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# Who We Are

Destination Labrador is a well established Destination Management Organization in the province of Newfoundland and Labrador originally founded in 1992.

As a partnership-based tourism industry association, we represent a diverse tourism sector with substantial public and private investments in recreational fishing, adventure cruises, outdoor adventure and sight-seeing tourism product sectors.

Our mandate is to support Labrador-based business/organization partners, tour operators, receptive tourism operators, travel media, and Labrador tourism stakeholders through partnership-based initiatives that support the growth of a viable and sustainable travel destination.

Core partnerships are generally related to marketing, product development and market readiness for Labrador tourism Stakeholders.

# **Our Activities**

## **Direct-to-Consumer and Business-to-Business**

Through integrated and partnership based advertising campaigns with Tourism Newfoundland and Labrador, we influence consumer demand, trip planning and counseling for Labrador travel experiences online at <a href="mailto:newfoundlandlabrador.com">newfoundlandlabrador.com</a>. Our website <a href="mailto:destinationlabrador.com">destinationlabrador.com</a> and newsletter <a href="mailto:the Kamutik">the Kamutik</a> offers business-to-business messaging, sales tool and links to our social media platforms;







You Tube YouTube

We work directly with North American and European travel companies to develop and sell Labrador as a vacation destination. Receptive operators who represent Labrador's tourism products have a much greater likelihood to influence travel trade clients to visit Labrador. To this end, we partner with the Canadian Tourism Commission and Tourism Newfoundland and Labrador the engage in key travel trade activities such as fam tours, sales calls and marketplace attendance to educate and facilitate the business and selling of Labrador travel product around the world.

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# **Labrador Story Ideas**

# **Spirits of the Dead**

The greatest natural light show on earth, the Northern Lights (Aurora Borealis) fill Labrador's night sky with undulating curtains of light, an average of 243 nights per year. Science tells us the Northern Lights are caused by charged particles from the sun which become trapped in Earth's magnetic field. When you witness this incredible phenomenon, you might be tempted to believe that they are the spirits of the dead, dancing and waving in the sky, as Labrador's indigenous peoples once believed.

Torngat Mountains National Park at the near tip of northern Labrador has been dubbed the place of spirits - its traditional Inuit name, 'Torngait,' translating to exactly that. The park celebrates its 10<sup>th</sup> anniversary in 2015!



# Romancing the Stone

Ramah, on the north coast of Labrador, is the only place in the world where one can find deposits of Chert. This 15-million year old stone was used by the ancient peoples for tools and weapons. It is not uncommon to come across an arrowhead made of Ramah Chert while hiking, especially in places like Torngat Mountains National Park. The stone itself resembles black glass, and is as beautiful as it is useful.

<u>Labradorite</u> is a crystallized stone unique to Tabor and Ramah Bay on Labrador's remote north coast. It looks like an ordinary stone until it is turned to the right angle; like magic, it suddenly glows a brilliant hue of blue, green,

gold, purple and pink, precisely emulating the Northern Lights. Labradorite is used in many crafts, including jewelry, tiles and sculptures.



## Don't Miss the Boat!

An ocean cruise with a twist! Instead of heading to tropical climates, cruise the Labrador Sea onboard the Northern Ranger to Nunatsiavut. Experience unique aboriginal culture and breathtaking Arctic scenery. Interact with local residents, artisans and learn traditional activities in Labrador's remote isolated aboriginal communities. This 5-day passenger/freight ferry adventure has modern on board amenities and is likely the cheapest voyage on the Arctic coastline in Canada.



## Legends of the Land

Ancient spirits, elusive animals, strange lights, haunted traplines - fact or fiction? Labrador's unique folklore is perfect for an evening around the campfire. The <u>Torngat Mountains</u> are known to the Inuit as the abode of the master spirit in their mythology. Their name for the region, Torngait, means a place of spirits and is derived from the presence of Torngarsoak who was believed to control the life of sea animals and took the form of a huge polar bear.

Recall a time of war when a <u>German submarine</u> grounded itself deep inside the Churchill River, the longest river in Atlantic Canada. Step back in time with <u>Elizabeth Penashue</u>, an Innu elder who keeps the tradition of her people alive with an annual canoe/camping expedition down the Churchill River.

Experience the way of the Labrador trapper with the annual <u>Trapline Marathon</u>, ran each Thanksgiving Weekend between North West River and Happy Valley-Goose Bay. Trapline is a certified Boston Marathon qualifier at 42.2km and has three different starting points - full marathon, half marathon and 10km.



# Land of the Splake and Flummy

Labrador's indigenous foods are both ambrosia to the gourmet, and sustenance to the campfire aficionado. Smoked Arctic char, blue mussels, raw and cooked scallops,

partridgeberry tarts and bakeapple syrup, flummies and ptarmigan are all served up with an extra helping of Labrador hospitality. If you're lucky you might also enjoy a fresh meal of brook trout or lake trout, and if you're really fortunate it may even be a splake.

# Canada's First "Factory"

Quick...What was Canada's first factory? A saw mill? A steel mill? Wrong and wrong. Actually, the first industry to be established in the country now known as Canada was a seasonal whale oil factory built by Basque fishermen in Red Bay, NL, way back in the 1500s! The story is one of hardship, profit and exploitation, and is Canada's newest UNESCO World Heritage Site, inducted in June 2013.

# **Remnants of an Ancient Age**

A quiet, unassuming <u>patch of field</u> in L'Anse Amour, NL, is actually one of the most important archaeological finds in North America. For this is where a young Maritime Archaic Indian child was buried with ceremony some 7,500 years ago evidence of the first 'funeral' ever held on this continent.

# **Chronicling the Past**

The history and traditions of Labrador are being preserved in a unique quarterly publication called *Them Days Magazine*. Photographs and transcripts from tape-recorded conversations with long-time Labrador residents provide a fascinating glimpse into Labrador's past. *Them Days* editor, Aimee Chaulk, carries on the work of first editor Doris Saunders - recipient of the Order of Canada for her work with this magazine.





## **Iceberg Alley**

Every spring and summer, visitors to the magnificent <u>coast of Labrador</u> are treated to an incredible sight: a grand parade of hundreds of sky-scraper sized icebergs! In fact, the icebergs are so numerous off Labrador's coast that this area has been nicknamed "Iceberg Alley." Iceberg season runs from June to September. You can track icebergs floating in Iceberg Alley, right <u>here!</u>

# One of the Largest Underground Powerhouses in the World

In the midst of one of the world's greatest wilderness frontiers is one of the greatest human technological achievements: the <a href="Hydro Electric Generating Plant">Hydro Electric Generating Plant</a> at Churchill Falls. Here the underground turbines at Churchill Falls are the second largest in the world, and provide electricity to Quebec and the northeastern United States.

After touring the powerhouse, hike to Bowdoin Canyon - the massive canyon left after the rerouting of water for the hydro dam.

### **Missionaries and Medicine**

Years before roads, advanced marine transportation and frequent flights, people living in smaller towns and villages along the northern Labrador coastline had to rely on dog teams and infrequent trips by small freight boats for travel, mail, and most importantly, medical services. Labrador's history tells the tale of hardships amongst aboriginals and <a href="European Missionaries">European Missionaries</a>, and the death-toll of many lost to diseases such as Tuberculosis.

## **Precious Traditions Preserved**

A visit to Labrador is a chance to collect one-of-a-kind, handmade crafts. Inuit soapstone carvings, Innu tea dolls, duffle parkas, moccasins made from hand-tanned caribou hide, grassworks, beadwork and embroidery, are just some of the crafts produced by Labradorians. Some do it merely to keep the tradition alive, others have it as their main source of income, and many have kept it as a highly skilled hobby. These crafts can be seen in many places in Labrador, including Torngat Arts & Crafts in Nain, the craft stores in Rigolet, Makkovik, Cartwright, and several stores in Happy Valley-Goose Bay.



# History on the edge of the Labrador Current

Imagine being one of the few men and women tucked inside the salt store on historic Battle Island when Commander Robert E. Peary made his speech about being the first person to reach the North Pole. Experience both the quiet beauty and the boisterous history of <a href="Battle-Harbour">Battle Harbour</a> from the comforts of your own authentically restored, historic accommodation. Unwind at the lounge or spa after a day of hiking historic islands and properties, watching majestic icebergs drift in the Labrador Current and whales circle your tour boat. Battle Harbour and the St. Lewis Inlet are feeding grounds to upwards of 17 species of whales and many species of seabirds migrate through or breed in the area.

## **Worth a Thousand Words**

Labrador offers many exciting <u>photo opportunities</u> for professionals and amateur photographers alike! An abundance of wildlife, sea life, people and unique places form a colorful mosaic - the very essence of Labrador. Each region of Labrador is so diverse you won't know what to focus on first. Watch our <u>Picture Perfect</u> video for just a few ideas on what to capture.

# **Nothing Fishy about these Stories**

Labrador is world-renowned for its <u>sport fishing</u>...and for good reason! The countless lakes, rivers and streams crisscrossing Labrador are teeming with trophy-sized salmon and trout; in fact, a record-breaking 21lb ouananiche "wan-an-ish" (land-locked salmon) was caught in Labrador West at Lobstick Lake. With a catch like that, fishermen don't have to make up stories about "the one that got away."





#### <u>∡a</u> Thoro

## Thar she blows!

In the 1500s, fishermen from the Basques provinces of France and Spain braved the North Atlantic in pursuit of valuable whale oil in the Labrador Straits. Today, Labrador's whales still attract people from all over the world, but now, they're not being hunted but showcased beautifully as a main attraction when touring Labrador. Whales can be admired from most all coastal communities, right from shore! The viewing is particularly spectacular along the Labrador Coastal Drive around the Point Amour Lighthouse, Red Bay and Battle Harbour.

# Twenty-eight years of folk music - the North West River Beach Festival

Relax & enjoy 20+ hours of live entertainment by Labrador recording artists and performers at the North West River Beach Festival. Other family activities include square dancing, handicraft auction, swimming, children's games & the widely acclaimed Saturday evening fireworks show! Each July this beach festival features an array of traditional and non-traditional foods and is fun for the whole family.

## **Beneath the Surface**

It is in Labrador that the Canadian Shield soars to its highest peak in eastern North America. Here, is some of the oldest exposed rock on the planet at <u>Torngat Mountains National Park</u> with an approximated age of 3.9 billion years.

It is here that you can find the <u>burial site</u> of a young Maritime Archaic Indian child who had died about 7,500 years ago and was buried at L'Anse Amour.

It is here where you'll find a <u>myriad of treasures</u> hidden beneath the earth's crust - untold deposits of iron ore, nickel, cobalt, copper and rare earth minerals. Exploration abounds, business is steadily growing, and Labrador is poised to lead the way.

# An Exotic Language

The rugged mountain ranges of Labrador's North Coast have exotic names such as Kiplapait, Killinek, Kaumajet and Torngat. These names are Inuktitut, the ancient <u>language of the Inuit</u>. Kiglapait, pronounced 'kill-la-pight' describes the mountains as having many holes or craters; Killinek, pronounced 'kill-ee-nick' means 'the edge'; Kaumajet, pronounced 'how-ma-yeet' means 'the shining mountains'; and Torngat, pronounced 'toong-aught', refers to the 'Tungait', powerful spirits who, according to Inuit legend, lived in the mountains that bear their name. Learn of this ancient language, a language that is striving to survive in Labrador. Nakummek (thank you).

# MUSH! -A 'commanding' four-letter word.

While the snowmobile is the most common means of transportation through Labrador's vast interior, the excitement of a 'close to nature' trek by <u>dog team</u> is the traditional way. Combined with ice-fishing, snowshoeing, snow sailing and cross-country skiing, this is truly an experience to tweet about.





# **Distinct Labrador Cultures**

#### Innu

Labrador has two Innu communities, Sheshatshiu & Natuashish. The people of Natuashish call themselves Mushuau Innu, while the people in Sheshatshiu call themselves Sheshatshiu Innu. Archaeological evidence suggests Innu ancestors inhabited Labrador over 7,000 years ago. Both groups of Innu stem from one culture of caribou hunters. Innu in both communities speak Innu-aimun, but have slightly different dialects.

The Innu were traditionally nomadic, traveling the interior of Labrador and Quebec in the winter to hunt mostly for caribou, and migrating back to the coast in the summer to fish. There is archeological evidence that Innu have been traveling the interior for thousands of years. You can experience the history of the Innu at the Labrador Interpretation Centre in North West River, NL.

Interestingly enough, the Labrador Innu have only really integrated with European settlers in the past 65-75 years. Flooding of traditional lands along the Churchill River during the building stages of the Upper Churchill Hydro Dam, among other modern day influences, have resulted in a shift to a more sedentary lifestyle in the communities of Sheshatshiu and Natuashish.

The New Dawn Agreement signed in November 2011 provides compensation to the Labrador Innu for impacts associated with the Upper Churchill Falls development over the full project lifecycle and will also compensate the Innu for land loss because of the, currently being developed, Lower Churchill damming project at Muskrat Falls.



#### Inuit

The Inuit in Labrador account for roughly 20% of the region's total population. In January 2005 a new era of selfgovernment began for the Inuit people in Northern Labrador, a region now called Nunatsiavut, "our beautiful land".

Archaeological evidence suggests that there were many different groups of Inuit living in Northern Labrador about four thousand years ago.

The Dorset people survived in areas of Northern Labrador until about 600 years ago when a second wave of arctic peoples arrived known as the Thule (Greenland), the ancestors of today's Inuit. The Inuit travelled as far south as the Northern Peninsula of Newfoundland to trade with Europeans during the 17th and 18th centuries.

In 1752, Moravian Missionaries from Europe travelled to Labrador to set up missions or stations in the missions had a strong influence on the history of northern Labrador and are still vibrant with several These today.

The Inuit of Nunatsiavut also play a strong role in preservation and public education in one of Canada's newer national parks - Torngat Mountains National Park located near the tip of the Labrador Peninsula.



#### NunatuKavut

NunatuKavut, formerly known as the <u>Labrador Metis</u>, are primarily the descendants of early European male settlers and Inuit women, but the Metis of Labrador are aboriginal people that also have and honor ancestors of Inuit, Innu, French, Scottish, Irish and English origins.

Many of these men who married Inuit women blended their ways with those of the Inuit. Winters were spent in sheltered bays where there was timber for firewood and construction as well as easy access to the interior for trapping and hunting. Summer places, in carefully chosen harbors or on islands provided easy access to the sea for cod, salmon and seal fisheries.

Today Metis traditions still resonate with the ways of their elders. The Metis people occupy and use land throughout Labrador. Most Labrador Metis live in the Lake Melville area and along the Labrador Coastal Drive.



## Settlers

Some say <u>Settlers are ancestors of European</u> <u>countries</u>, others say that Settlers are all 'non aboriginals' who live in Labrador, including those who come from the Island portion of the province as well as other areas in Canada. In either case, the origin of all Labrador settlers is vast and culturally diverse.

Fishermen from France came to Labrador's south coast in the 1700's for cod and seal fisheries. Many of the communities on the coast still bear French names. With the Treaty of Paris in 1763 most of New France, including Labrador, became part of British North America.

Later, fishermen from England and the island of Newfoundland, who had previously used Labrador as a seasonal home, established permanent residence along the bays and inlets along the Atlantic coastline of Labrador.





# **Regions of Labrador**

#### **Labrador North**

Labrador. Northern Nunatsiavut, is the traditional home of Labrador's Inuit and Innu people stretching from Happy Valley-Goose Bay to Torngat Mountains. These are widely-dispersed communities along remote coast that accessible by air and sea and by snowmobile trails in winter months. Today, mineral exploration and development plays an important role in the region's economy.

#### **Labrador West**

The interior region Labrador West is far removed from the coast. Much of the towns of Labrador City and Wabush are centered on iron ore mining, while Churchill Falls is the site of a large hydroelectric station. historical terms these towns are relatively "new arrivals." Prior to the 1960s when industrial development came to Labrador West, the interior country was occupied by Aboriginal peoples.

## **Central Labrador**

Central Labrador refers to a cluster of communities around Hamilton Inlet. These include the Innu town of Sheshatshiu, the historical

t Hope Simpson Battle Harbour Red Bay St. Anthony Labrador City, Wabush Baie Comeau Port Aux Basque Matane Quebec North Sydney New Brunswick Montreal

settlement of North West River, and the slightly larger service centre of <u>Happy Valley-Goose Bay</u>. The multi-national <u>military airbase</u> at Goose Bay played an important economic role in the region. A commercial airport at Goose Bay is a hub for air travel within Labrador, and a vital overseas link with the largest airport runway in Atlantic Canada.

## **Labrador Coastal Drive**

The <u>Labrador Coastal Drive</u> in southern Labrador extends from Cartwright in the north to L'Anse au Clair in the south. These small communities, most with populations primarily in the hundreds, dot the coastline. Commercial fishing was and still is the economic mainstay of the region. The themed highway links most (but not all) communities in the region.



# **Travel Information**

Often referred to as a big and wild land, Labrador offers adventure for every traveler. With incredible coastal scenery, some of the world's best sport fishing and a unique history and culture waiting to be shared, Labrador can be your most memorable destination.

It's easy to get to Labrador. There are convenient connections by air, sea and land. Labrador borders the Province of Quebec in the South and West and is separated from the Island of Newfoundland by the Strait of Belle Isle.

# From Newfoundland via the MV Apollo

Newfoundland and Labrador are separated by a body of water called the Strait of Belle Isle. A ferry service operates across the Strait from St. Barbe, Newfoundland to Blanc Sablon, Quebec. Blanc Sablon is located just a few minutes drive from Quebec-Labrador border. This auto/passenger ferry service is operated by the Government of Newfoundland and Labrador and is the cheapest ferry service connecting the Island of Newfoundland to other destinations in Canada.

#### Accordingly, road travelers may:

Drive the paved highway in northern Newfoundland (the <u>Viking Trail</u>) to St. Barbe; Embark on the MV Apollo for the 90-minute crossing of the Strait of Belle Isle; Disembark at Blanc Sablon and follow Route 510 (617km) through the <u>Labrador Coastal Drive</u> region to Happy Valley-Goose Bay. From Happy Valley-Goose Bay follow route 500 (533km) west to Labrador City, Quebec and other destinations in continental North America. Route 500 is paved except for 10km. Only the southern-most 80km is paved on Route 510 but a paving project has begun and anticipated to be completed by 2020.

# From Quebec by Road to Labrador City

Labrador City is linked by 581 km of highway (Route 138) to Baie Comeau, Quebec. Over two-thirds of this distance is paved, while the remainder is gravel. Baie Comeau is connected by paved highway to major centers in North America. Road travelers arriving at Labrador City by road may then follow Route 500 east to Happy Valley-Goose Bay and then Route 510 south through the Labrador Coastal Drive region which links back to the Island of Newfoundland.

# Flying to Labrador

Commercial air carriers provide daily flights to Labrador with arrivals at Blanc Sablon, Goose Bay and Wabush. (Note that Goose Bay is part of the amalgamated community of Happy Valley-Goose Bay.)

To Blanc Sablon: Daily flights are available to Blanc Sablon from St. John's (Newfoundland) and Montreal. Located in Quebec, Blanc Sablon is just a few minutes drive from Labrador. Air carriers which serve Blanc Sablon are Air Labrador and Provincial Airlines.



To Goose Bay and Wabush: Air Canada Jazz and Provincial Airlines have daily flights to both communities from St. John's, Deer Lake, Halifax and Montreal.

# Flying within Labrador

To North Coast: Daily flights are available to North Coast communities from Goose Bay. Air carriers serving these communities are Air Labrador and Provincial Airmes (Innu-Mikun)

To Goose Bay: Daily flights are available to Goose Bay from St. John's, Gander, Deer Lake, Montreal and Halifax. Air carriers serving Goose Bay are Air Canada Jazz, Air Labrador and Provincial Airlines.

To Wabush: Daily flights are available to Wabush from Montreal and St. John's (via Goose Bay). Air carriers serving Wabush are Air Canada Jazz, Air Labrador and Provincial Airlines



# **Cruise Nunatsiavut: Adventures and Mysteries of the Labrador Inuit**

Cruise the Labrador Sea onboard the Northern Ranger to Nunatsiavut. Experience unique aboriginal culture and breathtaking Arctic scenery. Interact with local residents, artisans and learn traditional activities in their communities. This 5-day Northern Ranger passenger/freight ferry adventure with numerous hop-on/hop-off options is a summer favorite.

### Northbound from Happy Valley-Goose Bay, NL -Rigolet, Makkovik, Postville, Hopedale, and Nain:

Sail Lake Melville, with the Mealy Mountains towering in the southern skyline and then North along the coast of Labrador, stopping for a few hours in each community enroute to Nain. In Rigolet, visit the Net Loft Museum to hear the



unatsiavut orngat Mountains National Park of Canada CANADA Kangiqsualijjuaq Kangidluasuk USA Base Camp Kuujjuak <del>|</del> Travel to Nunatsiavut Nain **+**|-Nunatsiavut National Park Ferry/Coastal Boat Natuashish North Coast Snowmobile Trail Hopedale Roads **★** Airport **Makkovik** Airstrip Boat Charter **Happy Valley** Goose Bay Labradoi LABRADOR Blanc Sablon St. Anthony QUÉBEC St. Barbe NEWFOUNDLAND

history of the Hudson Bay Company. An early morning stroll on the Poet's Path in Makkovik will awaken your senses. In Postville, taste traditional smoked Arctic Char. Near day's end, tour the Moravian Mission Museum in historic Hopedale. Visit Torngat Arts and Crafts in Nain to view awardwinning soapstone carvings by local artists.

# Southbound to Happy Valley-Goose Bay, NL- Hopedale, Postville, Makkovik, Rigolet:

Discover more mysteries of the Labrador Inuit. Shop for traditional Inuit crafts, explore the White Elephant Museum, participate in a guided community walking tour and keep watch for Grumpus (Minke whales), icebergs and seabirds.



Deer Lake

200km

100

# **Nunatsiavut: Torngat Mountains National Park**

Situated at the northern tip of Labrador, Canada's newest national treasure, Torngat Mountains National Park is a stunning combination of wilderness sea coast, surreal turquoise lakes and towering fjords. But this destination and its treasures are age-old to the Inuit, whose stories and language speak of this land - its wildlife, its spirits, its mysteries and legends. And now, thanks to the creation of Torngat Mountains seasonal base camp operation and research station, you can experience the Torngats first-hand.



#### From Goose Bay to Saglek Airstrip:

You will be picked up from your accommodations in Happy Valley-Goose Bay at approximately 6am on the day of your scheduled charter flight. Torngat Mountains Base Camp charters Twin Otter aircraft owned and operated by Air Labrador. These airplanes seat 16-17 people and DO NOT have a washroom. The first portion of this flight is 1 ½ hours, as the aircraft makes a scheduled stop for approximately 20 minutes in Nain, Labrador's northernmost community, for refueling and to pick up supplies and additional passengers. In Nain, you will have the opportunity to use a washroom at the airport, but the short stop does not allow for longer visits to this bustling community. After refueling, the aircraft will continue to Saglek Airstrip which is approx. 40 minutes from Nain. Flights depart Goose Bay

on Saturdays and Wednesdays in July and

August.

## Saglek Airstrip to Base Camp:

Once you arrive at Saglek Airstrip, you will be greeted by base camp staff and armed Inuit Bear Guards, who are provided for the protection of visitors. Luggage and supplies will be loaded onto a truck and transported to the nearby beach where Zodiacs will be waiting. Passengers walk to the beach together with staff and Inuit Bear Guards - a 15 minute walk. Luggage and passengers are loaded onto the Zodiacs from the beach. Depending on the sea and weather conditions, the Zodiacs will either take you directly to Base Camp, which will take 15-20 minutes, or will bring you to a passenger boat anchored nearby. The trip to Base Camp on the pass



**LABRADOR** 





# The Trans Labrador Highway

Adventure awaits on the Trans Labrador Highway. Stretching more than 1,000 km in length, this highway takes you through some of the most interesting terrain in eastern Canada. Witness unspoiled wilderness as far as the eye can see. Visit remote towns and learn first-hand of the uniqueness of what locals call the Big Land. There are a few ways of reaching this highway - outlined below.

Through Halifax – Baie Comeau / 796km / 10h 40m / paved. This routing will take you across the north end of New Brunswick, to a ferry crossing from Matane, QC (2h 15m) to Baie Comeau.





#### Baie Comeau -

Labrador West / 586km / 8h 10m / ~486km paved, ~100km gravel. North from Baie Comeau route 389 will take you past the Daniel Johnson Dam, onward to the iron ore mining communities of Fermont, Labrador City and Wabush on the Quebec / Labrador border.

Labrador West – Happy Valley Goose Bay / 533km / 7h 31m / 523km paved. Construction has been intense for the past four summer, only a small strip was left remaining before the snow arrived in the fall of 2014.

The highway affords you opportunities to view the majestic Smallwood reservoir and Churchill Falls Hydroelectric generating station, including a magnificent hike to <a href="Bowdoin Canyon">Bowdoin Canyon</a> while enroute to Happy Valley – Goose Bay, the "hub of Labrador" and North West River for cultural exploration. Goose Bay is also the access point to travel to

Nunatsiavut via the Northern Ranger.

Central Labrador - Red Bay / 542km / 9h 29m / gravel. The new section of highway 510 was completed during the summer of 2010. Scenic pull-offs and rest stops can be found along the highway near the entrance of many communities outlining interesting attractions in the area.

This highway known as the <u>Labrador Coastal Drive</u> passes to the south of the Mealy Mountains and onward through subarctic terrain to the coastal communities of Port Hope Simpson and Mary's Harbour - the gateway to <u>Battle Harbour National Historic District</u>. Take a side trip on <u>Iceberg Alley</u>, route 513, to St. Lewis for one of the best iceberg viewing opportunities in the province, or to Cartwright on route 516 to visit the <u>Wonderstrands</u>, a 54 km stretch of sandy beach which is ideal for hiking, camping and sea trout fishing.



Red Bay - Blanc Sablon / 86km / 1h 44m / paved

At the Red Bay National Historic Site, you can visit a Parks Canada operated interpretation centre for a glimpse back to the 16th century when Basque Whalers operated a major whaling station out of this harbour. Route 510 continues through small fishing villages, alongside several terrific whale and iceberg viewing spots including Point Amour - the tallest lighthouse in Atlantic Canada - to Labrador's most southern community, L'Anse au Clair. Six km further is the town of Blanc Sablon, QC - your departure point for the ferry to the Island of Newfoundland (St. Barbe)

St. Barbe Port aux Basques / 563km / 7h 31m / paved
Route 430 and later the TCH will take you down the west coast of Newfoundland through Gros Morne National Park
onward to where you will catch the ferry back to Nova Scotia.

