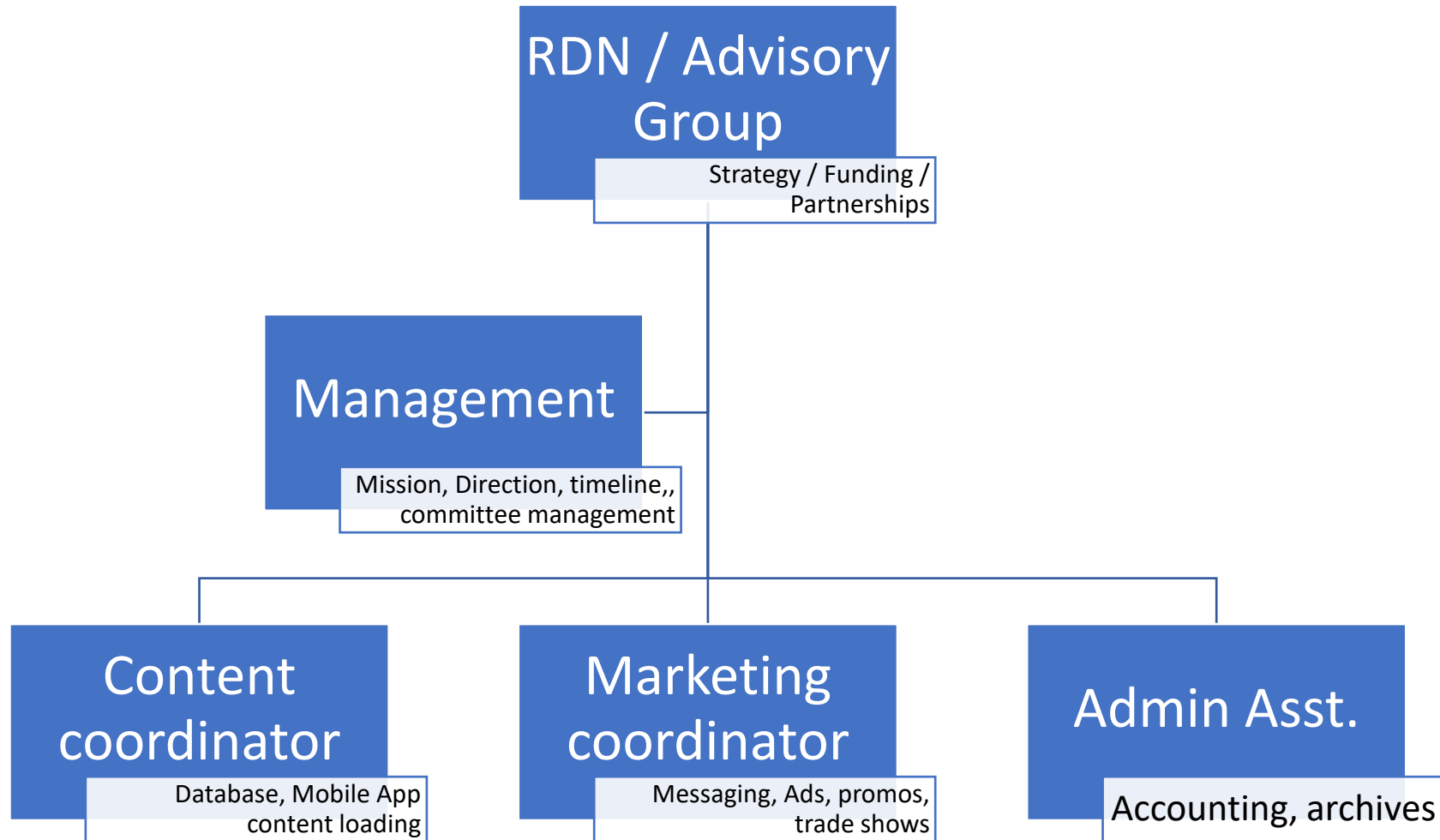


The Stories of Quebec's Regions: Transforming Our Tourism Potential

ORG Chart



Organization





Thank you



Two Scaues Southward of Gaspe Bay - 1773 - J. Lawrence