

The Humber Hold Project: an iPad Travel App Project

Travel guide apps are at the forefront of tourism technology enhancing the visitor experience. Humber Elementary School, Corner Brook, has 75 students in Grade 3, 5 & 6 collaborating to create a self-directed walking excursion travel app for the central core of Corner Brook.

The priority of the Humber Hold Project is to create knowledgeable young ambassadors for our city, ambassadors who may go on to employment in 21st century growth industries including, tourism and software development.

While the focus of the Humber Hold project will be creating and then promoting the resulting travel app to the more than 28,000 tourists arriving on cruise ships, the app will also offer a personalized, independent exploration for visitors arriving by vehicle or plane. Since Apple and Samsung currently dominate the world smart phone market, our travel guide app will be available for free on both Apple iOS and Android devices.

The collaborative teams will work on this project for a real-life international audience from September to December, concluding just in time to be showcased at tourism promotions across North America.

A small volunteer group of teachers submitted a project proposal to the provincial Department of Innovation, Business and Rural Development (IBRD) in January 2013. The call for proposals required that:

- ✚ Proposed projects must include “a science, engineering and technology focus which identify opportunities in environment, ocean technology, and other sectors exhibiting a high potential for growth and positive economic impact”, and*
- ✚ Support the Innovation Newfoundland and Labrador: A Blueprint for Prosperity strategy by supporting “youth innovation as a n important part of creating a culture of innovation.”*

Humber Elementary was notified in May that our IBRD proposal was approved. This external funding was in addition to a significant investment by the Western School District in high speed connectivity and wireless access, not to mention additional funding from Humber Elementary’s Home & School Association. The full project represents an investment in learning of over \$74,000!

We have already gathered enthusiastic support from a number of significant community and agency partners: Corner Brook Museum & Archives, the Business Resource Centre of the City of Corner Brook, the Corner Brook Stream Development Corporation, Western Destination Marketing Organization, Corner Brook Port Authority, and the Downtown Business Association.

For further information, please contact

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