

Gros Morne Resident Survey – RESULTS SUMMARY

March 4, 2016

Survey Dates: February 15-27, 2016

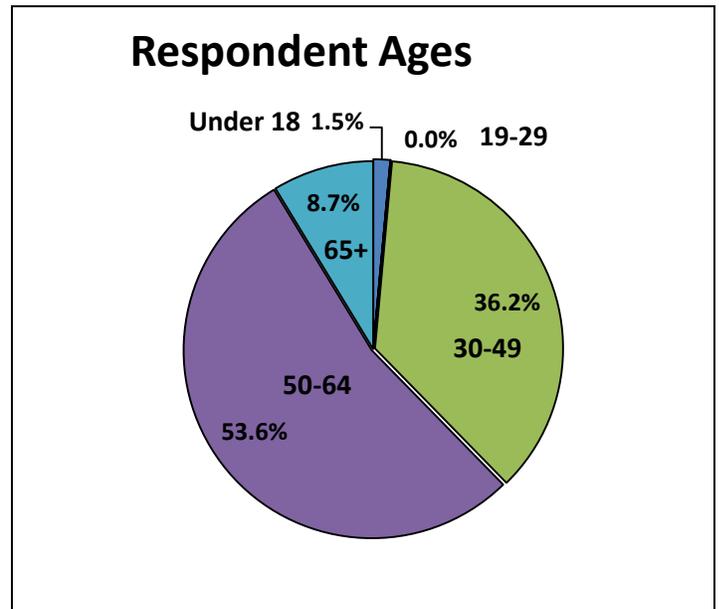
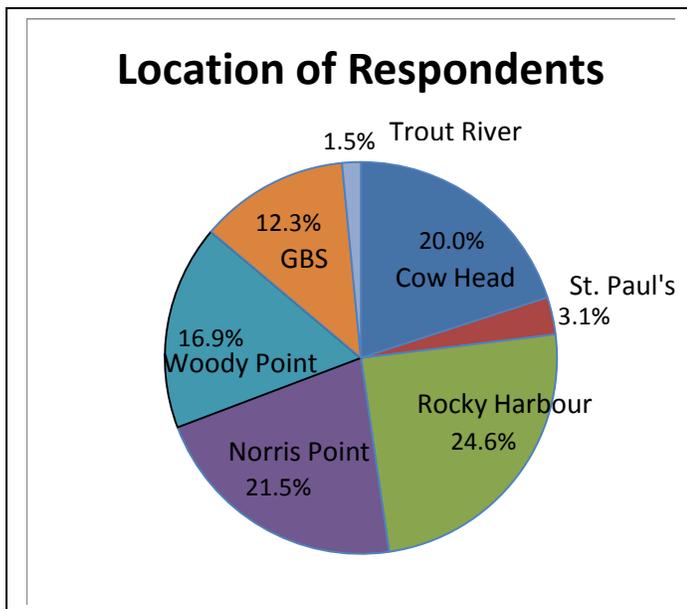
Response Rate: Approximately 150 received an invitation to do the survey; 71 responded, yielding a response rate of 47%

Following is a summary of the results for each question.

1. What is your main interest in how tourism is developed in the Gros Morne region? (n=71) (n=number)

Possible Responses (multiple responses possible)	# Responses	% of Total
I am a resident of the Region and interested in how my community develops.	61	85.9%
I use tourism facilities in the Park.	52	73.2%
I own a business in the Region.	34	47.9%
I am a tourism business operator.	34	47.9%
I am interested in tourism.	52	73.2%
Total	71	100.0%

2. Location and Age of Respondents (n=69)



3. Top 2-3 Reasons People Visit Gros Morne (n=70)

Reasons - Grouped by Themes							
Rank	1st Reason Cited	# Citing	2nd Reason Cited	# Citing	Third Reason Cited	# Citing	Total # Citing
1	Natural beauty, spectacular views, scenery, geography, landscape, wildlife, mountains, exotic/unique place	35	Natural beauty, spectacular views, scenery, geography, landscape, wildlife, mountains, exotic/unique place	17	Natural beauty, spectacular views, scenery, geography, landscape, wildlife, mountains, exotic/unique place	12	64
2	Outdoor activities (esp. hiking)	17	Outdoor activities (esp. hiking)	12	Outdoor activities (esp. hiking)	10	39
3	Culture, Heritage (arts, crafts, NL culture)	3	Culture, Heritage (theatre, arts, crafts, NL culture)	15	Culture, Heritage (arts, crafts, NL culture)	15	33
4	World UNESCO Heritage Site (esp. Tablelands, geology)	10	World UNESCO Heritage Site (esp. Tablelands, geology)	6	World UNESCO Heritage Site (esp. Tablelands, geology)	6	22
5	Gros Morne National Park	7	Gros Morne National Park	4	Gros Morne National Park	2	13
6	Friendly people, hospitality	2	Friendly people, hospitality, communities	5	Friendly people, hospitality	3	10
6	Festivals & events		Festivals & events	2	Festivals & events, theatre	8	10
7	Western Brook Pond	4	Western Brook Pond	1	Western Brook Pond		5
7	Advertising		Advertising	3	Advertising	2	5
	Other (Visit Friends & Relatives (VFR), relaxation, fishing, icebergs, Bonne Bay, escape, facilities, quiet, accessible, packaging)		Other (Visit Friends & Relatives (VFR), relaxation, fishing, icebergs, Bonne Bay, escape, facilities, quiet, accessible, packaging)	7	Other (Visit Friends & Relatives (VFR), relaxation, fishing, icebergs, Bonne Bay, escape, facilities, quiet, accessible, packaging)	4	11

4. At a Tourism Workshop on January 20, 2016, several tourism priorities were identified by participants. They are listed below. In your view, how important are the following initiatives to grow tourism in the Gros Morne Region? (n=69)

Rank	Priority	Very Important	Somewhat Important	Important	Somewhat Unimportant	Unimportant
1	Protecting/ enhancing our natural environment.	92.8%	4.4%	2.9%	0.0%	0.0%
2	Better communication among communities and businesses in the Region.	73.9%	20.0%	4.6%	0.0%	1.5%
3	Extending shoulder seasons -- tourism season extension.	71.4%	22.2%	4.8%	1.6%	0.0%
4	Protecting/ enhancing our cultural assets.	76.9%	13.9%	7.7%	0.0%	1.5%
5	Regional cooperation -- communities working with communities.	74.6%	15.9%	7.9%	1.6%	0.0%
6	Creating new and unique experiences for visitors.	61.9%	27.0%	9.5%	0.0%	1.6%
7	Staffing Issues such as finding ways to keep employees beyond peak season.	48.5%	30.3%	13.6%	6.1%	1.5%
8	Transportation for visitors through the Region.	39.4%	28.8%	22.7%	6.1%	3.0%

5. What are 2-3 new experiences/activities that might realistically be offered to visitors to your Community?

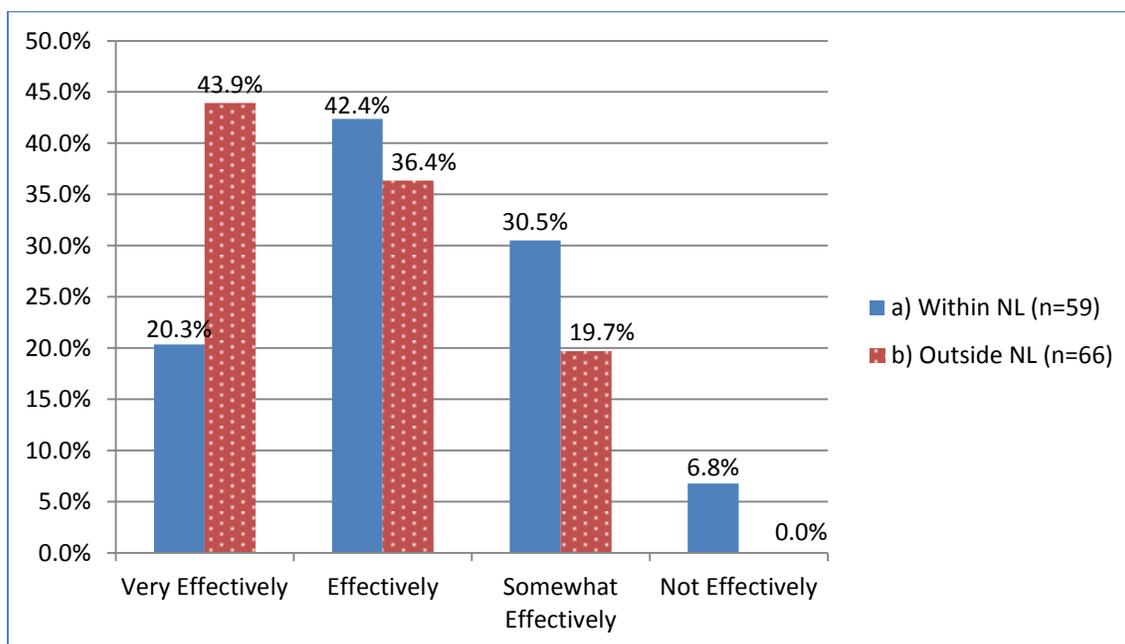
Experiences Cited	# Citing	Experiences Cited	# Citing
Scenic Pull-offs	1	Food -	
Trails		Organic (exp. Howell's)	1
Hiking (more trails; connecting/ linking trails (e.g. Rocky Harbour & Norris Point)	3	Better selection of authentic, seasonal food	2
Bicycling trails (also mountain biking)	3	Experiences (e.g. crab boils on beach)	4
Linking communities & trails (e.g. RH&NP)	1	More eating establishments (e.g. cafes, food trucks & a local brewery)	9
Wheelchair access (esp. to WB Pond)	2	Fishing: partnered with local restaurant; food fishery cod fishing (incl: catching, fileting, cooking)	2
Activities		Workshops	
Kayaking/canoeing	4	Retreats	1
Hiking	1	Elderhostel	1
Yoga	1		
Rappelling	1	Transportation	
Diving	2	Transportation to the WB Pond tour	1
Fishing (recreational)	2	Transport up the coast	1
Kite surfing	1	Shuttle services	1
Horseback riding	1	Technology	
Bicycling	2	Better cell service	3
Boat building	1	Specific Programs	
Boating	1	Southwest Gulch hut weekends summer& winter	1
Kids activities	2	Evening programs entertainment	3
Berry-picking		Evening sunset cruises	1
Zip-lining (Norris Pt. to Woody Pt.)	1	Paddleboard rentals	1
Winter/ Shoulder Activities		Fishing wharf -- enhance, cod-jigging excursions	1
Snowshoeing, "winter programs"	3	Woody Point historic pageant	1
More activities for resident market in shoulder seasons	1	Trout River Pond excursions	1
Arts		History of Fishing Village at Old House Rocks/Hickeys & Tickle Point - heritage trail	1
Craft experience such as crafting sessions, festivals and conferences	4	More public programming at the Bonne Bay Marine Station	1
Studio visits/tours & demonstrations, artist studios (signage), shops	6	Campfire or mussel boil with music and/ or story-telling	
Theatre (expansion of TNL; other theatre offerings)	3	Upgrade McKenzies Brook Picnic Area	
Explore uses for amphitheater on the "Head" in Cow Head; now rarely used	1		
Community owned studio/workshop	1		

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Experiences Cited	# Citing	Experiences Cited	# Citing
Tours		Experiences	
Historical	3	Ensure sustainability	1
Guided/interpretive walks/hikes (hire students?)	4	More summer programs	1
Short excursions to places of interest (e.g. Summerside - "the Head")	2	Culture	
Guided tour to top of Gros Morne (signage needed)	1	Participation in traditional cultural experiences (hay making, drying salt fish, drying caplin, sheering sheep, crafts, spinning wool, boat building, rug hook & cooking)	4
Aerial/ Helicopter tours	2	Opportunities to interact with locals	
Inclusive adventure packages/ getaways	3	Aboriginal activities	
Bring international events and conferences		Storytelling	2
Festivals & Events		Other	
Strengthen Cow Head Fall Fest (top music acts); add another fall event	4	Golf course, RV Trailer Park, community activities, boat tours, more tourist venues, local brewery, seniors programming; more camping areas, lower Park rates.	9
More cultural events	4		

6. How Effectively do you think Gros Morne is marketed to visitors?

Over 80% of respondents say Gros Morne is marketed effectively or very effectively outside NL. However, only 63% feel the same way about marketing to visitors within the Province.



7. What marketing initiatives/tactics might be used to better promote the Gros Morne Region? (n=49)

NOTE: Responses to questions that offered opportunity for comment are consolidated.

Targeted Marketing
Marketing initiatives/tactics are excellent...keep up the good work. "God job" being done.
Target marketing in new areas including increased marketing to residents
Choose Target audiences, and market with specific Gros Morne footage and 'things to do' in the Gros Morne region.
Online/ Digital/Social Media Initiatives
Firm believer that we need to create more experiential media on digital platforms. We are trying to do this with Old Crow magazine
More social media, especially within the province.
Deeper information about places of interest online. This is the number one opportunity to promote the region as a whole to prospective visitors and arm them with the information and guidance they need while preparing their itinerary, pre-trip.
Better web presence as many people are booking their entire vacation experience online and want to include everything from where they are staying to where they are eating and day-to-day experiences in between.
Direction to websites, community listings, web business pages and other media to all the activities happening in all communities
Advertising
Radio ads on major stations in the region, to guide visitors as they drive.
ID promotional images as Gros Morne
More advertisements outside the Province.
More sound and TV bites with locals. ads at other federal parks.
Focus more on US and Europe with timely advertising. Marketing is fine with what they can do, but not as coordinated as it might be. More room for Canada to promote GM as an international destination.
Include smaller businesses, make commercials personal reflecting hands-on experiences available. Tourists interact with the people and gain their feel for the various areas through its locals. Include local/average persons
Packaging & Signage
Better signage and materials at visitor hotspots, such as Rocky Harbour, encouraging visitors to explore further north.
Signage at the beginning of the park listing all communities of the park and a "sense of arrival".
Packaging experiences and special events, such as visitation to historic and UNESCO sites, along with coupons for stops along the way with intent of extending a stay in Gros Morne.
Offer more packages that include various communities, the unique arts & cultural and outdoor activities in each community.
Need to package our offerings; not all trails are difficult; cultural experiences for the aging population and young families who are exploring options for shorter experiential vacations.

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Promotion
I'm amazed at the number of people I meet that have told me they go to the visitor center and are only told about the top park sites and what's happening in the Rocky Harbour area. They have been told there is nothing to see or do north, after Western Brook Pond which seems forgotten. This problem lies not only at the visitor center but at business as well. They seem to feel that made in china souvenirs is more important than people and a way of life, beautiful beaches, hiking trails, theatre, garden and museums.
Have the employees at the Visitors Center promote the north end of the Park - not only Rocky Harbour, Norris Point and south side.
Popular movie site? Super Bowl ad clip?
More promotion for winter sports i.e.: snowmobiling, snow shoeing, cross country skiing
More hands on information besides Tuckahoe.
A pamphlet showing all of the opportunities that may be taken in in the area. In my area there are many craft people; maybe a profile of each would be of interest to visitors. It seems the emphasis is on the music and night life and very little on the artisans here.
A logo that encompasses all that is Gros Morne
3 UNESCOs working together; embrace further the Viking Trail/Southern Lab experience/journey overall
Working with all the sub regional partners and the province to do bigger media buy's and create awareness outside the Ontario market.
Lower park rates and include park pass with camping fees.
All marketing have links to a Gros Morne Regional "What's Happening" calendar that posts all event for all towns and as much info as possible about the event well in advance so people can plan their visit.
Transportation-Related
Making it easier for visitors to get around the park should be a priority - e.g. many need to decide which side of Bonne Bay they will focus on. It would be great to have some kind of vehicle rental or bus service to take visitors off the ferry in Woody Point and out to trails etc.
The cost of car rental in NL is a huge barrier for visitors. Encourage government to have Marine Atlantic lower fares.
I think some sort of transportation link within Gros Morne would be a major selling point.
Need to focus on improving transportation access and improved transportation within Grs Morne... then market it
More air to NL and Deer Lake needed. Investigate that.
Product-Related
Limited accommodation is a problem - we need more B&B establishments. Consider creating a guide for locals on how they can get into the tourism game e.g. opening a summer business, a B&B etc.
Fix the roads in the communities.
More summer music festivals, however, not competing with the ones in Central.
Better/More environmental stewardship project in the area. Recycling, compost, water.

8. Who (what organizations) should be responsible for monitoring how tourism is developed in the Gros Morne Region? (n=58)

Organizations Suggested to Monitor Tourism Development	# Citing
Gros Morne National Park	24
Municipalities/Communities, Town Councils (cooperating)	23
NL Department of Tourism (BTCRD also mentioned)	18
Gros Morne Cooperating Association (GMCA)	14
Western DMO	9
Local tourism operators, businesses (cooperating)	9
Levy Groups, Gros Morne Gatherings (local partnerships like this), Creative Gros Morne	7
Combination: Groups mentioned were: PC, Councils, GMCA, Western DMO, Operators -- Committee or coordinating group; Park & Coop	7
Volunteer Organizations, Groups	3
Don't know; needs discussion	2
Other: public, TNL, STEP program, high school student councils, Provincial Park system	6

9. What ONE THING is needed in the Gros Morne Region to make tourism the best that it can be? (n=63)

ONE THING THAT IS NEEDED?	# Citing
Regional Approach/Cooperation	12
Create the region as a destination with all communities in the park in agreement with a strategic plan.	
Cooperation and the ability to see Gros Morne has a whole	
Communities partnering and working together; cooperation	
Cooperation between Parks Canada, Councils & committees, business people, and neighbouring communities. Partnerships are key.	
Need for some sort of tourism board comprised of big thinkers with financial investment in tourism, to drive the implementation of the tourism plan that will be developed through this process.	
Parks Canada front line staff need to have an opportunity to explore the park - often times they are hired to meet the bilingual requirements, are from outside the area and have little opportunity to explore the park before starting to work.	
Cooperation among all stakeholders to look beyond their own business/job and work together to make tourism an enjoyable experience for all--- those who visit and those who live and work here. We should promote Gros Morne as a community, not as a region made up of several communities and promote it as that.	

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ONE THING THAT IS NEEDED?	# Citing
Transportation - To & Within	10
Shuttle service to various park sites/community attractions; decent and affordable. Within the park and especially up north.	
More flights to and more awareness of Deer Lake Airport. Many guests from away don't understand that there is an airport so close to the region. Cheaper airfares.	
Transportation within the region, to and from the region. See above. Marine Atlantic is thorn in everyone's side. Need more shuttles within the region. More ways to arrive from Deer Lake. Moose are a problem and worry travelers. Need regular service.	
Highway pull offs	
Season Extension/ Year Round Offerings	6
Development of year round tourism -- spring/fall and winter offerings, and the infrastructure to support it.	
Attractions and events to extend the season beyond June to September. Opportunities for May and October.	
Test market a winter festival related to winter outdoor activities... Snowshoeing, snowmobiling, XC skiing, snow games,woolen products,ice carving, snow shelters,photography,winter foods....	
Keeping tours and attractions open longer, i.e. Western Brook Pond, Bonne Bay boat tour, Anchors Aweigh show, restaurants, Gros Morne Theatre Festival. Probably a couple of paid people demonstrating activities such as kings Landing, N.B.	
Product/Experience Related	6
Summer is saturated. Need increased tourism products locally to support more visitors (accommodations, restaurants, tours), including winter tourism products. Explore new areas to have people coming back.	
More local people working at parks Canada that understand the area. Need local personal touches assisting tourists.	
Focus towards a more positive cultural experience for all visitors	
Communication	4
Communication between towns; possibility a kiosk in a prominent place(s) in each town that posts all events for the area for the season.	
Better communications between Parks Canada, Town Councils, residents & business operators.	
More hands on communications with Park Employees.	
Improvements in cell service and internet, as these are vital & expected by our customers	
Business/Operator Related	3
Working & assisting local tourism business to achieve their goals	
Better monitoring of the business community and more interactions with the business community. The Organization(s) that are monitoring the tourism markets within the region should meet with each business independently to see what their strengths and weaknesses are and offer assistance or direction on how to improve their existing business.	
Training and exposure of current operators to what is available in other destinations so they can enhance their product.	

ONE THING THAT IS NEEDED?	# Citing
Promotion & Product Packaging	6
Promote all areas of the Park equally.	
People in information kiosks and headquarters should list all things instead of just rocky hr.	
Packaging of products and service; this can be with products outside of the Gros Morne area as well i.e. activities in GM with activities in Codroy Valley, Red Bay etc.	
Packaging of activities, events, outdoor products, suitable for two, three, and four day vacations for young families, young couples, mid age couples, families with adult children and older couples.	
Better weather... And more things for people to do INSIDE DURING poor weather.	
Sustainable Initiatives	2
<p>Create a park-wide engagement with regenerative sustainability such that we can translate the 'ecological' message of Parks Canada into initiatives that really matter to the communities - energy, food, waste management systems, for example - such that we are not just showcasing a beautiful natural environment, but demonstrating the ways in which the communities within the Park actively participate in this larger message of planetary stewardship, and not just being a passive recipient of it its regulations. The point here is to say the message of Parks should bleed into community life explicitly, such that the communities are benefiting TWICE by living within the Park: First, by participating in a series of initiatives that improve health, happiness, and quality of life; Second, by having this as a showcase, it is something that drives the cultural tourism industry. I don't want people coming to rural Newfoundland to see how quaint and cute it is, I want people coming to rural Newfoundland to see how progressive and advanced it is. Given the tourism demographic that travels based on wilderness and outdoor activities, this be a huge value-add for this market and I expect we will see a significant return on investment (again, in addition to positively impacting the communities throughout the year, regardless of tourism impacts).</p>	
OTHER (n=11)	# Citing
Improved sense of arrival across all elements	
Improved, focused leadership	
Residents need to be engaged in and focused on valuing tourism as a critical element of their ongoing financial well-being	
<p>Utilizing Whatbox Creative would be a wise step for the region's tourism players. There are many people doing lots of good things, but a more coordinated effort would be beneficial. It's important all communities and operators get on the same page and ensure all their efforts contribute to the greater goals of increasing visitation to the region and increasing exploration among visitors who have already decided to come. It has also struck me that there is a wealth of information available about visitor demographics and motivations, but confusion as to how to turn this valuable information into useful communications. We need a champion who can crunch the data, work with the stakeholders and turn the information (and genuine desire and energy to always improve tourism communications) and apply the creative thinking that will turn this information and energy into beautiful, impactful, engaging & effective marketing communications.</p>	
Maintenance of the facilities that are available, and improvement /enhancement of locations with communities working together to make this happen.	
A unified plan with many partners	
Better access to business development funds via local economic development groups.	
Hire more staff and not contractors	
Better training for tourism staff working in private enterprise	

Reduce the number of moose being hunted/killed so they are more visible to our visitors.	
Money	

10. Additional comments about future tourism development in the Gros Morne Region. (n=41)

As a part-time resident of the area - my husband and I live in Ontario but have a home in Cow Head and (will soon) spend 4 months of the year in Cow Head. We have met many other part time residents - some like us who came to NL, fell in love with it and decide to spend a portion of the rest of our lives here and others who were born in NL moved away for work but maintain summer homes. We are an untapped resource in tourism planning and sustaining. We have a unique perspective in understanding what the visitor is looking for and, having chosen to live here, we have a great investment in the future.
Capacity issues; always on the shoulders of the "usual suspects" that have been involved for a long time. Need to reach out to the younger entrants to the tourism sector/entrepreneurial types that would incrementally invest and add them to the decision-making/investing mix.
Most important thing is year round conference/retreat facilities.
Protect the environment and protect responsible development. As cities get bigger, louder and busier, we will have a pristine attraction for folks to escape to.
Town clean-ups needs to be mandatory.
Keep things as natural as possible, protect the environment, promote nature.
Ensuring a marriage between culture and nature; there are lots of great events that promote music, writing. I would like to see as much effort in promoting art & craft - new and traditional
The area needs a MUCH better cell reception service and internet coverage (Southside/Trout River). People who travel expect high speed internet/cell service; hard to do business without good technology to back it up.
Coordinated product development strategy
Encourage like and unlike businesses to cooperate to create a positive environment for each other, the more there is to see and do in an area the more people will come and stay for longer periods of time. Seems like some business try to monopolize entire towns. More choice in types of restaurants. .
The Park should be inviting proposals for the operation of a boat tour for St. Paul's like there doing for Trout River Pond.
I am encouraged by the BOOST program and the many other efforts I see happening to improve tourism experiences and communications in the region. There are so many people who are truly passionate about this amazing place, and efforts to coordinate and channel all that energy are improving quickly. I look forward to being a part of this evolving effort.
Gros Morne has so much to offer in each community. The focus needs to cover the entire region and the unique offerings in each community. At this point marketing focuses too much on the centre communities of Rocky Harbour & Norris Point.
Need more focus on Winter tourism. Lots of opportunity in this area.
A lot of local people do not avail because of prices, we should not be forced to pay high prices because of our history in area. For local communities there should be free educational sessions instead of paying per person or for parking in places we have always used. Policy of inclusion rather than friction with people.
Funding needs to address long-term maintenance; if organizations do not show a profit. Art and culture needs to be supported and developed further.
The Canadian dollar is making us more attractive to all tourism markets globally. But we have to have year round products and services, and easily accessible transportation options. This requires a phased in plan to

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develop, market and supply the products and infrastructure to the potential tourists who are looking globally for the best value and the best experiences.
Protection and preservation of Gros Morne National Park is critical to the long term sustainability of this region. This protection and preservation needs to address Bonne Bay, the areas bordering Gros Morne, the communities and their future development plans ensuring it is in harmony with GMNP (i.e. Waste mgmt.)
Community radio station VOBB is focused on what's happening in the park daily; like Banff Park Radio. Tool that is overlooked and underutilized. Local businesses are seeing the value now. Needs signage & promotion on call letters (95.9 for the south side and 98.1 in Rocky Harbour on FM) Also on the internet www.vobb.org
Like so many small places there is rivalry among communities and business owners that take a while for people to learn that cooperation/ communication works.
This place is about its natural beauty and the sea. Any heavy industry, including tracking, will just kill that. We can develop a wider range of opportunity for visitors but startup funding needs to come from somewhere.
The park needs more camp grounds and activities.
Include local opinions & people when creating and inputting development. Hire local people for these jobs
Winter; Ski trails should be groomed for skate skiing .Boat tour season should be extended. Park facilities should be opened earlier. More effort should be made to lessen eyesores in our communities..
Stop competing with local business e.g. accommodation and your sales sections in the Discovery Centre and the Visitor Centre use the space to entertain and educate visitors to our region.
Visitors drive through the park but they access facilities and amenities in the community. More funding should be provided to communities within the park to ensure that infrastructure is up to date. e.g. Broad walks within communities such as around Rocky Harbour Pond.
We are all islands unto ourselves. There is very little collaboration & a strong sense of competition. In my business, I stand on my own merit, acting as an ambassador for this beautiful place & for my area of expertise.
Better Service; still a gap in the service industry, there has been a big improvement but we can do better.
I like the way this group is thinking, a regional initiative may be the way to go.
Without the natural environment of the West Coast it & tourism would do nothing and go nowhere
All the communities have certain strengths which makes us all different in ways. (Good thing). We should focus on developing those strengths to their fullest so that the visitor has a more broad experience. That could keep them here longer. But we need to promote each other!! If we focus on making those strong points the best they can be, it should make the Gros Morne community stronger as a whole.
Enforce the no camping laws in the park and in the western brook parking lots and on the streets in the towns
Need another 100 rooms and attractions to suit
Need communication services. E.g. cell phone coverage & more hands on communication with park employees
Maintenance of Parks Properties - such as Day Use Area at Shallow Bay
Such a lovely place. Stewardship of development in the area to maintain the natural 'resource' that is the West Coast is paramount to keep the reputation of the area and to keep the tourists coming.