



**Press release**  
For immediate release

### **Summer visitors flock to Land's End for an outstanding 2016 tourist season in Gaspé-Forillon**

Gaspé, September 27, 2016 – The Chamber of Commerce and Tourism of Gaspé (CCTG) and Parks Canada are delighted to report an outstanding June–August 2016 tourist season in Gaspé-Forillon. Quebec visitors in particular came in droves to experience “Land's End” on the Gaspé Peninsula this summer: 75.3% of all visitors were from the province, with 17% hailing from the Montérégie region, 17% from Montreal, and 11% from greater Québec City, according to statistics from Bureau d'accueil touristique de Gaspé.

CCTG and Parks Canada have been working together since 2013 to make Gaspé-Forillon a go-to tourist destination. The positioning strategy, promoted through the “Go Gaspé-Forillon” campaign, has been rolled out in such forms as videos, a mobile app, TV, print, and outdoor advertising, outreach at tourism showcases and events, an active social media presence, radio contests with partner station 105.5 Rythme FM-Montreal, and a new all-inclusive Land's End package. This strategic partnership enhances the already strong CCTG–Parks Canada collaboration to give the region's promotional impact a powerful boost. Today this teamwork is paying off.

Everyone in the Gaspé tourism industry agrees that summer 2016 was a stellar season. For a three-and-a-half-week period in July and August, every accommodation option in greater Gaspé was booked, something not seen since 2010. Another telling sign is increased traffic at the Gaspé tourist office, which was up 14% for June, 32% for July, and 18.5% for August compared to peak tourist season in summer 2015.

This year, three pilot projects were launched to promote Gaspé-Forillon. Last spring saw the introduction of a team of “greeters,” volunteers who share their love of the region and local favourites with visitors. Another addition was a centralized activity reservation system at the Gaspé tourist office. The third initiative was the all-inclusive packages with flights to Gaspé from Montreal and Québec starting at \$895 including tax. “These three pilot projects were a resounding success in the summer of 2016. At the Gaspé tourist office we had more than 50 outings with our greeters, while over 150 reservations were made using our centralized activity reservation system. Clearly, visitors are keen to use these services. The all-inclusive packages were also popular, as shown by the fact that our partner, Air Canada, has announced plans to renew our agreement for 2017,” noted CCTG director Olivier Nolleau.

At Forillon National Park, all 346 campsites were booked for 19 nights this summer, compared to only 5 nights in 2015. Bookings were up 20% for traditional campsites, and 31% for oTENTik ready-to-camp facilities. Forillon's interpretation activities also saw a marked increase in participation (day activities up 26%, evening activities up 31%). And attractions inside the park drew their share of visitors, with a 22% increase at the interpretation centre and an average increase of 27% at the park's three heritage sites (Hyman & Sons general store, Blanchette house, and Dolbel-Roberts house). It was also a great summer for the park's concession holders (Écorécréo, Plongée Forillon, Cap-Aventure, Les Croisières Baie-de-Gaspé, and Centre récréatif), who reaped the benefits of a hot, sunny summer.

"At national parks, visitors enjoy a unique, intimate nature experience," noted Stéphane Marchand, director of the Parks Canada Gaspé Field Unit. For city-dwellers eager to escape the hustle-and-bustle of urban life, Forillon National Park is an oasis offering a profound sense of tranquility and the wonder of truly getting away from it all. To find oneself at "Land's End" without leaving the province of Quebec is an unforgettable experience. The theme of our 2015-16 promotional campaign, 'Land's End Calling,' clearly struck a chord with visitors. We're very happy to do our part to help position Gaspé-Forillon as one of Quebec's best-loved outdoor destinations."

### **It's always a great time to visit Gaspé-Forillon!**

With the all-inclusive package, many Quebec tourists will opt to discover the magic of Land's End in the Gaspé Peninsula in fall, always a memorable experience. Gaspé in autumn is a feast for the eyes, as the explosion of fall colours transforms Forillon National Park's hiking paths. Visitors can also observe seven species of whales, fish for salmon in the Atlantic, paddle a sea kayak in waters populated by a seal colony, enjoy the warm hospitality of friendly locals, and savour the delicacies of Gaspé *terroir* products.

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