



Voyages CoSte

Coopérative de solidarité
en tourisme équitable

**Présentation de la Coopérative Voyages CoSte pour
l'atelier en développement et collaboration
régionale Québec/Labrador
Les 15 & 16 octobre 2014**

**Préparée par Alberte Marcoux
Direction générale**

WHO IS VOYAGES COSTE?

- The COoperative for Sustainable Tourism Environment, *Voyages Coste**, is the first Cooperative travel agency in Québec

WHAT IS OUR GOAL?

- Deliver quality tour packages and travel services, for the satisfaction of the clients while promoting the region and contributing to the social and economic development of the region

- CoSte is a cooperative for sustainable tourism environment representing more than 75 local organisations and businesses. The cooperative organizes and market tourism of the Minganie, Anticosti and the Lower North Shore and possibly the whole North Shore.



HOW COSTE REALIZE ITS MISSION

- its values of **respect** as much to the clients as to the employees, the members, the communities and the environment;
- **Authenticity** in the products and the experiences proposed in respect with the past and the reality of today of the territory and its inhabitants;
- **Sharing** its knowledge and its wealth.

VOYAGES COSTE A SOLIDARITY COOP

- There are 3 different types of members to the CoSte Cooperative: Consumer member, working member and support member;
- CoSte has 9 board members, 3 full time employees and 3 seasonal workers;
- The coop privileges the person and the work on the capital during surpluses
- Its principles are based on the participation and the individual and collective responsibility

FINANCIAL PARTNERS

- Tourisme Québec
- CLD de la Basse-Côte-Nord
- MRC Golfe du St-Laurent
- CLD de la Minganie
- MRC de la Minganie
- MAMROT
- CRÉ de la Côte-Nord
- Emploi-Québec
- Secrétariat aux affaires autochtones
- Ministère des Finances et de l'Économie
- Association Touristique Régionale de Duplessis
- SADC Côte-Nord



COSTE a regional project based on the tourism
potentiel of the Lower North Shore & Minganie...
that enhance our unicity and authenticity

- The emergence of a unique maritime destination
in North America: Lower North Shore &
Minganie...**For people here**



A unique and authentic experience

- A large natural territory
- Ecotourism activities
- Natural & cultural interpretation
- Diversity of lodging
- Road, maritime and air transportation, new links to be developed
- Communities with a rich history and diversified culture
- Thousands of islands
- Two national parks
- Environment of an exceptional beauty
- People with pride and sense of belonging and knowledgeable of their communities



Rewards

- Two regional tourism awards in 2012 and the bronze prize at the tourism national contest also in 2012;
- In 2013, the Co-op won the rural award in the MRC of the Minganie.
- Still in 2013, CoSte won the regional award as being the Co-op of the North Shore



Services & products offer

- Excursions of short duration
- Different discovery packages
(1 à 13 days)
- Lodging, flights, car rental, etc.
- Touristic Information

Voyages
Côte
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**DÉCOUVRIR LE
ST-LAURENT**
DÉCOUVREZ ANTICOSTI,
HARRINGTON HARBOUR
& BLANC-SABLON

Disponibilités pour
l'été 2014
3 à 7 nuits en mer
À partir de
779\$*
Départs de Rimouski,
Sept-Îles & Kegaska
*Détails sur le site web.

BELLA DESGAGNÉS

22, de l'Église, Rivière-au-Tonnerre QC G0G 2L0 • 418 465-2002

INFORMATION ET RÉSERVATIONS:
info@voyagescote.ca • 1 877 573-2678

www.voyagescote.ca f YouTube t

LES GRANDS
PRIX
DU TOURISME
QUÉBÉCOIS
2012

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2012

Détenteur d'un permis du Québec

EXAMPLE OF COOPERATION

- Welcoming training in 2013 in Minganie & LNS involved 7 organizations;
- Carnaval in Rivière-au-Tonnerre involved 5 local organizations;
- Fam tour with journalists involving Qc Maritime, CoSte and its membres;
- Feasability study for a fast maritime link on the LNS in 2013 (involved 7 entity)
- CoSte itself is an exemple of working together😊

**We need to be the change that we
want to see!!!**

**EXAMPLE IS NOT THE PRINCIPAL
THING THAT INFLUENCE PEOPLE'
IT'S THE ONLY THING!**

Albert Schweitzer (prix Nobel de la Paix)



THANK YOU
FOR YOUR ATTENTION!



Local Reality

- Identity
- Governments politics
- Existing potential
- New opportunities

Ideal vision

- Working TOGETHER toward a COMMON VISION
- Meet OUR VISION as a REGION (Sustainable Tourism)

Challenges

- Mentality
- Bring the people to work together
- Communication/concertation
- Limited Capacities of our people
- Pride

Challenges

- Inefficient transportations
- Global industrialisation/market
- Human resources
- Technology
- Financial Stability

Opportunities

- Challenges if resolved are opportunities
- Tendency of the market is positive for our products
- We are the only receptive travel agency on the North Shore which is also working as a DMO (Destination Management Organization)

Opportunities

- Place for growth
- Constant increase in the demand
- Partnership with the established network
- New agreement with carriers
- Recognition from other regional organizations
- Technology

Opportunities

- Tourism Industry a priority for our region
- Government programs for the tourism development of our region
- Satisfaction of our clientele
- There are full of opportunities out there may be working with Destination Labrador is one of them ☺