

Tomorrow Summit

August 8, 2025
Baie Verte



What is GMIST?

- Close Partner of Gros Morne Cooperating Association
- Established as an NGO in 2003 to support tourism development at the community and business level across the four Atlantic provinces
- Supporting the tourism industry as a developer and facilitator of training programs
- 5,500+ operators/organizations participated

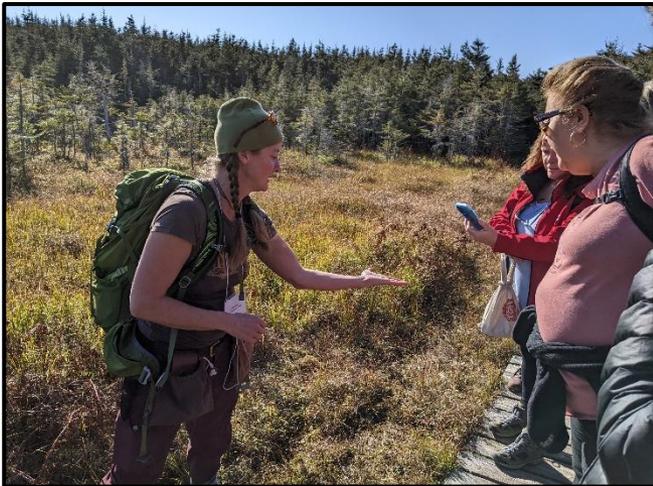


Program Philosophy

- We focus on convening space which allows participants to learn at their own pace in an open environment and to make lasting peer-to-peer connections
- We strive to help operators/organizations find their core story and define their “why”
- We offer online and in-person programming, mostly in Spring and Fall
- Focus on two key areas:
 - Community Development
 - Experience Development



Programming Examples



- High Value Marketing
- What's in Your Pack?
- LIFT / Edge of the Wedge
- Storytelling
- Festivals & Events
- E-courses
- ACTivate

What are you
proud of?

What if we started
with what's strong?

What if we put
community at the
centre?

ACTivate Program



STFX
UNIVERSITY

COADY
INSTITUTE



What is **ACTivate**?



Mindset Shift



People Centred



Strengths Based



Not one size fits all

Gifts & Abundance

- Every community has **abundance** – sometimes we can't immediately see it
- Everyone has **gifts** to share
- Gifts can take **many forms**: skills, knowledge, talents, stories



The 5 Hs



Head

Know something about



Hand

Know how to do



Heart

Values & passions



Heel

Self care



Human Connection

Stay connected

Willing to talk about and/or share with others

Write down 3 gifts
that you have

Share your gifts
and organize them

I

believe that by
connecting the gifts that
we have we could.....

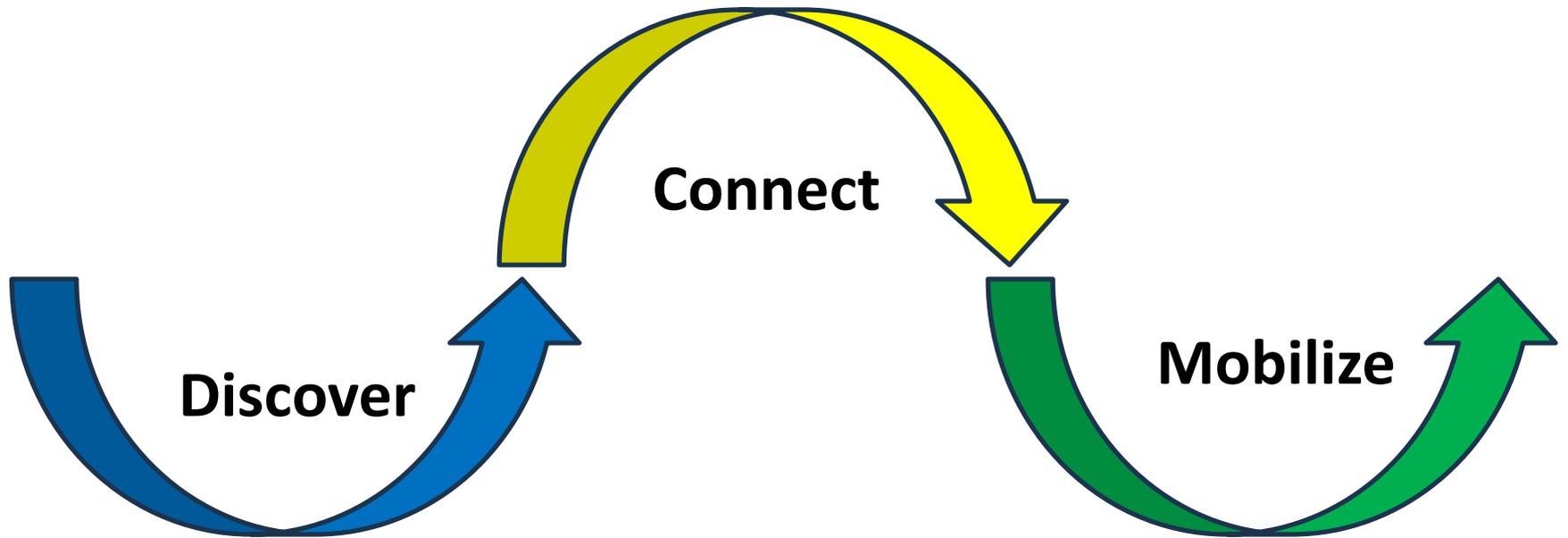
WE

believe that by

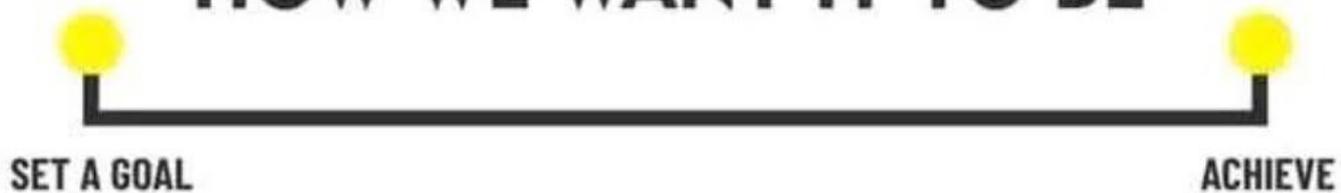
connecting the assets that

we have we could.....

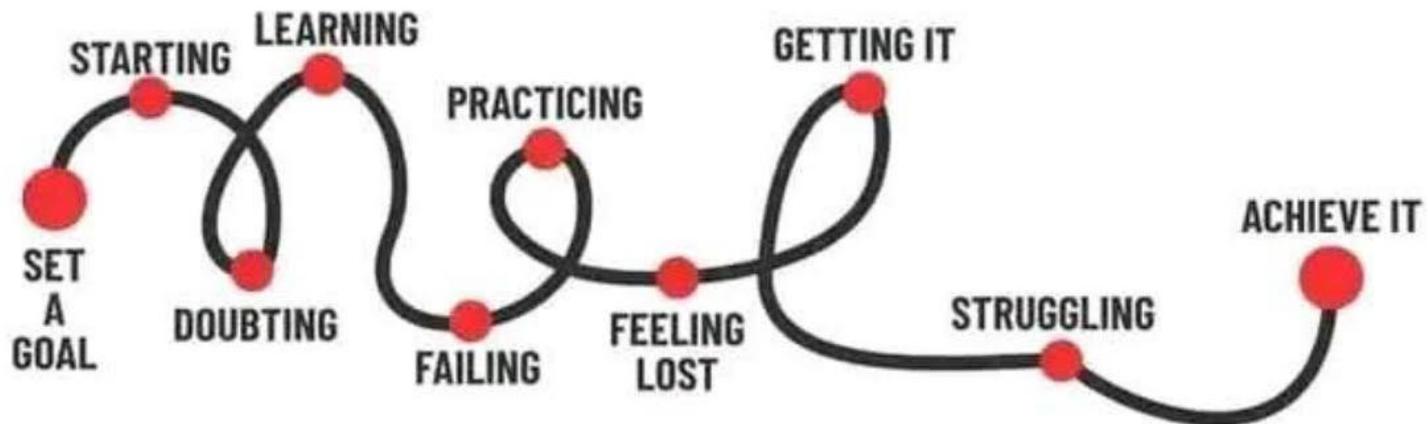
Turning Assets into Action!



HOW WE WANT IT TO BE



HOW IT WILL LIKELY BE



HOW MUCH YOU LEARN

FROM
THEORY

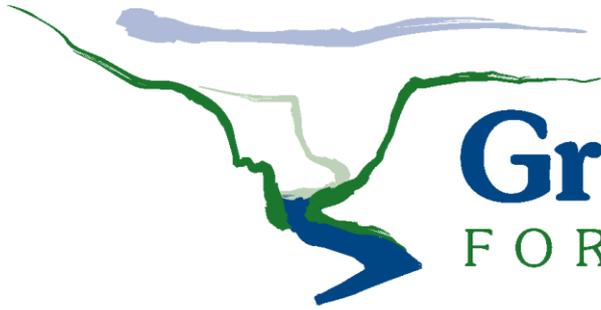


FROM
PRACTICE



FROM
MISTAKES





Gros Morne Institute

FOR SUSTAINABLE TOURISM

Thank you!

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