



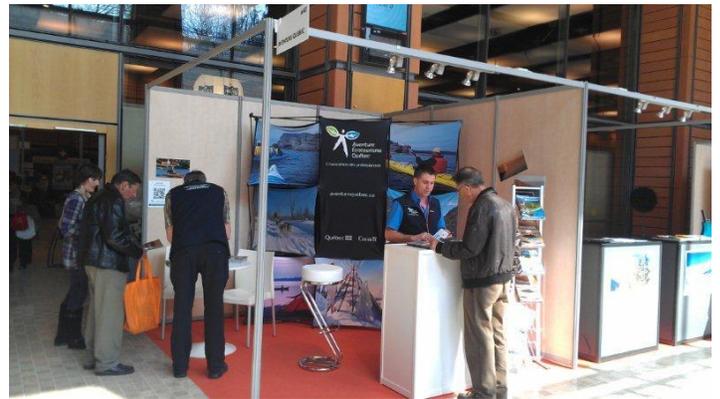
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REPRESENTATION REPORT PRESENTED TO THE IAT-QC AND ITS PARTNERS France trip March 20th – April 1st

This report presents a summary of our participation at the *Salon du Randonneur de Lyon* (23rd to the 25th of March) and at the *Salon Destination nature de Paris* (March 30th to April 1st). It also includes a summary of the meeting between the IAT-QC and the *Fédération française de la randonnée pédestre (FFRP)* which took place during the *Salon de Paris* and the field outing to a GR trail (# 62) in the French Aveyron department.

Salon du Randonneur de Lyon (March 23rd – 25th 2012) :

Our location was underneath the AEQ banner at the *Salon du Randonneur de Lyon*. Three representatives, Eric Chouinard (IAT-QC), Pierre Hersberger (Mer et Monde and AEQ president) and Pierre Gaudreault (AEQ director), were there to exchange with visitors during the 3-day event. This was a 2nd participation at this event for the IAT-QC and we once again noted the visitors' interest in hiking trails and in Quebec as a destination.



As well as the brochures of the AEQ, the Sépaq and Québec maritime, we also distributed about a hundred IAT-QC map-brochures.

Salon Destination nature de Paris (March 30th to April 1st 2012):



For this event, we were grouped under the *Tourisme Québec* banner, in partnership with the AEQ and 9 other organisations, including the IAT-QC, *Mer et Monde Écotours*, *le Jardin des Glaciers* and the *Sépaq* which all shared the space.

In the past, this event usually attracted approximately 50 000 visitors. However, the 2012 edition was very deceiving in terms of the number of visitors, even if the visitors who came showed a lot of interest for hiking and for Quebec.

As for the IAT-QC map-brochure distribution, we handed out more than 300.

Meeting with the FFRP in Paris, March 30th 2012:

This trip was very important for the IAT-QC and its network, because it allowed us to confirm the *Fédération française de la randonnée pédestre* (FFRP)'s implication in the networking and extension projects of the IAT international comity, to establish a long distance hiking trail which travels the geologic regions everywhere in the Atlantic. We, among other things, identified the people who will follow the project's development within the FFRP (Mr. Armand Ducornet (General secretary of the FFRP, responsible for international relations and Vice-President of the FERP), Mr. Jean-Marie Lescalier (title to be confirmed, Mr. Lescalier is based in the North of France, near the sector that crosses the Appalachian geologic regions), Mr. Jean-Michel Humeau (General director of the FFRP), Ms. Claude Hüe (President of the FFRP).

Also, we identified the sectors in France where the IAT will exist in connection with the long distance hiking itineraries already established, and which will also link many countries that are members of the *Fédération européenne de la randonnée pédestre* (ERA - EWV - FERP). We agreed to function in the same way as the European itinerary development (particularly along the E-9 trail) with periodic common blazes.

Also, these work meetings allowed to officialise the launch of the IAT-QC project as first GR trail in America, in connection with the financial support offered by *Economic Development Canada* (EDC) which allows us, among other things, to invite 2 representatives of the FFRP for a visit of the IAT to ensure the trail respects the approval criteria, and to meet with community partners in 2012. There will also be a 2nd trip in 2013 for a delegation to finalise the inspection and to inaugurate this first GR trail in America. The first visit will be held starting on August 20th 2012 and Ms. Claude Huë will be attending.

As for the IAT development in France, the objective of the IAT GR project is to promote this network among members and hikers in America and Europe by the exchange of web pages and the sales of maps and topoguides. As for the signalisation, we agreed on the same principles used for the IAT development in Europe (periodic common blazes).

For these two projects, we agree on the importance to take the time we need to materialize these developments, because each organisation already has much work and many projects, and we agree on the importance of proposing simple actions which will fit into our respective action plans with minimal financial engagements (particularly for adding websites and the organisation of common events).

Picture: meeting with the FFRP with Mr. Armand Ducornet, Jean-Michel Humeau and Ms. Claude Hüe (sorry for the poor quality of this picture. Sadly, I forgot to propose an official photoshoot with the participants)



Eric Chouinard, Director and Secretary for the IAT-QC and Vice-President in America for the IAT international committee.

Visit of a GR trail (# 62) in the Aveyron department :

From the 26th to the 29th of March, I headed to the Aveyron department to visit a GR trail in the region of Millau-Grands Causses. Accompanied by Fabrice Zamuner, we walked on GR #62, in two sections which go from the Col de l'Asclier (Gard) to Conques (Aveyron).

The objective of this visit was to see examples of the GR signs and examples of information tools offered to visitors.

It was interesting to note that when it comes to signs and markings, each section had its own particularities for the display of information (message boards, panels). However, at all times you could find the markings common to all the GR trails which are composed of little arrows and colored lines (red, white, yellow) painted on various elements (rocks, poles, panels and on the ground).



Table of common GR signage



Photo : Information bulletin board with GR signage in the right corner



Photo : Signage on rocks



Photo : signage on posts



Photo : Information on the trail



Photo : Group of trail volunteers encountered during our walk

