



# LABRADOR NORTH CHAMBER OF COMMERCE

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## FOR IMMEDIATE RELEASE

### **LNCC Exploring New Visitor Information and Business Service Centre for Central Labrador**

Happy Valley-Goose Bay, NL – The Labrador North Chamber of Commerce (LNCC) recently engaged a consultant to conduct a pre-feasibility study with respect to the development of a new visitor information and business service centre to serve the Central Labrador region.

Developed by HFM Consultants and drawing upon input from many regional stakeholder groups, the report includes a preliminary site assessment and costing analysis for such a facility, and will be utilized by the LNCC Board of Directors as a baseline toward further development on the initiative.

“The results of the study were very encouraging”, said Sterling Peyton, President of the Labrador North Chamber of Commerce. “The message from the various stakeholder groups consulted was that such a project would be welcome and extremely beneficial to the area, and may in fact be long overdue”, Mr. Peyton added.

The LNCC has undertaken this initiative in light of its vision to develop and promote the Central Labrador region as Labrador’s primary transportation hub and *Gateway to the North*.

“With the completion of Phase III and continued hard surfacing of Phase I of the Trans-Labrador Highway, anticipated redevelopment of the Goose Bay Airport, establishment of the Mealy Mountain National Park Reserve, and major industrial developments on the horizon, the time is now to address the need for a new centre aimed at supporting the area’s economic development and tourism sectors”, adds Mr. Peyton.

The Labrador North Chamber of Commerce is a not-for-profit, membership-based business association representing the interests of the Central Labrador region business community.

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