



Run Video: Destination Labrador Lure Video

<https://www.youtube.com/watch?v=GsuBMbCc-qY>



Good afternoon. First I'd like to **thank** the members, Board and staff of Labrador North Chamber of Commerce for **your innovative and creative thinking**, not to mention the obvious **hard work** and determination required to present us all with this platform from which we can **further enhance** the **economy of the province**, in **particular the future development of Labrador resources**. We all benefit from your success.



In **2011**, **tourism reached \$1 billion in spending**, the highest ever in our province and enjoys the envy of most, if not all, other Canadian tourism destinations with respect to our **award winning marketing campaign *Find Yourself***.



Renowned Carvers
John Terriak and Billy Gauthier

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Despite labour market supply challenges, tourism's share of employment in NL remains strong at **over 8 percent of jobs in our economy.**



Of that, **\$456 million were export dollars**, new money in our economy, spent in hundreds of communities throughout Newfoundland and Labrador.



Hopedale Moravian Mission Complex
The Oldest Wooden Building East of Montreal

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The foundation of industry, the private sector, made up of accommodations, food & beverage, attractions, travel services and transportation, is located throughout the entire province.



In Labrador the face of **this capacity is represented** within Destination Labrador and our industry partners.



Battle Harbour
Restored Heritage Properties

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These partners, and the many partnership opportunities we share, play a unique role in our economy, because not only do they generate new export dollars from travellers, **but they also serve as vital infrastructure serving business travellers** that other sectors need in order to grow in our communities.



Grass Weaving
Unique to the Community of Rigolet

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Destination Labrador is one of 5 Destination Management Organizations (or DMOs) in the province. Together with a host of other industry associations and other provincial and federal public partnerships, there is a shared responsibility around one common Vision, to maximize the provincial industry growth and demand, in particular **we are focused on doubling revenue by year 2020 to 1.6 billion.**



Destination Labrador is a private-sector led, customer focused, partnership-based, DMO with a mandate to partner on marketing, product development and **market readiness for the Labrador tourism industry.**



Membership is free at Destination Labrador in favor of allowing the full breath of the tourism offer to be presented in marketing and sales efforts to **all** consumers. Rather it is the partnership model at Destination Labrador that drives the investment of our business plan and helps streamline our industry investment in areas like marketing, sales and destination development...



It's a pay-to-play partnership model that generates targeted ROI for partners.



Traditional Inuit Games
Still Common to See in Nunatsiavut

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In the past 4 years **we have raised over \$130,000 in stakeholder investments** for our business plan. For the next 3 years we are **projecting \$138k from our partnership model to leverage a further \$700k** in public partnership with provincial and federal stakeholders.



Managing private-public partnerships in one business plan is always a challenge **to meet each organizations' expectations**, to leverage the strengths while mitigating risk and bringing some balance to project planning and delivery...



after all one must overcome these challenges to advance a regional tourism plan, and that is especially so in an emerging tourism destinations like Labrador.



Within Labrador, the northern region of **Nunatsiavut is an emerging destination** in itself; one might also say it is a unique sub arctic destination in Labrador in fact the Inuit experience in Nunatsiavut adds a unique element to Labrador , the Province and Canada...



Stone Carving
Hopedale, Nunatsiavut

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and of course it includes one of Canada's **Signature Experiences the Torngat Mountains National Park**. Nunatsiavut Tourism is a key partner and an active annual stakeholder for the past 8 years with DL.



Collectively we recognize many challenges from our work over the past number of years.



Accessibility, higher than normal cost of doing business (hydro, transportation, communications), low destination awareness, limited community and industry HR capacity... access to training, and limited visitation numbers.



Pitsik: Dried Char
An Inuit delicacy

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Keep in mind that the Tourism industry, **by its very nature**, is a fragmented industry... the vacation experience is determined by hundreds of experience providers from the time the vacation planning starts to the return trip home...



it involves the service delivery of all types of business structures (Private, NFP, public) across numerous cities, town, communities, **in one itinerary**, from travel agents to gas station attendants.



We are not immune to these realities and challenges... any region can claim to have a tourism industry **but the destinations of choice** leverage the **collective strengths** of industry partners in the *entire* region to provide award winning vacation experiences that meet visitor expectations and the brand promise we promote.



Partnerships are a key ingredient for success in Labrador.



External business relationships with the travel trade and the distribution channels that promote the province are as important as **the need for strong and vibrant business relationships** within the destination.



We all play a part in the delivery of the experience for the visitor and we all help define their experience.



Torngat Mountains National Park
Torngait: Inuktituk for *Place of the Spirits*

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There is a lot at play and there is considerable change taking place in Labrador.



The Great Labrador Canoe Race
A 67km Expedition on the Churchill River

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In the past 7 years we have seen many changes:

* the establishment of a new Park the Torngat Mtns Nat Park and a unique Co-Management Board of Qc and Lab Inuit together with NGC operating the Park's remote research and base camp facility allowing for easier access and enhanced programming in what is truly a unique new product for the province.



* During the summer of 2010 the final touches were applied to the Trans Labrador Highway as it opened for vehicular traffic allowing travelers for the **first time in Canadian history** a highway loop itinerary through Eastern Canada.



* One notable change related to the new TLH about to unfold in a significant way over the next 5 yrs is the road trip travel time and cost from Quebec City to Gros Morn... at the moment the cost is identical (whether it's through Labrador or the traditional route across the Gulf) the difference being an additional 2 days of travel time through Labrador (that should be reduced with the modernization of the TLH)



Ice Berg Viewing
...in the Strait of Belle Isle

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- * Year-round ferry access across the Strait of Belle Isle has increased access for winter tourism opportunities
- * A little over a year ago now, decades of research, development and planning resulted in a UNESCO World Heritage designation for Red Bay NHS



* We have also seen the emergence of the NG and NGC in leading significant heritage restoration projects in Hebron, Hopedale, Rigolet and Nain... **not to mention the purchasing** of key transportation companies Air Labrador and Universal Helicopters.

* The new Illusuak Cultural Centre is under construction... the new Centre designed by architect Todd Saunders will open in 2017.



*Torngat Mountains Base Camp and Research Station will see new improvements in 2015 and was recognized as number 7 in the top 20 destinations to see in Canada in 2015

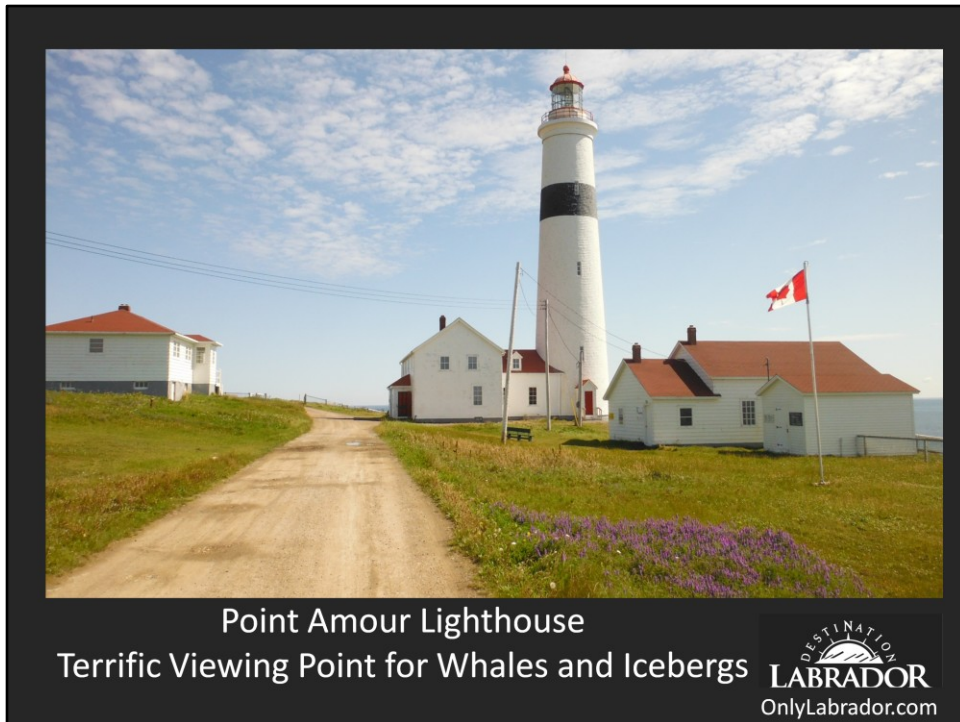
* and provincially the restructuring of regional tourism organizations, the creation of the provincial Tourism Board in 2009 and the expanded mandate of provincial DMOs like DL, are all examples of change that are generating new opportunities for further tourism development in Labrador.



Holland America Cruise Line
Red Bay National Historic Site of Canada

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So the past 7 years have been about change... from highways to new Parks and UNESCO designations, new tourism players and partners are emerging.



Throughout this backdrop of change, Destination Labrador has enjoyed a strong formal partnership every year with Tourism Nunatsiavut supported by the NG.

With their partnership we have just concluded a major Visitor Appeal Assessment and a new refreshed strategic plan... Press release earlier today.



Tourism Nunatsiavut has a mission to 'foster a spirit of partnership and collaboration to develop and promote authentic, engaging, accessible, quality visitor experiences'.



In the context of northern destination development, tourism challenges and opportunities require a results oriented and leverage based approach to ensure success.



Angling Atlantic Salmon
Some Many Rivers to Choose From!

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For example, the Tourism Strategy Refresh just completed was a concurrent consultation program delivered by the same contracted consultant team as the Destination Labrador's Visitor Appeal Assessment in addition to being the same team leading the same effort in other regions of the province.



Iceberg Alley
Giants of the Labrador Sea

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Together with Tourism Nunatsiavut we have also just started a new Business mentorship program this month to work with other non-traditional industry partners to facilitate their market readiness to become future marketing partners.



As the regional DMO in Labrador we also work directly with TN to leverage the exposure of their tourism product and regional identity within the provincial marketing campaign and specifically the content within the #1 tourism portal in the province NewfoundlandLabrador.com



Birch Brook Snowshoe and Ski Trails
Happy Valley – Goose Bay

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We also share the cost and HR support for attendance at marketplaces and consumer shows and collaborate on business opportunities as a result of the shared market intelligence from these initiatives.



Dogsled Racing
An Annual Event in many Communities

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And those partnerships continue in the follow up with these potential new business clients by cost-sharing the hosting of industry familiarization tours back in Labrador...



Cain's Quest - World's Longest
and Toughest Snowmobile Endurance Race

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You may have seen some of these results in media outlets like the ABC TV show ***Born to Explore*** series hosted by Richard Weiss, the youngest ever president of the NY City-based Explorers Club.



or
the 16 page advertorial in Outpost Magazine published a few years ago featuring
tourism operators from across the province... from Argentia to the TMNP.



16th Century Basque Chalupa Exhibit
Red Bay Orientation Center

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These are a few examples of how formal partnerships are meeting some of the challenges of tourism development in Labrador.



So thanks for your time today and I will close by showing you one more example of a partnership project work from this past summer when we partnered with Tourism Nunatsiavut on a series of television stories which aired on NTV over the past 2 months...

Thank you. Nakummek.

Run 2 Min Video: Nunatsiavut