



Landscape of Grand Pré Inc. Launches Visitor Experience Concept and Feasibility Study
News Release, April 26, 2021 – Grand Pré, Nova Scotia

The Board of Directors of Landscape of Grand Pré Inc. is pleased to announce that EVOQ Strategies has been awarded a contract for the development of a visitor experience concept and feasibility study (VECFS) for the Landscape of Grand Pré World Heritage Site. This contract is as a result of a request for proposals issued in February 2021.

The development of the VECFS requires that EVOQ Strategies engage with key stakeholders and with the public to seek ideas on how we should proceed with communicating the Outstanding Universal Value of the Landscape. As part of this project, the consultant will undertake interviews and consultations (either in-person or virtually) with key stakeholders to define their expectations and obtain their input into the development of a VECFS for the Landscape of Grand Pré World Heritage Site.

“This project will help Landscape of Grand Pré Inc. achieve its strategic priorities by working with partners to promote wide recognition, understanding and appreciation of the Outstanding Universal Value of the Landscape of Grand Pré,” said Beverly Palmetter, Chair of the Board. “While the inscription of the Landscape on UNESCO’s World Heritage List enhances the area’s visibility as a tourism destination, there are currently limited opportunities for visitors to discover and appreciate the overall significance of the World Heritage Site.”

Landscape of Grand Pré Inc. was established as a non-profit body to coordinate the management of the World Heritage Site with a mandate to protect, preserve and promote its rich heritage. Its vision statement recognizes the shared responsibility for managing the landscape:

Our communities and partners work collaboratively and proudly to protect and champion the living cultural and agricultural landscape of Grand Pré for the world to appreciate.

For additional information, please contact:

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