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Louis S. St-Laurent National Historic Site

Management Plan Implementation Annual Update 2022



Louis S. St-Laurent National Historic Site

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Parks Canada manages one of the finest and most extensive networks of protected natural and historic sites in the world. The Agency's mandate is to commemorate, protect and present these places for the benefit and enjoyment of current and future generations.

The Louis S. St. Laurent National Historic Site Management Plan, which came into effect in 2016, defines the long-term vision and guides the site's management. This Implementation Report presents Canadians with the actions and accomplishments Parks Canada has put in place in 2022 to achieve the vision, strategies and objectives of the 2016 Management Plan.



KEY STRATEGY #1: AN IMPORTANT PLACE FOR THE COMMUNITY AND THE VITALITY OF THE REGIONAL TOURISM OFFERING

Objective: The historic site is integrated in the development dynamic of the region's tourism sector.

The site is a member of the Tourisme Cantons de l'Est regional group and is featured in the region's tourist guide. This membership improves the site's visibility and helps share the required operational information through the National Historic Site fact sheet available on their website. In terms of advertising, its presence on the Chemin des Cantons tourist circuit continues to benefit the site.

Objective: Visitor experience opportunities organized with the community are diversified.

Parks Canada is working closely with local stakeholders to enhance and diversify the ways the national historic site can be enjoyed. This year, the return of Sunday concerts with the Compagnons de Louis S. St Laurent has diversified the visitor experience. At least seven concerts were held in 2022 that attracted around 800 people.

Objective: Increase the number of visitors to the historic site.

The range of activities offered by the Sunday concerts unfortunately failed to bring attendance back to pre-pandemic levels. The relocation of the Comptonales event outside the village, and the end of the Foire d'Antan event due to the pandemic, caused attendance to decline compared to pre-COVID years, with a total of 1,192 paid admissions in 2022.



KEY STRATEGY # 2: A VISITOR EXPERIENCE BASED ON AUTHENTICITY

Objective: The cultural resources and landscape are kept in good condition.

Maintenance of the site's cultural resources is ongoing. In 2022, the house's gallery and staircase were restored. The collections presented to the public are also constantly monitored.

Objective: The general store is once again the focal point for visitors.

The general store remains the historic site's main attraction. Both a visitor reception area and a thematic exhibit that vividly depicts rural life in the Eastern Townships at the turn of the 20th century, the general store and the related historical re-enactment are at the heart of visitor experience.

Many of the General Store's attractive and descriptive texts and images are used in advertising for Tourisme Cantons de l'Est and Chemin des Cantons.

Objective: The site's authenticity is enhanced by its close link with Louis S. St. Laurent himself.

Visitors are given information about the burial site, strengthening the authentic link between the two places. Parks Canada is also responsible for its upkeep.

CONCLUSION—NEXT STEPS

The Parks Canada Agency is proud of its 2022 achievements at the Louis S. St-Laurent National Historic Site. Efforts to enrich the service offer, active collaboration with partners and integration of the site into the region all contribute to promoting the heritage of Louis S. St. Laurent and Parks Canada's mandate.

In the coming year, the site will continue to implement the objectives identified in the 2016 Management Plan. These initiatives will support site promotion, attract more visitors and reaffirm the commitment of Parks Canada to preserving and showcasing this important part of the country's history for the enjoyment of present and future generations.



General Store—Louis S. St-Laurent National Historic Site

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