



Building pathways to tourism growth on Newfoundland's southwest coast

Governments of Canada and Newfoundland and Labrador make combined investment

November 17, 2023 · Codroy Valley, Newfoundland and Labrador · [Atlantic Canada Opportunities Agency \(ACOA\)](#)

Newfoundland and Labrador is a leading tourist destination with a large variety of cultural and natural assets to offers residents and visitors. The Governments of Canada and Newfoundland and Labrador, along with the Codroy Valley Area Development Association (CVADA), are making a combined investment to help the province's southwest coast grow its tourism attractions even more.

Federal, provincial investment in Starlite Trail to strengthen tourism, communities

Today, the Honourable Gudie Hutchings, Minister of Rural Economic Development and Minister responsible for ACOA, announced just over \$644,000 through ACOA's Innovative Communities Fund (ICF) for the CVADA to expand the Starlite Trail. The Honourable Andrew Parsons, KC, Minister of Industry, Energy and Technology, also announced a contribution of just over \$245,000 for the project.

The investment will help the association improve and redevelop the existing Starlite Trail, expand new sections, and extend the trail to cover approximately 17 kilometres of scenic highlands surrounding Campbells Lake. This area will offer visitors memorable multi-day hiking and walking experiences, as well as popular lookout sites showcasing the province's natural beauty.

Atlantic Canada's economy is bustling, and the region is poised for exponential growth. The Government of Canada and the Government of Newfoundland and Labrador are working together to strengthen communities, create new opportunities to engage and attract visitors, and set the stage for a strong, sustainable future.

Quotes

"Western Newfoundland's rugged beauty, pristine coastline and people draw visitors from around the world every year. This investment will give more people, more reasons to visit and stay longer, which means more opportunities for our local economy."

- *The Honourable Gudie Hutchings, Minister of Rural Economic Development and Minister responsible for the Atlantic Canada Opportunities Agency*



"I have hiked the Starlite Trail many times, and it is a trail that visitors to the Southwest Coast will enjoy and appreciate. It has incredible views, a remarkable landscape and challenging terrain that rivals any other hike in the province. We are happy to support anchor visitor attractions, such as the Starlite Trail, which will only help to boost economic development in the region, and help it remain an asset for generations to come."

- *The Honourable Andrew Parsons, KC, Minister of Industry, Energy and Technology*

"This investment celebrates our vision for the Starlite Trail as a cornerstone of Codroy Valley's future, setting it on course to become a premier destination within Newfoundland and Labrador's tourism fabric. We are deeply grateful for the support that elevates our trail and fortifies the growth of our local economy through eco-tourism, ensuring our treasured natural heritage enriches lives now and for future generations."

- *Ron Laudadio, Board Chair, Codroy Valley Area Development Association*

Quick facts

- The [Codroy Valley Area Development Association \(CVADA\)](#) is receiving a non-repayable investment of \$644,361 through ACOA's [Innovative Communities Fund \(ICF\)](#) that will be used to expand and further develop the Starlite Trail.
- The province's Department of Industry, Energy and Technology is investing \$245,137 through its Regional Development Program.
- The remaining financial contributions will be provided by Tourism Southwest - \$91,789, and CVADA at \$25,702.

Associated links

- [Innovative Communities Fund \(ICF\)](#)
- [Regional Development Fund](#)
- [Codroy Valley Area Development Association \(CVADA\)](#)
- [Tourism Southwest](#)

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