

Achievements

The Coasters Association has had many achievements over the years that it is proud of. Its pride is rooted in its belief that these achievements have contributed to the development and vitality of the region's communities. What follows is a selection of the organization's major initiatives.

In terms of **tourism / transportation**, Coasters has:

- ◆ A member of the Tourism Industry Association of Canada to promote the LNS on a wider basis
- ◆ Supported and continue to support the MRC and others in the implementation of Route 138
- ◆ Assisted with establishing local tourism groups and centers.
- ◆ Produced publicity message that was broadcast on the TVA show, "Le Québec, c'est les Vacances", to further promote the tourism industry on the Lower North Shore in 2010.
- ◆ Participated in the inauguration of the Route Blanche trail from Old Fort Bay to Blanc Sablon in 2009.
- ◆ Assisted with Lower North Shore Coast Raid in 2008.
- ◆ Produced a Community Guide, entitled "Communities of the Coast" in the year of 2005.
- ◆ Developed in 2001 a showcasing map, and a photo exhibit of the fifteen communities of the LNS in partnership with many other groups.
- ◆ A pamphlet, entitled "The Lower North Shore of Quebec, Where the Road Ends...the Adventure Begins", was produced in the year of 2000.
- ◆ Won the prestige award for "Tourism" efforts in 1999.
- ◆ Produced a guide to the Lower North Shore, entitled "A Country So Wild and So Grand", in the year of 1999.
- ◆ Established the Tourism Development Corporation on the LNS in 1997.
- ◆ Organized the first Tourism Conference in St. Paul's River in 1996.
- ◆ Produced a tourism resource guidebook entitled "Discover the Lower North Shore", in the year of 1994.
- ◆ Been a member of the Association Touristique Régionale (ATR) since 1991.