

Tourism in the Labrador Straits

A Provincial and Labrador Perspective

Stand still. The horizon has never been this quiet. The depths of the Grand Canyon are painted with people and even Alaska feels over-populated. Labrador is the only place left where you can have this much space to yourself. But this sense of *freedom* doesn't come easy, you'll have to fight for it. So surrender to the stillness – climb fjords carved from the ocean floor or secretly witness a Humpback Whale feeding frenzy. Whatever your adventure, Labrador patiently waits.

A faint, stylized globe graphic with latitude and longitude lines, positioned behind the Labrador logo and website address.

LABRADOR

www.OnlyLabrador.com



Presentation Overview

- **About Destination Labrador**
 - Governance and Mandate, Provincial Vision
 - Uncommon Potential: Private-Public Partnerships
- **The Visitor Journey to Labrador**
- **Our Business Plan**
 - Key Projects and Activities
- **QLNS-Labrador Partnerships and Opportunities**





About Destination Labrador





About – Destination Labrador

Regionally

- Destination Labrador has evolved from a Destination *Marketing* Organization to a **Destination Management Organization**
- **Uncommon Potential a new Provincial Tourism Vision; New Mandate, Role and Responsibilities**
- Private-sector led, customer focused, partnership-based, regional, incorporated not-for-profit entity with a mandate to partner on **marketing, product development and market readiness** for the Labrador tourism industry.

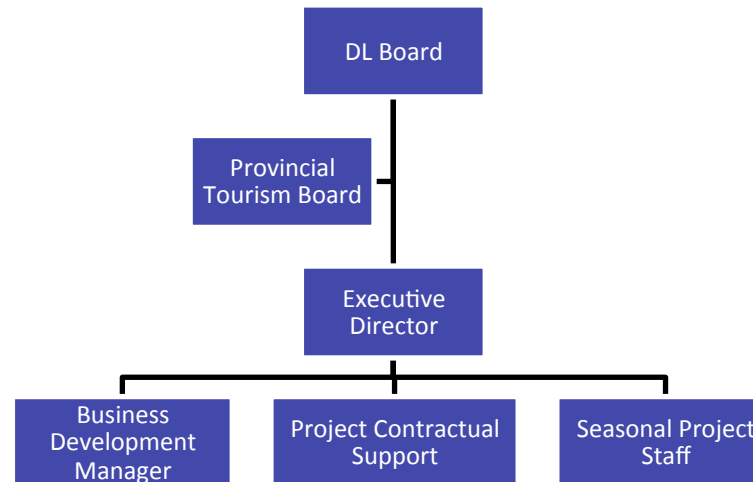




Management Team

- **Labrador wide representation**

- Carmen Hancock, Chair (Owner, Tour Labrador, Forteau)
- Peyton Barrett, Vice Chair (Owner, Experience Labrador Tours, Cartwright)
- Vacant (June), Secretary (Previously Wayne Broomfield, Nunatsiavut Solutions, HV-GB)
- Ernie McLean, Director (Labrador Heritage Museum, North West River, NL)
- Phillip Earle, Director (President/CEO, Air Labrador, HV-GB)
- Patty Dicker, Director (Labrador North)
- Sherry Butt, Director (Labrador West)
- Vacant (Jan.), Director (Labrador West)



Province: Uncommon Potential



- A Vision for NL Tourism is a call to action for all stakeholders; 7 Goals
- Provincial DMO realignment and pan-provincial partnerships established
- Industry participation and investment key to success
- Labrador's share of non-resident tourism spending @ 4%, poised for significant growth



Labrador's Uncommon Potential



- An Emerging Destination
 - Two New National Parks
 - ✓ Torngat Mountains (2008) and
 - ❑ pending Mealy Mountains National Park Reserve (2015)
 - Trans-Labrador Highway opened (2010), continued widening and paving
 - Year-round Ferry Service (2010); New Ferries 2016
 - Red Bay UNESCO designation, June 2013



The Visitor Journey to Labrador

DEMOGRAPHICS

- *Average stay* 1.8 nights
- *Party size* avg. 1.9 (39% couples, 37% alone, 14% FF)
- *Avg age*: 13% under 35; 20% 35-54; 67% 55+
- *Mode of travel* to province: 60% air; 40% auto
- *Origin*: 34% Ont., 21% Maritimes, 21% USA, 18% other Cdn, 2% Quebec, 4% overseas
- *Education*: 74% University or Post grad
- *Household Income*: 47% \$100k+, 8% \$40k or less

PSYCHOGRAPHICS

- *Trip Purpose* 67% vacation/pleasure, 20% business, 13% VFR
- *Activities*: 61% provincial and 69% national site visits, 70% iceberg viewing, wildlife viewing 48%
- *Top Activities*: 81% scenic touring, 70% pleasure walking
- *Motivations*: Nature and Wilderness, History and Heritage, and People and Culture



The Visitors Journey to the *Straits*

The Assets

History, Heritage, People, Culture

- Red Bay Basque Whaling Station UNESCO WHS
- Point Amour PHS
- Gateway to Labrador Visitor Center
- Battle Harbour NHS

Nature and Wilderness

- Atlantic Salmon Rivers (Forteau and Pinware)
- Pioneer Footpath

The Visitor Journey

- Primarily Viking Trail - Labrador Coastal Drive
- Trans Labrador Highway
 - Bucket list traveller across 5 Eastern Cdn. Provinces
- Cruise via Trans Atlantic and smaller expedition circumnavigation and/or polar themed itineraries



Our Business Plan





Marketing Strategy

Build the **awareness of Labrador**, with compelling packaged travel experiences, under **one provincial brand**




**Newfoundland
Labrador**
CANADA



Marketing Strategy

- Tourism Newfoundland and Labrador under one provincial brand; Award-winning marketing campaign *Find Yourself Here*
- Destination Labrador
 - Responsible for Labrador travel content on www.newfoundlandlabrador.com
 - Responsible for content feeding into provincial social media channels like Facebook, Twitter and YouTube
 - Attend consumer shows and assist consumers in trip planning and help push path to purchase
 - Assist industry partners on developing new product experiences, with a focus on market-ready travel experiences, quality assurance and consumer feedback





Business Plan Challenges and Actions

- Real challenges exist in converting online trip planning into sales
 - Increased opportunities to link to provincial marketing tactics
 - For only \$750 reach the 1.9 million unique online users on nl.com
- Product development and market readiness
 - New Tourism Assurance Plan launched in Feb 2013; new standards effective May 31, 2014
 - Tourism Destination Visitor Appeal Appraisal - *Dare to be Different*
- product/destination development important to regional and provincial plans for Vision 2020
 - Proposed New Coop to address PD/Capital needs
 - Planning started on New Tourism 'Plan' for Labrador, 3-5 year planning cycle





Key Projects/Activities

- **Annual Marketing Activity**
 - Trip Planning support for travel trade and media
 - Travel Packages, Social Media Content, news and blogs, online at newfoundlandlabrador.com
 - Tradeshows and Consumer shows
 - Provincial Travel Guide Advertorials
 - Fam Tours
- **Destination Development**
 - Packaging Workshop/Online Webinars
 - Market Readiness Initiatives; TAP, BR & E project
 - TLH Enhancements – Public WiFi, Roadside Kiosks
 - UNESCO Bid Red Bay NHS and new VE Plan
 - Battle Harbour – steering Committee, Strategic Planning, new Business Plan
 - Strategic planning support to Trapline Marathon, Great Labrador Canoe Race, Labrador Winter Trails, Cains Quest
 - New Long-Term Destination Development Plan



Travel Trade Activities

- **Travel Trade Fams**
 - Jonview, Atlantic Tours, Arctic Kingdom, Maxxim Vacations, Scott Parsons and Sons, Wells Gray Tours, Vision Atlantic, Canadvac Travel, Islander RV, Canusa, McCarthy's Party Tour, Routes for Learning, Nord Expe
- **Media Fams**
 - Trailpeaks, Saltscapes Magazine, Le Devoir, American Snowmobile Magazine, GoRving, Outpost Magazine, Canadian Geographic, Rough Guides,
- **FAM Tour Summary Report and detailed feedback**
 - Unique Appeal, market readiness a major issue,





Consumer and Trade Shows

- Rendez-Vous Canada
- FMQ Motorsports Show
- Ottawa Travel and Leisure
- Saltscapes Travel and Lifestyle
- Atlantic Canada Showcase
- GoMedia
- Educational Travel Conference
- Canada Media Marketplace





Partnerships and Opportunities





Partnership Opportunities

- FMQ Motorsports Show
- Quebec RV Market
- Labrador Tour Operators and Quebec suppliers





Thank You

OnlyLabrador.com

