Tourism Development
ON THE VIKING TRAIL:
Can Information Technology Make it Sustainable?

The Viking Trail has the potential to become one of the most important tourist destinations in Eastern Canada. However, two important challenges stand in the way:

- The region is very large, making it difficult for tourism operators to coordinate their operations.

- The region is far from its markets.

Can information and communications technologies help eliminate these problems caused by distance?

- How can these new technologies help tourism operators promote themselves more effectively in their target markets?

- How can they help tourism operators share resources, train staff and better coordinate their activities?

Come hear how other destinations are using new information and communications technologies to bridge the distance gap. And contribute your views to the issue!

Featuring:

- **Dr. Edward Addo**, professor of tourism, Sir Wilfred Grenfell College, Corner Brook

- **Loretta Decker**, supervisor, L'Anse aux Meadows National Historic Site

- **Bob Hicks**, president, Gros Morne Adventures, Norris Point

- **Lorne Warren**, information technology consultant, Cow Head
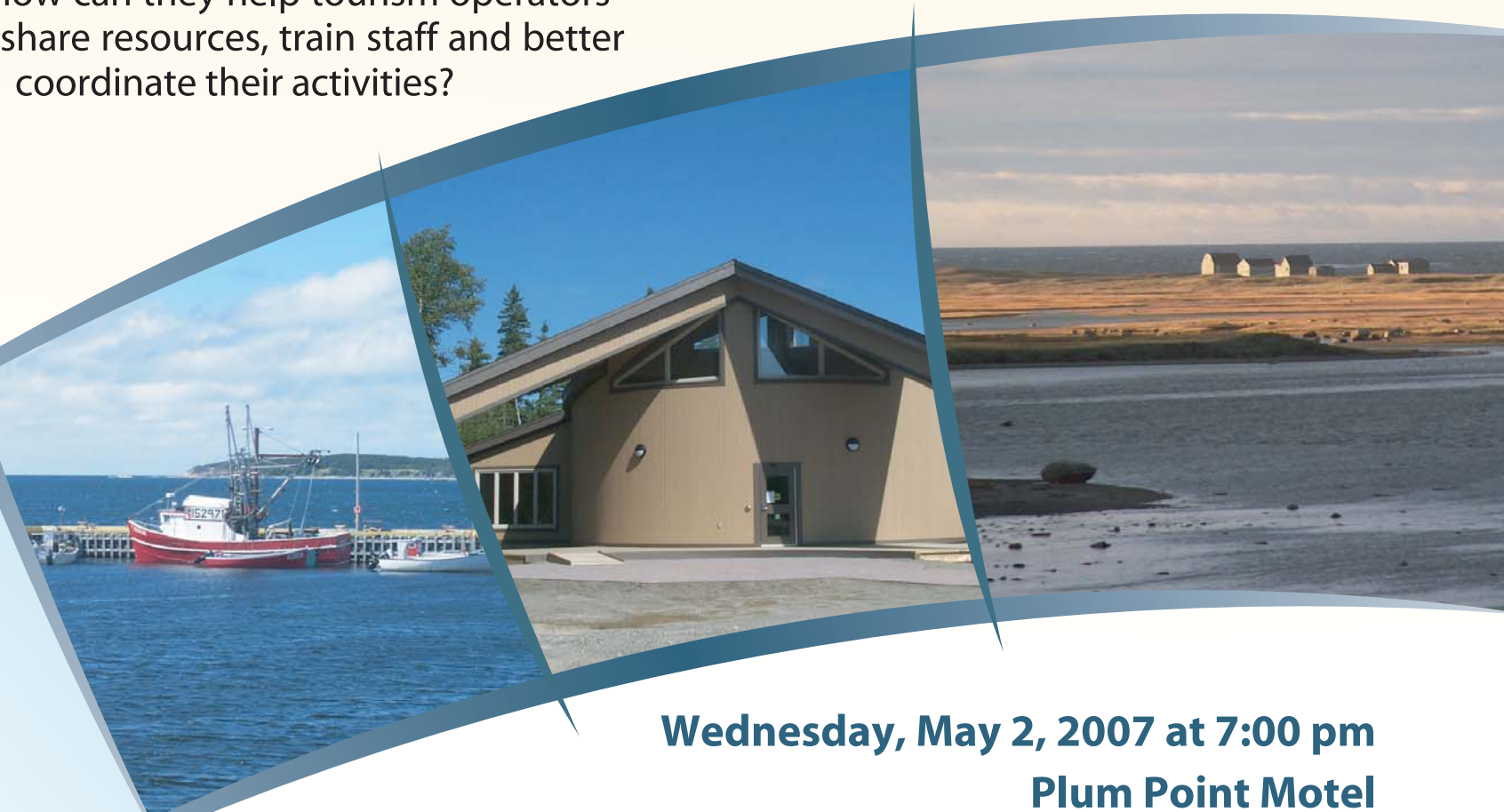
Wednesday, May 2, 2007 at 7:00 pm

Plum Point Motel
Plum Point

Free admission
Reception to follow
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