

Press Release

For Immediate Release

Expedition 51⁰: A New Era of Cross-Border Adventure!

Destination Labrador, December 6, 2023 - Expedition 51⁰ – Quebec Labrador Highway, much more than just a tourist circuit, represents an immersive adventure into the northern experience, transcending provincial borders to offer a unique experience to visitors. By strengthening collaboration between Quebec and Labrador, this initiative aims to create a model for regional development, highlighting the distinct assets of each territory while reinforcing connections between communities.

This innovative interprovincial tourism Venture involves Destination Labrador, MRC de Caniapiscau, MRC du Golfe-du-St-Laurent, Tourisme Cote Nord and multiple Visitor Centers across the Expedition 51⁰ tourism space. This Venture Partnership is a landmark in interprovincial tourism. Its achievement is a result of the unique Collaborative Economic Development approach developed and supported by the Community Economic Development and Employability Corporation (CEDEC).

To ensure promotion worthy of this exceptional experience, we are thrilled to announce we are hiring a key resource who will assume the role of Expedition 51⁰ Tourism Coordinator starting in 2024. This individual will be responsible for designing communication and marketing strategies to increase the circuit's visibility, as well as developing and structuring its offerings in response to the growing demand from visitors. This unique initiative in the tourism sector will not only contribute to the economic flourishing of the regions but also promote a positive and inclusive image of our territories.

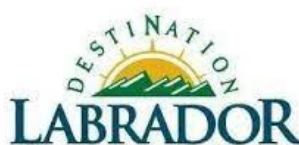
The detailed job offer is available in the appendix to this press release. We encourage anyone passionate about tourism and the promotion of these two great territories to submit their applications. This unique partnership offers the chance to play a central role in shaping the opportunities and future of Expedition 51⁰, contributing to an exceptional cross-border experience.

For more information, please contact: Randy Letto, Executive Director at Destination Labrador at randy@destinationlabrador.com.

What about Expedition 51

Expedition 51⁰ – Quebec Labrador Highway offers an immersive experience in northern landscapes, blending the cultural richness of Quebec and Labrador. This unique cross-border circuit aims to forge lasting connections between communities while fostering economic development in the region.

Merci à nos partenaires!



Source :

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Destination Labrador in partnership with Tourisme Côte-Nord

is now hiring a

Interprovincial Tourism Coordinator

Destination Labrador is seeking an energetic and experienced individual interested in joining a dynamic and innovative partnership of Quebec and Labrador tourism organizations to facilitate tourism destination and business development projects. As the **Coordinator**, you will work and travel within Quebec and Labrador for Destination Labrador Inc (DL) an established Destination Management Organization in the province of Newfoundland and Labrador with an interprovincial and regional focus on tourism development for Labrador and the Tourisme Côte-Nord region of Quebec.

DL is a private-sector led, partnership-based organization with a mandate to partner with tourism industry operators on marketing, product development and market readiness for Labrador tourism stakeholders.

Start Date: Jan 15, 2024. Duration: 12 months with potential of moving into a 3-year permanent position.

The following is a summary of main duties:

1. Researching, editing, and developing new Expedition 51 content for partner social media channels
2. Researching, editing, and updating online trip planning information
3. Support the organization and coordination of the FAM tours with the partners
4. Develop a communications plan and maintain a strong network between the VIC operators/staff and partner organization
5. Coordinate training and research supports for VIC operators/staff and partner organization through online conferencing platforms like Microsoft TEAMS and ZOOM platforms
6. Researching tourism operations, destination experience providers and community-based tourism events, activities, and services to facilitate content for promotional purposes
7. Through #6 above, compile a database of new product, activities and attractions and their relevant market readiness based on industry quality assurance standards (including French and English service providers and level of technology adoption) to increase their market readiness and participation in the tourism industry.

8. Organize and facilitate regular inter-provincial meetings between partners and their associated tourism industry networks. Compile meeting notes and action plans for follow up.
9. Build an online database of tourism industry operators and operations to build a stronger communications network for partners.
10. Supporting the coordination of partner marketing projects (development of new trip planning tools, consumer shows, fam tours, and VIC service-related initiatives)

Education/Work Experience

1. Post secondary education, or equivalent work experience relating to business or marketing are a strong asset.
2. Work experience in social media and tourism preferred.

The candidate should have excellent communication and interpersonal skills and preferably have experience in marketing. Being bilingual would be an asset. Must have own transportation and be willing to travel (travel expenses will be covered by federal government travel rates) and must be willing to work flexible hours when travelling.

Location: This is a work from home opportunity, based in Labrador and/or Tourisme Côte-Nord region of Quebec.

Salary: \$45,000 - \$50,000/Year commensurate with qualifications and experience.

Duration: This is a full-time position with a 12-month contract with the possibility of an extension.

Application Deadline: Dec 22, 2023

To apply, or for more detailed information on the position, please contact Randy Letto, Destination Labrador, Executive Director, via phone @ 709-897-5674, email randy@destinationlabrador.com, P.O. Box 1239, Stn C, Happy Valley-Goose Bay, NL A0P 1E0

Thank you in advance for your application and only those applicants receiving an interview will be contacted.

