

Destination Labrador

2022 Annual General Meeting

Online via Zoom

<https://us02web.zoom.us/j/81167425690?pwd=aVYwbWkxZnFuaHNZcHZLZHY5Y1JuZz09>

Meeting ID: 811 6742 5690

Passcode: 686458



Welcome



2022 Annual General Meeting, Wednesday, November 30, 2022

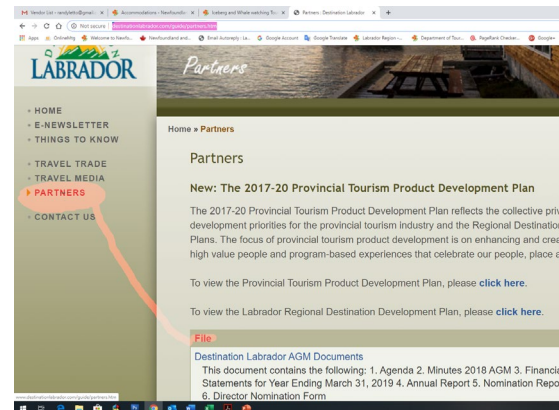
Via Zoom

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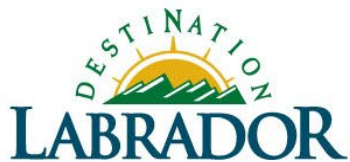
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|-----------------|--|
| 9:30 am | 1) Welcome & Introductions – Randy Letto, Executive Director |
| 9:40 am | 2) Call to Order – Ange Dumeresque, Chair |
| 9:45 am | 3) Approval of the Agenda – All |
| 9:46 am | 4) Adoption of Minutes AGM 2021 – All |
| 9:50 am | 5) Business Arising – Ange Dumeresque/All |
| 9:55 am | 6) Financial Statements – Randy Letto/All |
| 10:00 am | 7) Annual Report Presentation – Ange Dumeresque/Randy Letto |
| 10:30 am | 8) Nomination Report – Randy Letto |
| 10:35 am | 9) Election of Directors – Randy Letto |
| 10:40 am | 10) Roundtable Q&A |
| 11:00 am | AGM Adjournment |

Annual Report Presentation

- Detailed Annual Report and AGM Documents Available
 - www.destinationlabrador.com – Partners Section



- Presentation on Annual Report Highlights
 - About DL, The Business Plan
 - Marketing Plan and Marketing Activities 2021-22
 - Destination Development & New Tourism Vision
 - Organizational and Governance
 - Industry Engagement
- Stakeholder Q&A



About Destination Labrador

- Not-for-profit founded 1992, 2005 re-established mandate
- Not a membership based organization
 - ❖ Partnership model on a pay-to-play basis
- Customer focused, private/public sector partnership based regional Destination Management Organization for all Labrador.
 - ❖ One of 4 in NL
- Our **mandate** is to support the continued growth and sustainability of the provincial tourism industry through *regional marketing*, *product development* and *market readiness* initiatives that will attract more visitors, increase length of stay and provide more experiences that are aligned with the Newfoundland and Labrador brand.

About Destination Labrador

Board Members

Angie Gilley, Chair, Florian Hotel, Forteau, NL

Susie Rumbolt, Vice Chair Cloud Nine Boat Tours, Mary's Harbour, NL

Ernie McLean, Treasurer, Labrador Heritage Society, North West River, NL

Peter Bull, Secretary, Battle Harbour National Historic District, NL)

Gordon Rendell, Blue Spruce X, North West River, NL

Charlene Rumbolt, Great Caribou Studio, Mary's Harbour, NL

Carol Burden, Alexis Hotel, Port Hope Simpson, NL

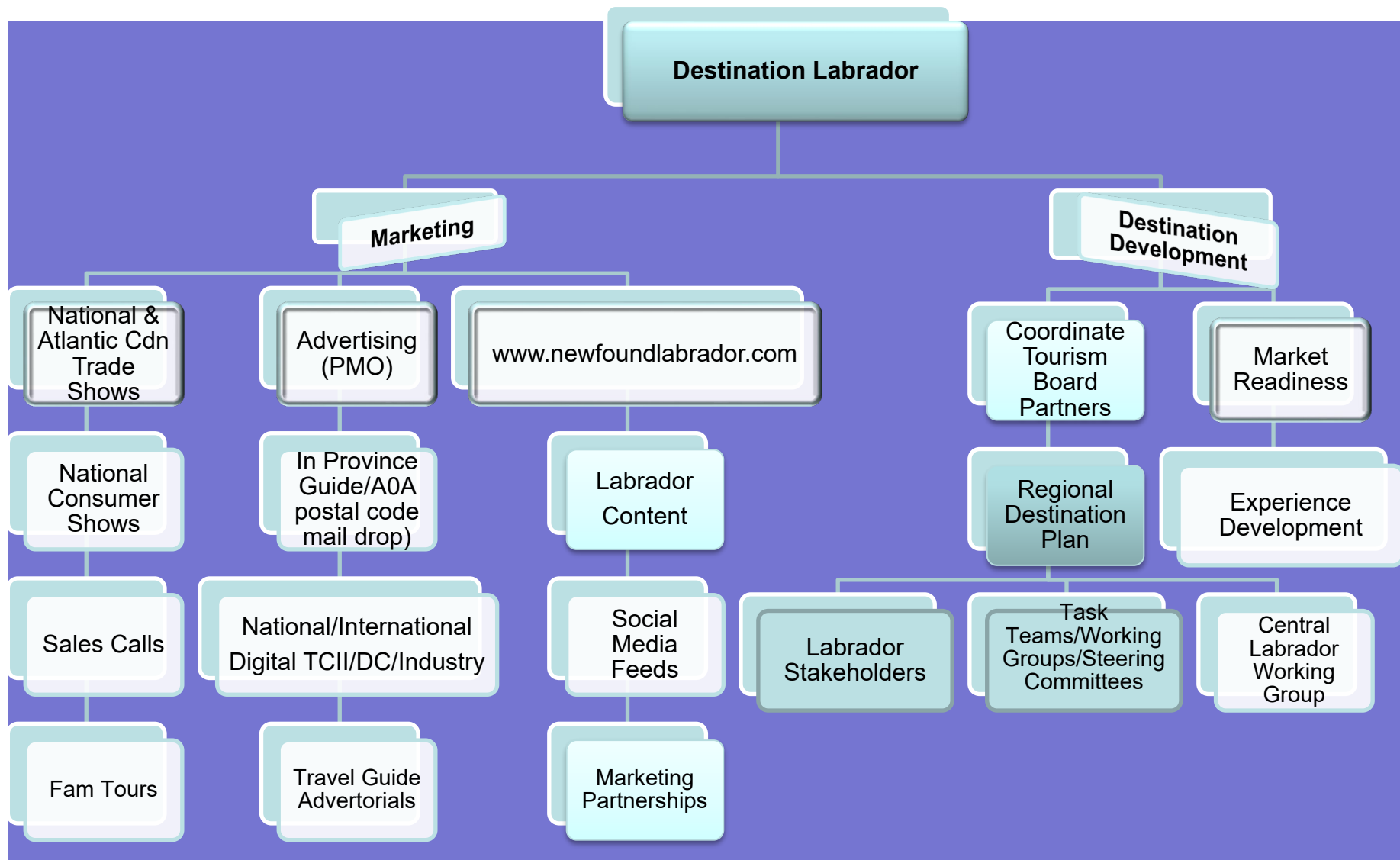
Carvey Noble, Height of Land Hotel, Churchill Falls, NL

Greg Wheeler, Grand River Snowmobile Club, Goose Bay, NL

Staff

- Randy Letto, Executive Director
- Donna Roberts, Administrative Assistant





DL Business Plan

Marketing + Destination Development = More Things to See and Do
Responsible for Labrador content on www.NewfoundlandLabrador.com

Every tourism operation in Labrador should now have:

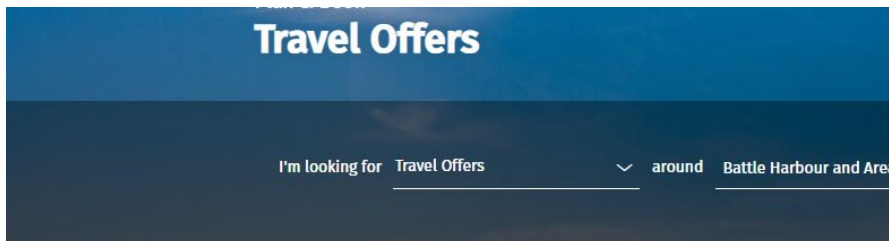
- ✓ their Tourism Operator Profiles complete along with refreshed content and images for 2023
- ✓ Updated Travel Offers for winter and summer 2023. All offers are a free advertising opportunity! Ask for help anytime

Labrador Region Offers - *Random Results*



Sunset Cruise

Whaler's Quest Ocean Adventures



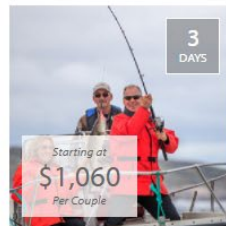
Get Away to a Place That Time Forgot - Battle Harbour

Battle Harbour Historic Properties



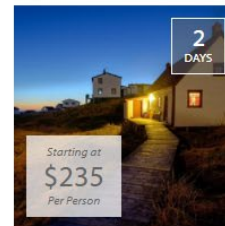
Aug 20-23, 2021
 Labrador Photography Workshop Package

Battle Harbour Historic Properties



Cod Fishing Package - Battle Harbour, Labrador

Battle Harbour Historic Properties



Trans Labrador Highway Motorcycle Special - Battle Harbour

Battle Harbour Historic Trust

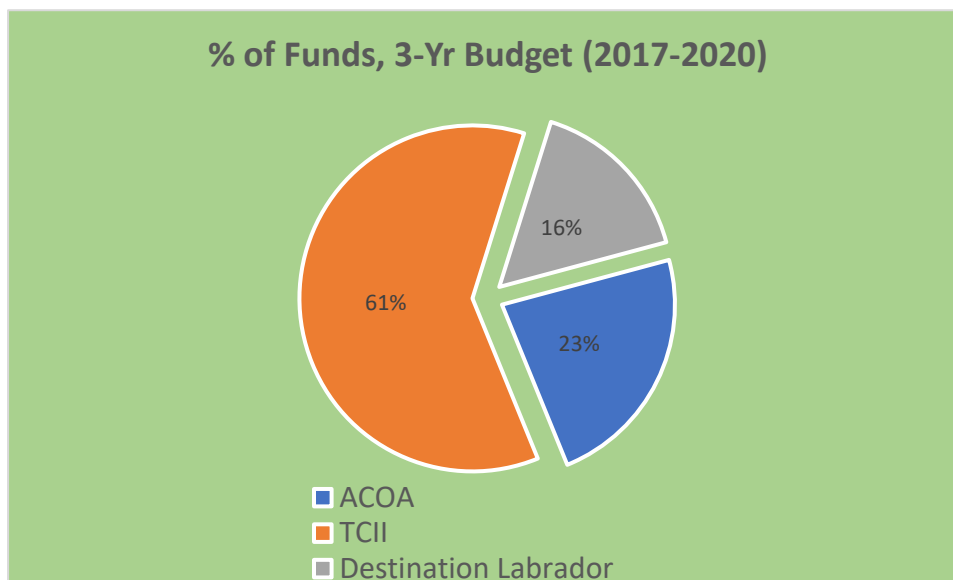


Jul 9-11, 2021

Labrador Songs Package

Battle Harbour Historic Properties

Budget and Financing



Budget Summary 2022-23

Office/Staff/Contracted Support
Marketing
Travel
Total

Projected Costs

154,137
50,000
25,000
229,137

One Brand, Shared Focus

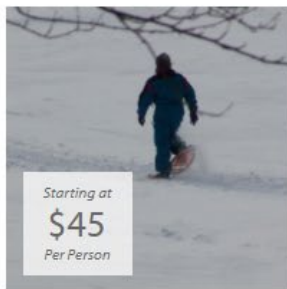
- Responsible for Labrador travel **content** on <http://www.newfoundlandlabrador.com/>
 - Free business profiles and travel offers! Free Advertisement!
 - We can help you with all your content. Please ask for help.

I'm looking for **Travel Offers** around **Labrador Region** Update

Filter (26) Printer-Friendly Listing

Sort by: Random

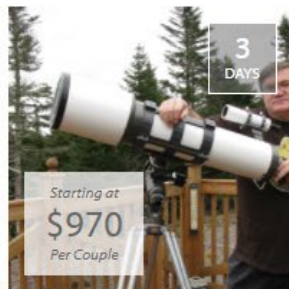
26 Results



Starting at
\$45
Per Person

Snowshoe Rentals

Alexis Hotel



Starting at
\$970
Per Couple

Labrador Skies Package

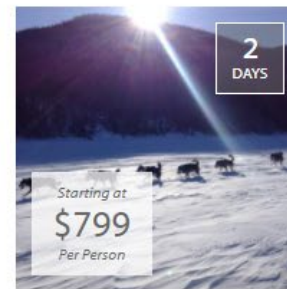
Battle Harbour Historic Properties



Starting at
\$1,485
Per Couple

**Labrador Photography
Workshop Package**

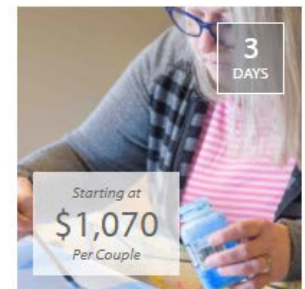
Battle Harbour Historic Properties



Starting at
\$799
Per Person

Dog Sledding

Alexis Hotel



Starting at
\$1,070
Per Couple

**Labrador Arts and Crafts
Package**

Battle Harbour Historic Properties

Marketing

DL Website and Social Media

- All travel media story content and other trade content updated and ready for 2023.
- Join our E-Newsletter and follow us on Social Media.
- We follow you! We repost your content!

➤ Current Followers:

- Instagram 1,225 followers
- Facebook 1,700 followers, Following 245 (Mutual 74) Tourism Stakeholders in Labrador
- Twitter 1,989 followers.



[@Labrador Tweets](https://twitter.com/LabradorTweets)



[/destination.Labrador](https://www.facebook.com/destination.Labrador)



[destinationlabrador](https://www.instagram.com/destinationlabrador)

Marketing

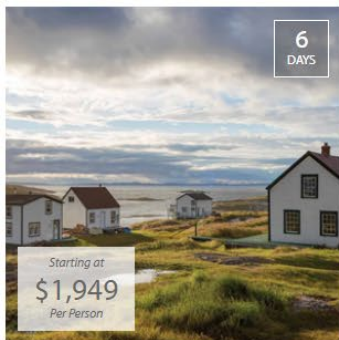
Travel Trade and Media Fams

- Major Fam Tour Itineraries
 - 3 UNESCOs
 - Expedition 51⁰
 - Torngat Mountains National Park
- Travel Media/Trade Companies
 - Journalists, Travel Guides, Magazines, Newspapers, Editors, Photojournalists
 - Travel Influencers like bloggers, photographers, content providers
 - TV shows (Rock Solid Builds, New Fly Fisher)
 - Group Tour Operators (Owners, Product Managers, Sales staff)
 - FIT (Receptives, Direct to Consumer Agencies/Tour Operators)

Marketing

Labrador Regional Pages on www.newfoundlandlabrador.com

- Majority of Labrador Travel Offers are from Labrador South region. Currently there are only 5 travel offers for all Labrador!
- Possible 2023 Partnership with Tourism Cote Nord for Quebec market
- Expect more non-resident traffic as a result of the completion of paving to the Trans Labrador Highway and marketing focus on Expedition 51° itinerary



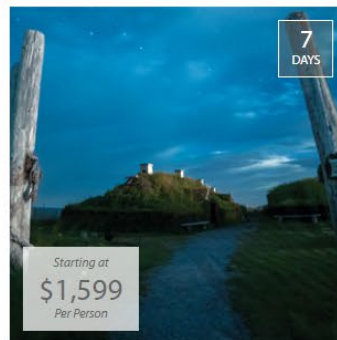
Battle Harbour Discovery

Maxxim Vacations



Romance by the Bay

Alexis Hotel



Voyage of the Vikings

Maxxim Vacations



12 Day Comprehensive Newfoundland & Labrador Tour

McCarthy's Party



Newfoundland Hospitality Tour

Maxxim Vacations

Marketing

Provincial Travel Guide Advertorials 2012-2023

- Labrador South operators have been partnering on a two page advertorial spread featuring Labrador Coastal Drive tour itinerary
- Parks Canada invested with Western DMO and Destination Labrador in a new 3 UNESCOs advertorial

2012

LABRADOR Coastal Drive

Have Some Space to Yourself
Stand still. The horizon has never been this quiet. The depths of the Grand Canyon are painted with people and even Alaska feels overpopulated. Labrador is the only place left where you can have this much space to yourself. Surrounded by the echoes of Labrador's past, listen carefully. Chequer stories of exploitation and profit by 16th-century Basque fishermen and join the best of local traditions generations in the making. With 9,000 years of mystery beneath each step, you'll trace the historic lives of those that discovered this land. Visit the Labrador Coastal Drive 4100 kilometers, explore and relax, or capture nature at full speed. Learn more at OnlyLabrador.com

Locals Know - The Best Places to Visit!
Day 1: Visit **Gateway to Labrador** in L'Anse-au-Clair, a restored turn-of-the-century church, for information about the people and places locals know best. Climb the 120 steps of the tallest lighthouse in Atlantic Canada overlooking **Iceberg Alley** and view the wreckage of the British warship, HMS Raleigh at **Point Amour Lighthouse Provincial Historic Site**. Optional: Watch for whales, seals, and seabirds along our ferries and from numerous places along the coast. Overnight at the Northern Light Inn.

Day 2: Discover the unique 16th-century story of oil production for the lamps of Europe at **Red Bay National Historic Site of Canada**. Snap some pictures of icebergs and whales as you step forward into the rich history of a restored fishing village on a tiny island in the Labrador Sea, at **Battle Harbour National Historic Site of Canada**. Optional: Explore some of the many historic and community hiking trails for splendid views of the land and sea, and a look at nature close-up. Overnight at the Alexis Hotel.

Day 3: Hike the amazing **Wanderstrands**, a 56-mile pristine sandy beach discovered by Vikings on our shores 1,000 years ago near the **Town of Cartwright**. Optional: Explore with a local guide by your boat or kayak the untold riches of Sandwich Bay, including salmon rivers, migratory bird colonies and ghost fishing communities. Overnight at the Cartwright Hotel.

Northern Light Inn
L'Anse-au-Clair
(800) 563-3188
northernlightinn.com

Cartwright Hotel
L 709-933-7111
E info@cartwrighthotel.ca
www.cartwrighthotel.ca

Experience Labrador
L 709-933-7111
E exp@experiencelabrador.com
www.experiencelabrador.com

Big Land Fishing Ledge & Tours Inc.
West St. Modeste
D(91) 638-3679
biglandfishingledge.com

Whaler's Quest
Ocean Adventures
Red Bay
(800) 763-8660
whalersquest.ca

Battle Harbour National Historic District
Battle Harbour
D(91) 921-8225
battleharbour.com

The Florian Hotel
Forteau
D(91) 931-0077
theflorianhotel.com

EXPERIENCE LABRADOR

2023

Advertorial

Locals know the best places to visit.

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Surrounded by echoes of the past, journey along the Labrador Straits. Enjoy the thrill of adventure looking for icebergs and whales during a hike along the Pioneer Footpath. The view is eternal as you climb Atlantic Canada's tallest lighthouse at the Point Amour Provincial Historic Site. Silence is broken as you hear the riveting story of "first oil" at the 16th-century Red Bay Basque Whaling Station, a UNESCO World Heritage Site.

Take a boat tour in Iceberg Alley from Mary's Harbour and retreat to the wild nature and historic buildings at one of the most restorative, off-the-grid retreats in North America - Battle Harbour National Historic District. Catch the rhythm of local traditions, generations in the making. With 9,000 years of mystery beneath each step, you'll retrace the lives of the people that call this place home.

Learn more at newfoundlandlabrador.com/top-destinations/labrador-region

Northern Light Inn
L'Anse-au-Clair
(800) 563-3188
northernlightinn.com

Whaler's Quest
Ocean Adventures
Red Bay
(800) 763-8660
whalersquest.ca

Battle Harbour National Historic District
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Big Land Fishing Ledge & Tours Inc.
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theflorianhotel.com


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Visit NewfoundlandLabrador.com | 391

Existing Consumer/Trade Shows

- Outdoor Adventure Shows (Toronto, Montréal and Ottawa)
- Hospitality NL Tourism Conference and Tradeshow
- Rendez-Vous Canada Marketplace
- Tourism Media Association of Canada
- Atlantic Canada Showcase

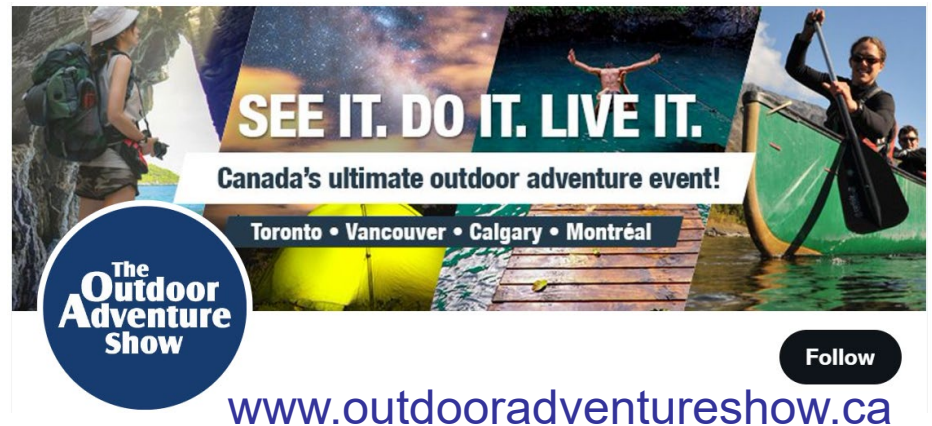
Potential Consumer/Trade Shows

- Outdoor Adventure Shows (Calgary and Vancouver)
 - Ontario Motorcoach Association (Group Tourism ON Market)
 - Bienvenue Québec (Group Tourism QC Market)
 - Quebec RV Show (Montréal and Québec, led by members of RV Dealers Assoc.)
- 
- A decorative graphic at the bottom of the slide shows a range of purple mountains with white highlights, suggesting snow or light reflecting off the peaks.

Marketing Activities 2021-22

Consumer/Trade Shows

- Attended Rendez-Vous Canada (Toronto May 2022)
- Attended the Outdoor Adventure Shows (Toronto and Montreal)
- Overall market response - growth is only limited by local supply. Markets are extremely strong with continued annual growth expected.
- Montreal Show Stats: Visitation 16,400, 6 Booths, 11 Booth Operators, DL partnership with 5 operators
- Most asked Qs – Expedition 51⁰, How to get here, Best times, TMNP, BH
- Partners and Labrador operators/ions were Battle Harbour, Alexis Hotel, Great Caribou Studio, Iron Rock Brewing, Parks Canada, and The Florian Hotel



Marketing Activities 2021-22

Travel Trade and Media Fams

Delivered 11 fam tours

- Itineraries included all Labrador / Battle Harbour / Expedition 51⁰
- 2022 delivered 11 fams with 17 participants
- 2019 delivered 9 fams with 24 participants
- Travel Media/Trade Companies included
 - Tourisme Cote-Nord Ad Agency, BMW Owners News, explore-mag.com, Au Québ, Journal de Montreal et de Quebec, Entre Canada, Toronto Star, Rock Solid Builds, Géo Plein Air, and freelance/travel influencers



THE
GLOBE
AND
MAIL

\$170,000 Value, 6.8 million online impressions

The Trans-Labrador Highway is the perfect road trip for right now

TIM JOHNSON
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED YESTERDAY

Marketing Activities 2021-22

Provincial Travel Guide Advertorials 2022/2023

- 5 Labrador South operators partnered on a two page advertorial spread featuring Labrador Coastal Drive tour itinerary
- Parks Canada invested with Western DMO and Destination Labrador in a new 3 UNESCOs advertorial

A UNESCO trilogy – three world heritage sites.

The UNESCO World Heritage Designation is given to places of outstanding natural and cultural significance. Of the 20 sites in Canada, discover 3 in western Newfoundland and southern Labrador within a few hours' drive.

In western Newfoundland discover the spectacular landscapes and geological wonders of Gros Morne National Park where you can walk upon the Earth's mantle and tour glacial carved fjords, four hours north at the only authentic Viking site in North America, hear sagas and see original artifacts of D'Amore aux Meadows National Historic Site.

A short ferry ride across the Strait of Belle Isle and a coastal drive bring you to Red Bay National Historic Site in southern Labrador. Artifacts tell the story of the Basque people who produced the whale oil that lit the lamps of renaissance Europe – the first industrial operation in North America.

This road trip itinerary visits all three sites with stops along the way:
<https://itineraryplanner.newfoundlandlabrador.com/itinerary/unescotrilogy>

Parks Canada

Some stops along your journey.

1. Find your m'Lon Zed peccators with Wild Gros Morne (p. 162)
2. Plunge under the surface of Belle Isle, Stormy Bay Marine Station (p. 164)
3. Discover Miramix through the eyes of Gros Morne's Indigenous people. Gros Morne Adventures (p. 164)
4. 6,000 years of human history at Point Amour National Historic Site (p. 173)
5. Journey across and beyond with Park Trail at Gros Morne & Exploits Falls (p. 170)
6. Stone and Shalework, D'Amore aux Meadows National Historic Site (p. 156)
7. Live the life of a Viking at Noistead, a Viking Port of Trade (p. 160)
8. Become an honorary VIKING, the Great Viking, east L'Anse-au-Loup (p. 125)
9. Cobble and the case of Quipson Island Lighthouse (p. 94)
10. Leave artifacts of the Basque whaling industry. Red Bay National Historic Site (p. 49)
11. Authentic Basque meal with local ingredients, Foran Hotel (p. 45)
12. Labradorica and Trewoody, Point Amour Lighthouse (p. 49)

Gros Morne National Historic Site

Gros Morne National Park

D'Amore aux Meadows National Historic Site

60 | <https://itineraryplanner.newfoundlandlabrador.com/itinerary/unescotrilogy> | 61

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biglandfishinglodge.com

The Florian Hotel
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theflorianhotel.com

Battle Harbour National Historic District
Battle Harbour
(709) 921-6125
battleharbour.com

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Market Readiness

Tourism Assurance Plan (TAP) and Market Readiness

- Ongoing market readiness support, one-on-one coaching and counselling in Labrador South regions with an emphasis on enhancing Tourism Operator Profiles (TOP) on www.newfoundlandlabrador.com
- Captured new images for TOP profiles and coached operators to complete profile enhancements in:

- North West River
- Happy Valley-Goose Bay
- Port Hope Simpson
- Red Bay

Assisted Operators:

Last Stop Garage, Last Stop Wilderness Adventures, Town of Happy Valley-Goose Bay, Trapline Marathon Them Days, Healthy Waters Labrador, and Labrador Heritage Society, Whaler's Quest Ocean Adventures, Penneys Suites, Kaumanik Adventure Tours

13 Results



Nov 26 - Dec 4, 2022

Provincial On-Snow Training Camp

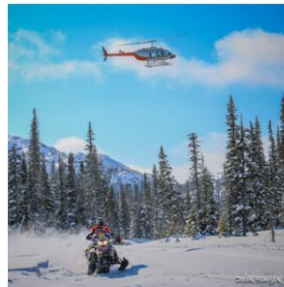
Labrador City



Multiple Dates

Labrador West Arts and Culture Centre

Labrador City



Mar 2023 TBA

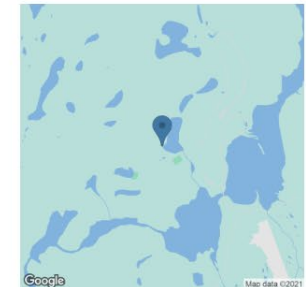
Cain's Quest Snowmobile Endurance Race



Mar 2023 dates TBA

Great Labrador Loppet

Labrador City



Jun 24, 2023

Iron City Duathlon

Labrador City

Destination Development Activity

Destination Development Planning and Market Readiness

- Review complete for Vision 2020
- Charting a Course Forward 2021-26
- Expedition 51° Task Team
- Sense of Arrival – Deer Lake Airport
- Red Bay Whale Exhibit Steering Committee
- Labrador Winter Games – Admin and project support
- Trapline Marathon - Promote and scale-up the annual event
- Labrador North Chamber of Commerce – Self-guided GPS Triggered Audio Tours



Destination Development Planning

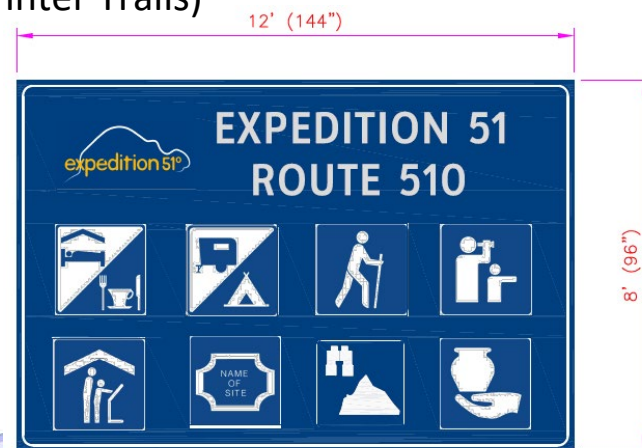
➤ COVID-19

➤ Most active group currently is the Expedition 51 Task Team

■ Future partnerships are focused on

- ✓ Signage harmonization (Highway routes 389 – 500 – 510 – 138)
- ✓ New Highway Maps
- ✓ Visitor Centre Bilingual Hubs
- ✓ Visitor Centre Stat Collection and Profiles
- ✓ Municipal Decal Campaign (E51 Bumper Stickers for visitors)
- ✓ QC Consumer Shows
- ✓ joint travel trade fam tours with QC being the target market
- ✓ Winter Snowmobiling (Route Blanche and Labrador Winter Trails)

➤ Strategic Plan and Vision for the province.



Organizational & Governance

- DL AGM was hosted online February 21, 2022 with 23 stakeholders in attendance.
- Donna Roberts was rehired as Admin and Project Coordinator
- Three new board members were appointed (Carol Burden-Alexis Hotel, Greg Wheeler-Grand River Snowmobile Club, and Carvey Noble-Height of Land Hotel)

- Special thanks to the volunteer board of Destination Labrador and our industry partners for their continue investment, engagement and leadership.



Industry Engagement

- \$20,900 in other project/partner revenue. Due to COVID-19 pandemic and related travel restrictions, a record low of \$2,911 in marketing partnership revenues to report.
- Covid-19 travel restrictions limited the in-person participation in DDP product development workshops.
- Industry partners invested in a limited number of partnership opportunities: namely consumer marketplace attendance, shop local program, fam tours, and market readiness initiatives.
- Despite COVID-19 travel restrictions, adoption of online zoom meetings kept task teams engaged throughout Labrador as well as with Western DMO, HNL and The Quebec/Labrador Expedition 51 Task Team.
- Expect more Industry consultation and communications as we move forward with the new Vision – Charting a Course Forward 2021-2026



Thank you!

For joining our AGM and partnering with Destination Labrador...

a special thanks to the Board of DL and all of our industry volunteers and champions!

