



Gros Morne: Fall Season Extension Network Action Plan

April 2025

Measuring Success

Objective & Action	Lead	Support	Notes
Baseline Indicators for Success			
Creation of document to help with tracking of indicators to measure success	TCAR Research & PD	WDMO	
Improving Visitor Experience			
Gather anecdotal feedback from visitor services and operators to assess whether visitor expectations were met during the fall season.	WDMO	TCAR Visitor Services	
Growing regional demand			
Track accommodation reporting, Parks Canada visitation data, and the development of new or enhanced fall tourism offerings.	TCAR Research & PD	WDMO	
Industry feedback			
Collect operator insights through the Gros Morne Seasonal Network Working Group, including festival attendee numbers, to assess challenges, successes, and opportunities for improvement.	WDMO	GM Gatherings, Creative, GM Co-op	

Market Research

Objective & Action	Lead	Support	Notes
Ensure data-driven decision-making in seasonal tourism planning.			
Continuously integrate the latest research and data from Parks Canada and TCAR into the Gros Morne Fall Action Plan to refine strategies and improve outcomes.	TCAR Research & PD		
Best Practice and research			
Examine strategies from other regions to understand what opportunities there are for season extension growth	WDMO	GMIST	

On-Going

Marketing | Advertising & Communication

Objective & Action	Lead	Support	Notes
Strengthen Gros Morne’s position as a premier fall destination by emphasizing its unique attributes and ensuring clear, consistent messaging.			
Develop and implement a unified "Fall in Gros Morne" toolkit message for industry that highlights the park’s tranquility, favourable fall weather, and open-for-business status.	WDMO	TCAR Visitor Services	
Leverage NL Tourism Fall Campaign to maximize visibility and engagement.			
Organize a session with TCAR Marketing/WDMO to update listings, business hours, and promote fall offers. Encourage operators to feature year-round and fall-specific offers in NLT campaigns.	WDMO	TCAR Marketing	

Objective & Action	Lead	Support	Notes
Create enticing fall travel packages by connecting accommodations with experience providers.			
Host a packaging workshop to help tourism operators create collaborative fall packages combining accommodations and activities, with a focus on promoting local experiences.	WDMO	TCAR Marketing	
Expand access to high-quality photos and videos for enhanced promotional use.			
Identify gaps in photo and video content that showcase the Fall experience in Gros Morne and work with partners to address gaps.	WDMO	TCAR Marketing, GM Gatherings, PC	
Maximize opportunities to use VisitGrosMorne.com as a tool to grow the shoulder season:			
Working with Gros Morne Gatherings/Gros Morne Co-operating Association to implement ways to showcase Fall in Gros Morne and support the re-development of the tool.	GM Gatherings, GM Co-op	WDMO, TCAR	
Accurate hours of operation for businesses			
Develop tool in order to track open/closing information for businesses in real-time, i.e., Airtable	WDMO, GM Gatherings	TCAR Marketing + PD	
Fall Itineraries			
Work to develop itineraries that are less susceptible to open/closing hours, i.e., hiking, sightseeing.	WDMO, GM Gatherings	TCAR Marketing + PD	
Development of a cultural calendar			
Strengthen connections to fall cultural offerings by promoting community events and experiences.	WDMO, GM Gatherings	TCAR Marketing + PD	
Promote local culture, initiatives, and projects like GMTRIP to strengthen visitor-community connection.			
Integrate and highlight community-driven initiatives, such as GMTRIP, in fall marketing efforts to showcase authentic local experiences and foster deeper visitor engagement.	WDMO, GM Gatherings	TCAR Marketing + PD	

Marketing | Travel Trade & Exploring Niche Markets

Objective & Action	Lead	Support	Notes
Increase awareness and demand for fall tourism in Gros Morne through targeted consumer and trade marketplace initiatives.			
Develop fall-focused trade itineraries to engage tour operators and create promotional materials that highlight fall offerings for consumer shows.	WDMO	GM Working Group, GM Gatherings	
Expand fall tourism by targeting new markets, including MC&IT and special interest groups, through strategic partnerships.			
Collaborate with DSJ to develop MC&IT opportunities and engage niche audiences such as hiking groups, mountain biking, leafers, and destination weddings through tailored marketing and outreach efforts.	WDMO, GM Gatherings	TCAR Marketing	
Enhance the economic impact of cruise visitation by increasing community engagement and visitor spending.			
Collaborate with Cruise NL and CB Port Corp to share information and develop strategies that maximize community benefits from cruise visitors.	WDMO	GMG	

Marketing | Visitor Services

Objective & Action	Lead	Support	Notes
Develop a database of businesses operating during the Fall season to support visitor services.			
Use tools like Airtable to compile open and close details of businesses during the Fall season and share the tool with all visitor services locations.	WDMO, GM Gatherings	TCAR Visitor Services	
Ensure visitor counselling materials are accurate, relevant, and effectively promote fall offerings.			
Work with visitor services and the working group to update materials and develop a Fall Wayfinder to enhance the fall travel experience.	WDMO	TCAR Visitor Services	
Strengthen business-to-business communication to improve collaboration and information sharing on fall tourism offerings.			
Utilize tools like VisitGrosMorne.com and launch a business newsletter to keep tourism partners informed and promote fall season collaboration.	WDMO, GM Gatherings	TCAR Visitor Services	
Provide consistent and accessible visitor services for fall travellers.			
Collaborate with Parks Canada and TCAR to identify service gaps and implement solutions to enhance the fall visitor experience.	WDMO	TCAR Visitor Services, PC	

Product Development | Access

Objective & Action	Lead	Support	Notes
Increase fall visitation to Gros Morne by strengthening partnerships with transportation providers.			
Collaborate with Marine Atlantic and Deer Lake Regional Airport Authority to align action plans, inform marketing efforts and support route development for fall travel.	Marine Atlantic, DRLAA	TCAR, WDMO	
Atlantic UNESCO Tourism Corridor			
Leverage opportunities to connect on project and outcomes	TCAR PD	WDMO	

Product Development | Visitor Journey Gaps

Objective & Action	Lead	Support	Notes
Enhance the Sense of Arrival (SOA) for fall visitors to ensure they feel welcomed and informed about available experiences.			
Identify opportunities at key gateways to reinforce that Gros Morne is "open for business" in the fall through signage, visitor services, and strategic messaging.	Marine Atlantic, DRLAA, WDMO, GM Gatherings	TCAR Visitor Services	
Enhance food and beverage offerings in the fall by addressing service gaps and promoting local culinary experiences.			
Collaborate across the tourism network to address F&B gaps, support culinary initiatives, and engage local producers via Gros Morne Farm & Market and HNL's Culinary Tourism Strategy.	WDMO, GM Gatherings	TCAR Visitor Services, HNL Culinary	
Enhance high-value guest experiences by connecting them to the Exceptional Experience Program and promoting premium fall offerings.			
Enhance high-value guest experiences by connecting them to the Exceptional Experience Program and promoting premium fall offerings.	WDMO	TCAR Visitor Services & PD, HNL	

Product Development | Attractions & Events

Objective & Action	Lead	Support	Notes
Increase market readiness of fall festivals and events (F&E) to enhance visitor engagement and attendance.			
Collaborate with WDMO and Creative Gros Morne to support F&E organizers in building awareness, improving accessibility, and reaching target audiences.	WDMO, Creative GM	TCAR PD	
Support the growth and visibility of the Artisan Corridor to enhance cultural tourism.			
Promote and support Creative GM's development of the Artisan Corridor to increase awareness and visitor engagement.	WDMO, Creative GM	TCAR PD	
Celebrate and amplify Indigenous culture and storytelling in Gros Morne by fostering connections with Indigenous communities and organizations.			
Collaborate with NLITA and Indigenous partners to integrate authentic storytelling, cultural experiences, and history into fall tourism offer	WDMO	NLITA	
Recognize the opportunity for Western Newfoundland as a mountain biking destination, especially in the fall season.			
Continue supporting the development and promotion of mountain biking experiences through partnerships, marketing initiatives, and trail enhancements.	WDMO, GM Co-op	TCAR PD	

Quality Improvement

Objective & Action	Lead	Support	Notes
Enhance the digital and market readiness of key operators and attractions to improve visitor access and engagement.			
Host a session on digital readiness, covering online booking, information accessibility, best practices, and guest expectations.	WDMO	GM Co-op, GMIST	
Increase the utilization of NL.com to better showcase fall tourism offerings.			
Host a session to review NLTOP, ensuring operators maximize their presence and leverage the platform effectively.	WDMO	TCAR Marketing	
Enhance accessibility for visitors to the Gros Morne Region.			
Utilize research and resources identified in the development of the HNL EDI Strategy.	HNL	WDMO	
Promote sustainable tourism in Gros Morne by aligning with regional and provincial initiatives for long-term environmental, economic, and community impact.			
Collaborate with sustainability programs and initiatives to integrate responsible tourism strategies, and community-driven solutions into fall tourism development. Encourage operators to adopt sustainable practices that align with provincial goals and funding opportunities.	WDMO	TCAR PD, HNL, GM Co-op	

Skills & Workforce Development

Objective & Action	Lead	Support	Notes
Develop solutions to address staff shortages and support a sustainable tourism workforce.			
Partner with HNL to explore work-sharing models and student programs, using resources from HNL's Workforce Action Plan to enhance workforce availability in the fall.	HNL	WDMO	
Enhance frontline service delivery to improve the visitor experience during the fall season.			
Facilitate customer service training programs in collaboration with HNL.	HNL	WDMO	
Reduce financial risk for operators extending their season through a targeted wage subsidy program.			
Explore the development of a province-wide wage subsidy program in destination areas with a long-term strategy to support tourism workforce sustainability and shoulder season operations.	HNL	GM Gatherings, GM Co-op	

Private & Public Governance

Objective & Action	Lead	Support	Notes
Ensure effective implementation of the seasonal extension action plan through industry collaboration.			
WDMO will establish a Gros Morne Seasonal Network Working Group to coordinate efforts, track progress, and support industry engagement.	WDMO	TCAR	
Foster collaboration and information sharing among tourism stakeholders in Gros Morne.			
Utilize the Gros Morne Tourism Forum to present the Fall Action Plan, facilitate discussions, and support regional tourism development.	GM Gatherings, GM Co-op	WDMO, TCAR	