The process for reinforcement of the Lower-North-Shore tourist pole continues

**Sept-Iles, April 23rd 2015** - Tourisme Côte-Nord | Duplessis, Tourisme Côte-Nord | Manicougan and their partners would like to inform the municipalities, as well as those involved in the economy and tourist industry of the entire Lower-North-Shore, that the “tourist pole approach” continues.

**Solid and efficient partners for a structured approach**

Emploi-Québec (Centre local d’emploi de Havre-Saint-Pierre), the Centre local de développement de la Basse-Côte-Nord, CEDEC, Voyages Coste, the Conférence régionale des élus de la Côte-Nord and the Coasters’ Association of the Lower-North-Shore consulted with North Shore Regional Tourism Associations to create an ad hoc table in order to optimize the tourism industry on the Lower-North-Shore. The contribution of these partners is either from financial support or their tourism expertise. This alliance permitted the hiring of Jean-Michel Perron, consultant for the firm PAR Conseils, who is mandated to accompany the region during the implementation of the strategic actions for tourism development of the Lower-North-Shore.

A first tour of the Lower-North-Shore was realized last March 18th-23rd. Accompanied by consultant Jean Michel Perron, Mélissa Rochefort, directrice générale adjointe et coordonnatrice du développement, structuration et accueil à Tourisme Côte-Nord | Duplessis met with several people directly or indirectly implicated in tourism. Since then, contacts have been established by the consultant to support the tourism promoters during the advancement of their projects.

As planned, in order to complete the tour of the Lower-North-Shore communities that could not be visited in March, a second trip will be made from May 1st to the 8th. Jean-Michel Perron and Mélissa Rochefort will be available for individual meetings with the tourism promoters in order to discuss their projects in greater detail. Also, sessions with the general public will be held according to the following schedule:

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<tr>
<th>Municipality</th>
<th>Date</th>
<th>Public Session</th>
<th>To confirm your presence</th>
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<tbody>
<tr>
<td>Blanc-Sablon</td>
<td>May 1st</td>
<td>St-Theresa Center at 19:00</td>
<td>Vicki Driscoll</td>
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<td>Bonne-Espérance</td>
<td>May 2nd</td>
<td>Municipal Office Rivière-Saint-Paul at 19:00</td>
<td>Garland Nadeau</td>
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<td>Saint-Augustin</td>
<td>May 3rd</td>
<td>Municipal Office Saint-Augustin at 18:00</td>
<td>Glen Mckinnon</td>
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La Tabatière  May 4<sup>th</sup>  Mecatina School at VCN room at 18:00  Kim Organ  kimorgan1@hotmail.com or 418 773-2475

Tête-à-la-Baleine  May 5<sup>th</sup>  Gabriel-Dionne School at 19:00  Nicole Monger Association de développement touristique de Tête-à-la-Baleine mecama@xplornet.ca or 418 242-2104 / 418 242-2002 ext. 2

Harrington Harbour  May 6<sup>th</sup>  Rowsell House at 19:00  Monica Anderson Association touristique de Harrington Harbour hhtourism2010@gmail.com or 418 795-3103 / 418 795-3349

La Romaine  May 7<sup>th</sup>  Marie-Sarah School at 19:00  Éric Reid President of Local Council erreid.lr@gmail.com ou 418 229-2157

These meetings are open to all (population, elected officials, entrepreneurs, social-economic actors, tourism organizations, etc.). The participants will be able to further their knowledge of tourist trends and the opportunities for northern destinations, as well as discuss their projects, local issues and the possible solutions. It will be possible to follow these meetings on the Facebook page: Basse-Côte-Nord du Québec / Québec Lower-North-Shore.

The importance of proactive participation from the entire Lower-North-Shore
The success of this undertaking rests on the implication of all of the communities. Over the last few days, efforts have been made to insure meeting with the greatest number of participants possible. For further information, or to schedule your individual meeting, please communicate with Jean-Michel Perron at jmp@parconseils.ca or at 418-802-5191.

What is the “tourist pole approach”?
Emerging from the North Shore strategic plan for tourism development 2013-2018 (PSDTCN), the tourist pole approach is “structuring the experience of the large tourist circuits that rely on tourist poles”. This strategic action is essential in attaining one of the plan’s objectives: unite the North Shore to promote and showcase the region.

La Côte-Nord (The North-Shore) has identified ten tourist centres throughout the whole territory, which are the following:
**Major tourist pole:** Tadoussac;
**Principle tourist poles:** Baie Comeau, Port-Cartier/Sept-Iles, Havre-Saint-Pierre;
**Emerging tourist poles:** Forestville, Fermont, Rivière-au-Tonnerre, l’île d’Anticosti, Natashquan and Blanc-Sablon.

With this aim, the MRC de la Côte-Nord will progressively be met with during the course of the next year in order to present the structure of the “tourist pole approach” to the elected officials. Already, the MRC of Manicouagan and that of the Minganie have been met with and a few working committees were created.
This initiative supports the region’s key actors (elected officials, tourism businesses, partners, etc). Their mandate will be reflect, direct and advise on the actions to prioritize in order to enhance the collaborative reinforcement plan for tourist poles. They should also secure the planning of the tourism actors and the PSDTCN.

The large approach to reinforce the tourist poles is primordial to attaining the vision of the PSDTCN:

“In 2020, the North-Shore is a valued tourism destination in Quebec because it possesses unique and animated tourist poles. It is appreciated by Quebecers and international tourists alike. Its notoriety and performance is the result of visitor’s enthusiasm for unique experiences that distinguish it from the other tourist regions: change of scenery and wide open spaces. Its concern for offering quality products, its respect for sustainable development principles and the improvement of the quality of life for its citizens, are at the heart of its priorities.”

Tourisme Côte-Nord|Duplessis and Tourisme Côte-Nord|Manicouagan are private non-profit organizations, that are recognized and mandated by the Quebec government for issues of regional consultations, tourist centres and information, signage, promotion and tourism development for the North Shore region. The Ministère du Tourisme du Québec recognizes these partners to establish priorities, orientations and strategic actions that ensure the development of the region.

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Sources and information:
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Catherine Allard
Responsable des communications et des relations publiques
418-962-0808 or toll-free 1-888-463-0808