

Destination Labrador
Annual Report Highlights
2021 – 2022



Jersey Trail, L'Anse Au Clair

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Annual Report Highlights

This update covers the 2021-22 Annual Workplan, other specific projects with Dept. of Tourism Culture, Arts and Recreation and other provincial Tourism Board partners. The report represents an extension of our 2017-2020 Business Plan due to the restrictions imposed in response to the COVID-19 pandemic mid-March of 2020.

This annual report reflects the unprecedented challenges of the COVID-19 pandemic on all operations not just at Destination Labrador but also with our project partners and the entire tourism industry in Labrador. There has been significant impact to our normal operations, and this impact is reflected throughout this report.

Marketing

Typically, each year Destination Labrador coordinates industry investment to finance the organizations' business plan and annual workplan to deliver marketing programs and services. In response to the COVID-19 pandemic and the associated provincially mandated social distancing guidelines and travel restrictions, Destination Labrador suspended any requirement for industry investment to finance operations and programs. There was no industry partner investment as there was no significant marketing activity in the following, typical workplan activities such as the provincial travel guide advertorials, marketplace attendance, consumer shows, fam tours, market readiness and sense of arrival initiatives.

Website newfoundlandlabrador.com (nl.com)

- Although there was no revenue realized for annual marketing partnerships, there was however important engagement in support of generating new marketing content such as photography and online story content.
- There is always a need for Labrador content to better assist trip planners and site users especially as it relates to the changing dynamic of an improved Quebec-Labrador Highway.
- Tourism Operator Profiles on www.newfoundlandlabrador.com, new travel offers/experiences, and new product development in the Labrador south were a focus for new content creation with new photography to enhance the market readiness of Labrador tourism product.
- While there were enhancements to Tourism Operator Profiles (TOP) in all regions of Labrador, TOP content and profiles remain a priority to enhance the market readiness of tourism operators.

Destination Labrador Partnership Programs						
2021/22 Marketing Activity Revenue Generation Summary						
V1.3						25-Mar-22
Marketing Revenue						
TCII Programs						
		<u>1st QTR</u>	<u>2nd QTR</u>	<u>3rd QTR</u>	<u>4th QTR</u>	<u>Total</u>
Travel Guide						
	Advertorial	\$0	\$0	\$0	\$0	\$0
	Total Travel Guide	\$0	\$0	\$0	\$0	\$0
Total TCII Programs		\$0	\$0	\$0	\$0	\$0
DL Programs						
Travel Shows						
	Trade	\$0	\$0	\$0	\$0	\$0
	Consumer	\$0	\$0	\$0	\$2,911	\$2,911
	Media	\$0	\$0	\$0	\$0	\$0
	Total Trade Show	\$0	\$0	\$0	\$2,911	\$2,911
Fams						
	Trade	\$0	\$0	\$0	\$0	
	Media	\$0	\$0	\$0	\$0	
	Total FAMS	\$0	\$0	\$0	\$0	\$0
Sponsorship						
Market Readiness						
Shop Local Program						
	Total Other	\$0	\$0	\$0	\$18,000	\$18,000
Total DL Programs		\$0	\$0	\$0	\$2,911	\$18,000
Total Marketing Revenue		\$0	\$0	\$0	\$2,911	\$18,000
Total Other Revenue		\$0	\$0	\$0	\$0	\$0
Total Revenue Before Discounts		\$0	\$0	\$0	\$2,911	\$20,911
Discount Adjustments (10%-20%, for multiple tactic partnerships)						\$ -
Net Partner Revenue						\$20,910.74
In-Kind Contribution		\$0	\$0	\$0	\$0	\$0

Report Period: Apr 1, 2020 to March 31, 2022

Social Media:

- Current Followers:
 - Twitter 1,969 followers (1,951 previous year)
 - Facebook 1,685 followers (1,450 previous year), largest increase in all social media channels
 - Instagram has a following of 1,176 accounts (1,015 in 2021).

Consumer/Trade shows

- All consumer shows (Toronto, Montréal and Ottawa planned for the spring of 2021) were postponed and cancelled due to COVID-19 travel restrictions.
- An all virtual online Rendez-Vous Canada (RVC+) marketplace was held May 17-20, 2021 and attended by three Labrador operators; Battle Harbour Historic Properties, Alexis Hotel and Air Borealis. A detailed report of Destination Labrador’s 32 business appointments is available by contacting the DL office. Tour operators and travel influencers in our key markets continue to have interest in our destination.

Trade and Media Fams:

- There were only 3 fams in 2021/22 due to COVID-19 travel restriction.
 - Tim Johnson, Toronto Star (visited Battle Harbour, Red Bay and Point Amour)
 - Dale Dunlop (Travel influencer, blogger, visited Battle Harbour, Red Bay and Point Amour)
 - New Fly Fisher tv show (Newfoundland and Labrador Outfitters Association)

2021 Fam Budget Summary Report - Aug 4, 2021

Publication	Status	Participant(s)	Sector/Product	Market	Region
Tim Johnson	Current	Tim Johnson	Sightseeing Tourinf	Global	Labrador South
Dale Dunlop	Completed	Dale Dunlop	Sightseeing Tourin	Canada	Labrador South
New Fly Fisher	Current		Angling	Canada, Global	North
Participant					
Tim Johnson					
Dale Dunlop					
New Fly Fisher					

Advertising

Whereas all NL Travel Guide advertorials planned for the 2021 edition of the provincial travel guide was impacted by COVID-19 travel restrictions, Destination Labrador honored previous year investments, by repeating the advertorial at no cost to partners, for the 2021 and 2022 travel guide editions.

Destination Development

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 Charlottetown, Port Hope Simpson, Mary's Harbour/Battle Harbour, Red Bay, Forteau/Point Amour, L'Anse au Clair and North West River. Assisted Town of St. Lewis (Fishermens Point), Town of West St Modest (Bouquet Hill Trail), Jersey Trails, Northern Light Inn, Northern Lights Gifts, NL Cottages, Alexis Hotel, Big Land Boat Tours, Battle Harbour (Imagery and story content for Cod Fishing travel offer, Florian Hotel (imagery for Bites of Basque History travel offer), Florian Hotel's Lighthouse Dinners offer, Florian Hotel/PHSs Picnics at Point Amour Lighthouse, Oceanview Resort, Amaruk Golf Club, Riverside Restaurant, Whaler's Quest Ocean Adventures, and Last Stop Wilderness Adventures.

Destination Development Planning (DDP)

- Destination planning was impacted by COVID-19 travel restrictions and the pending review of all DDP charter initiatives for a new Strategic Plan to replace Vision 2020 by the partners of the provincial Tourism Board.
- The Labrador Destination Development Plan (DDP) Task Team did not hold any formal meetings due to impacts related to COVID-19 travel restrictions and pending review of provincial Vision 2020 and strategy.
- Completed a review of all Labrador-based Vision Destination Development (DDP) initiatives associated with Vision 2020 and Labrador DDP priority projects.
- COVID-19 restrictions delayed new QC/Labrador Expedition 51 Task Team and 2020-21 workplan, however the team was re-established in July 2021 and has been meeting regularly since with an annual focus on re-writing old content in French and English versions of NL and QC travel guide and their respective websites. Future partnerships for 2022 are focused on signage harmonization (Highway routes 389 – 500 – 510 – 138), QC Consumer Shows, and joint travel trade fam tours with QC being the target market.
- Central Labrador Working Group efforts delayed due to COVID-19 travel restrictions and the departure of support staff from Town of HV-GB. An overview of the Working Group's progress, DDP priorities and strategic direction forward to 2022 was completed in December 2021 with new Town Council of HV-GB. A commitment for re-establishing the Central Labrador Working Group with Town staff support was confirmed and waiting for the completion of the HRT hiring process to be complete winter/spring 2022.
- Assisted Nunatsiavut Tourism Division of Nunatsiavut Government's Advisory committee in completing their Tourism Strategy Refresh. Consultation and planning were contracted to consultants from Canadian Ecotourism Services from Winnipeg/Toronto. Workplan implementation has been postponed pending consultation and the completion of a new provincial tourism strategy.

- Assisted the Red Bay UNESCO Work Heritage Site Steering Committee on advancing a new project: Right Whale Relocation & the Waterfront Building Spatial Design Plan.
- Coordinating with TIAC and TCII Culinary Tourism Alliance on DC pilot program initiative.
- Member of new Deer Lake Airport Sense of Arrival (SOA) Task Team implementing SOA upgrades to YDF Airport.

Provincial COVID-19 Task Force

The Provincial COVID-19 Task Force, since March 2020, has helped respond to concerns related to the impact of COVID-19 on the tourism industry. Destination Labrador in concert with other DMOs and led by Hospitality Newfoundland & Labrador with and other industry stakeholders (Airport Authorities, Marine Atlantic, and federal and provincial partners) have met on a regular basis to determine the magnitude of the situation, monitor developments, gather and share knowledge and attempt to determine a path to move to recovery and beyond.

We continue to represent concerns related to Labrador such as

- impact of limited non-essential travel to Labrador north coast
- cross-border protocols for QC/Lab borders in Labrador west and Straits regions
- cancellations of all non-resident outfitter bookings
- cancellation of all group motorcoach travel into Red Bay NHS (5-6,000 passengers annually)
- seasonal operations dependence on a limited labor pool and need for foreign immigrant staffing
- continued DMO communications related to COVID-19 impacts, response, rebound and recovery were coordinated through HNL's One Industry Voice
- continued participation in provincial committees and Tourism Board Implementation team meetings.
- Continued one-on-one communications with industry and one-on-one online counseling.

Other Activities/Workshops

- Exec Dir met with various consulting firms working for DL partners, tourism operators and sub-regions (Brain Trust, Indigrow Business Management, Sheila Downer, Graham Consulting Services, and Canadian Ecotourism Services). All consultants are either working for major regional stakeholders and or tourism operators.
- Three operators (Florian Hotel, Alexis Hotel and Oceanview Resort) participated in a Shop Local Program supported by the Atlantic Chamber of Commerce.
- DL AGM was hosted online February 21, 2022 with 26 stakeholders in attendance.
- New members elected at the DL AGM were: Carol Burden, Alexis Hotel; Greg Wheeler-Grand River Snowmobile Club; and Carvey Noble, Height of Land Hotel. Re-elected was Susie Rumbolt, Cloud 9 Boat Tours, and Gordon Rendell, Blue Spruce X.

Industry Engagement

- \$20,911 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.
- Dispute 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.