

The Humber Hold Project: an iPad Travel App Project

We've worked on it since September and we've learned a lot! Our travel app for Corner Brook will be launched in just a few days. Parents, community partners, and the media are all invited to come celebrate our accomplishment. The public launch will happen at 1:45 in the gym of Humber Elementary, on Friday, May 30.

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

*Seventy students in Grade 3, 5 & 6 collaborated to create a self-directed walking excursion travel app for the central core of Corner Brook. Many features of our travel app are linked directly to Google Maps and websites so users will hold the locals' tips in the palms of their hands. Visitors can use the HTML version, or tourists can use the iOS or Android version on their own mobile device. Best of all – the Humber Hold travel app is **free** to the traveler.*

More than 28,000 cruise ship tourists arrive in Corner Brook every year, and many thousands more arrive by plane, ferry and automobile. This travel app offers a personalized, independent exploration everyone! Whether you want to find the nearest ATM, church service, theatre performance, B&B, or grocery store, all of these snippets of insider information and much, much more is available in our app. Gracious, you can even check out the "Locals Say..." section to listen to born-and-bred Newfoundlanders speak in their own unique way while offering free translator services for the untrained ears of visitors!

The idea for the travel app started to grow when the Department of Innovation, Business, and Rural Development ([IBRD](#)) called for proposals back in January 2013. Our travel app project had a technology focus and it matched our region's high potential for tourism development. It helped develop our young students' confidence that they could rightfully claim their own place in our province's emerging "culture of innovation".

Funding of \$19 000.00 from IBRD was the seed capital that encouraged significant investments by the then Western School District, now the Newfoundland Labrador English School District, in high speed connectivity and wireless access throughout our school, not to mention additional funding from Humber Elementary's Home & School Association. The project gathered an investment in learning of over \$74,000 over and above our customary level of funding!

We also 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. They encouraged our efforts and provided invaluable feedback during the recent beta testing phase.

The Humber Hold travel app project linked learners of all ages, and even across oceans and borders. Our software partner, [Map2App](#) has helped develop more than 400 travel apps around the world, but this is their first travel app in Canada. We worked very closely and directly with the Italian staff of Map2App and we discovered that application developers come in all nationalities and ages; some are even elementary students from Corner Brook!

For further information, please contact

*Terry Pike, Cathy Au, or Michelle Flynn, teachers
Humber Elementary School, 709-634-6333*