
NATIONAL GEOGRAPHIC TOUTS LABRADOR

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The **Big Land** won a big tourism accolade Tuesday, as **National Geographic Traveler** listed **Labrador** along with **Phnom Penh, Cambodia, Sydney, Australia** and **Madagascar** in its Best Places to Visit in 2018.~



The article includes this photo of White Bear Falls.

Travel editors at the self-described world's most widely read travel magazine picked 21 dream destinations for the list, which is divided into three categories.

Labrador is included in the Culture category, along with **Cleveland, Ohio, Friesland, Netherlands, Harar, Ethiopia, Oaxaca, Mexico, Tetouan, Morocco** and **Vienna, Austria**.

The National Geographic story specifically mentions First Nations guides **Experience Labrador in Cartwright**, owned by **George Barrett, Peyton (Pete) Barrett** and their son **Tom Barrett**. Experience Labrador offers hiking, craft and water trips, including a nine-day kayak adventure for \$5,000 per person.

Reached in **Toronto** Tuesday, **Pete Barrett** said the magazine's mention came as a very pleasant surprise to her.

"I was thrilled, it's amazing," she said.

"It's advertising that we just didn't expect."

She noted it's not the first list the 17-year-old company has made. **Explore Magazine** listed the company in a top 50 list of worldwide adventure destinations in 2003.

Barrett said the company gets more visits each season, despite its remote location.

"You don't just drop by," she said.

"But when you get there, it's well worth it."

Barrett is unaware of any visits by National Geographic staff, but they have toured with Canadian Geographic staff previously.

The article said Labrador was chosen now because of the new **Akami-Uapishku-KakKasuak-Mealy Mountains National Park Reserve**, which is one of the most remote national parks in **Canada** and is just smaller than the entire country of **Jamaica**.

A National Parks website said the park's Mealy Mountains reach up to 1180 metres overlooking **Lake Melville**.

She said the **Wundarstrand** beach hike, which was trod upon by Viking explorers, is their key attraction.

Labrador is the only Canadian destination in this year's National Geographic list. **Banff, Alberta** was the sole Canadian choice in the 2017 list.

Destination Labrador executive director Randy Letto said National Geographic's endorsement is a big deal.

He said the Wundarstrand is an incredible piece of geography.

"You can see whales and icebergs and wolf and caribou on the beach. Polar bears traverse that coastline in the spring. It's the most accessible sub-arctic coastline in the province. Up until 10 years ago, you would have to fly into Cartwright or take the ferry there."

The Trans-Labrador Highway has enabled driving, he said.

His not-for-profit agency is one of four destination management organizations in the province, which helps market local tourism. The others include **Go Western**, **Adventure Central** and **The Legendary Coast** in eastern Newfoundland. **Destination St. John's** has a different business model and mandate, he said.

The seven cities National Geographic wants readers to visit in 2018 are **Dublin, Ireland**, **Malmö, Sweden**, Phnom Penh, **San Antonio, Texas**, **Santiago, Chile**, Sydney and **Tbilisi, Georgia**.

Nature selections are **Albania**, **Jordan Trail, Jordan**, **Jujuy Province, Argentina**, Madagascar, **Oahu, Hawaii**, Ruaha National Park, Tanzania and **Seoraksan National Park, South Korea**.

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