Gros Morne National Park
World Heritage Site

A model in heritage protection and presentation thanks to the collaborative actions of stakeholders and park management

Appendix to the Sustainable Development Award Nomination
March 2012
Woody Point is one of eight communities that shares a municipal boundary with Gros Morne National Park World Heritage Site.

In 2005, National Geographic ranked the park second in North America for its sustainable management saying it is a model of the collaborative actions of local communities and park management.
Gros Morne National Park was designated a UNESCO World Heritage site on the basis of its internationally significant geological features and for its outstanding natural beauty.
Despite the decline in the commercial North Atlantic cod fishery, tourism is helping the park’s communities to sustain a level of prosperity and retain many characteristics of its fishery culture. The communities are highly representative of the type of coastal society that evolved with the fishery in this Canadian province.
Gros Morne has become known for the collaborative working group approach it uses in all stakeholder relationships.

Together, we seek to resolve common issues and pursue mutual opportunities.
The Gros Morne Co-operating Association is an outstanding community-based “friends group” that has been directly and indirectly responsible for an investment of CDN $20 million in the park region. One example of its work is the management contract it took on to develop Memorial University of Newfoundland’s Bonne Bay Marine Research Station.
The Western Brook Pond boat tour is an iconic attraction in the park. After successfully registering an environmental management system, it was the first such operation in Canada to receive an ISO-14001 designation. This level of care is a requirement under the license agreement with the operator.
Gros Morne National Park regularly provides professional and technical expertise to support community projects. Examples include the Cow Head Botanical Garden and the Trout River Fishery Museum.

Projects like this contribute to a higher quality of life for residents and employees and are enjoyed by visitors.
There is a cultural clustering effect happening in the Gros Morne region.

Through Gros Morne’s Art-in-the-Park program and through a number of high quality, local cultural festivals, residents and visitors have access to the best this province offers in fine art, music, theatre, literature, dance and much more.
The Gros Morne Institute for Sustainable Tourism helps tourism operators from across Atlantic Canada adopt the principles and practices of sustainable tourism.

Courses stress high quality products and services, including how best to use community resources to add value to tourism experiences.
The stories of the coast are told by local people at park facilities like the Lobster Cove Head Lighthouse.
### Economic Impact of GMNP Tourism – 2009

<table>
<thead>
<tr>
<th></th>
<th>NL Residents</th>
<th>Non-Residents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>In GMNP Area:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Visitors to GMNP</td>
<td>48,720</td>
<td>125,280</td>
<td>174,000</td>
</tr>
<tr>
<td>Total Expenditures</td>
<td>$10.7M</td>
<td>$26.9M</td>
<td>$37.6M</td>
</tr>
<tr>
<td>Expenditures per person</td>
<td>$219</td>
<td>$214</td>
<td>$216</td>
</tr>
<tr>
<td>Average Length of Stay</td>
<td>3.5 days</td>
<td>3.5 days</td>
<td>3.5 days</td>
</tr>
<tr>
<td>Expenditure per person per day</td>
<td>$63</td>
<td>$62</td>
<td>$62</td>
</tr>
<tr>
<td>Incremental Expenditures</td>
<td>$10.7M</td>
<td>$26.9M</td>
<td>$37.6M</td>
</tr>
</tbody>
</table>
The working group approach has also been used internally.

The Principles for Engaging Communities were developed with the help of a multi-disciplinary staff team. All staff are expected to consider the impact of their work on communities.
“...I’ve never felt more welcome anywhere in North America,” and it is “a model of the collaborative actions of local communities and park management.”

Destinations Scorecard: National Parks
National Geographic Traveler
July/August 2005
<table>
<thead>
<tr>
<th>Slide #</th>
<th>Image description</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Title slide</td>
<td>N/A</td>
</tr>
<tr>
<td>2</td>
<td>Community of Woody Point/Tablelands background</td>
<td>Parks Canada/Sheldon Stone</td>
</tr>
<tr>
<td>3</td>
<td>Norris Point/Gros Morne Mountain background</td>
<td>Parks Canada Collection</td>
</tr>
<tr>
<td>4</td>
<td>Woody Point wharf</td>
<td>Parks Canada/Sheldon Stone</td>
</tr>
</tbody>
</table>
| 5      | Top: 
Bottom: | Parks Canada/Sheldon Stone 
Parks Canada/Jane Brewer |
| 6      | Memorial University Bonne Bay Marine Station | Parks Canada/Sheldon Stone |
| 7      | Western Brook Pond boat tour | Parks Canada/Scott Taylor |
| 8      | Top: Cow Head Botanical Garden 
Bottom: Trout River Interpretation Centre 
Inlay: Fishermen | Parks Canada/Sheldon Stone 
Parks Canada/Sheldon Stone |
| 9      | Top left: Artist in Residence with school children 
Middle left: Gros Morne Summer Music ensemble 
Bottom left: Gros Morne Theatre Festival 
Top right: Feel the Earth Move, modern dance program 
Middle right: CD Cover, Gros Morne: A Musical Journey | Parks Canada/Michael Burzynski 
Parks Canada/Jane Brewer 
Theatre Newfoundland Labrador 
Parks Canada/Sheldon Stone 
Parks Canada/Sheldon Stone |
| 10     | Top: 
Bottom: | Parks Canada Collection 
Parks Canada Collection |
| 11     | Large photo: 
Small photo: | Parks Canada/Sheldon Stone 
Parks Canada/Greg Locke |
| 12     | Economic impact chart | N/A |
| 13     | National Geographic quote | N/A |
| 14     | Principles for Engaging Communities | N/A |