

Destination Labrador

Annual General Meeting, March 19, 2026

Happy Valley-Goose Bay, NL



Welcome

Land Acknowledgement

As we meet today, we respectfully acknowledge the land of which we are gathered as the ancestral homelands of the Innu and the Inuit of NunatuKavut and Nunatsiavut. We proudly acknowledge our role in the many relationships that make up our home and commit to the spirit of reconciliation for the future.



Thursday, March 19, 2026

- | | |
|----------------|--|
| 2:00 pm | 1) Welcome & Introductions – Randy Letto, Executive Director |
| 2:10 pm | 2) Call to Order – Peter Bull, Chair |
| 2:15 pm | 3) Approval of the Agenda – All |
| 2:16 pm | 4) Adoption of Minutes AGM 2022 – All |
| 2:20 pm | 5) Business Arising – Peter Bull/All |
| 2:25 pm | 6) Financial Statements – Randy Letto/All |
| 2:35 pm | 7) Annual Report Presentation – Peter Bull/Randy Letto |
| 3:05 pm | 8) Stakeholder Q&A – All |
| 3:35 pm | 8) Nomination Report – Randy Letto |
| 3:45 pm | 9) Election of Directors – Randy Letto |
| 4:00 pm | 10) AGM Adjournment |



Adoption of Minutes

- Meeting Minutes
- www.DestinationLabrador.com / Partners
- Business Arising

Financial Report

- Launch PDF File
- Presentation
 - Statement of Financial Position
 - Statement of Revenues and Expenditures
 - Statement of Changes in Net Assets
- Adoption of Financial Report



Annual Report Presentation

- Presentation Overview
 - About DL, Our Business Plan and Budget
 - Marketing Plan
 - Marketing Activities 2024-2025
 - Destination Development 2025
 - Industry Engagement
 - Stakeholder Q&A



About Destination Labrador

- Not-for-profit founded 1992
 - Not a membership based organization
 - 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.
-
- ❖ Partnership model; partner on a pay-to-play basis
 - ❖ Marketing partnership require minimum of \$250 per partner for fam tours, consumer/trade shows, projects
 - ❖ private/public sector partnership based regional Destination Management Organization for all Labrador, focused on business-to-business tactics



About Destination Labrador

Board Members

Peter Bull, Chair, Battle Harbour National Historic District, NL

Susie Rumbolt, Vice Chair, Riverside Efficiency Units, Mary's Harbour, NL

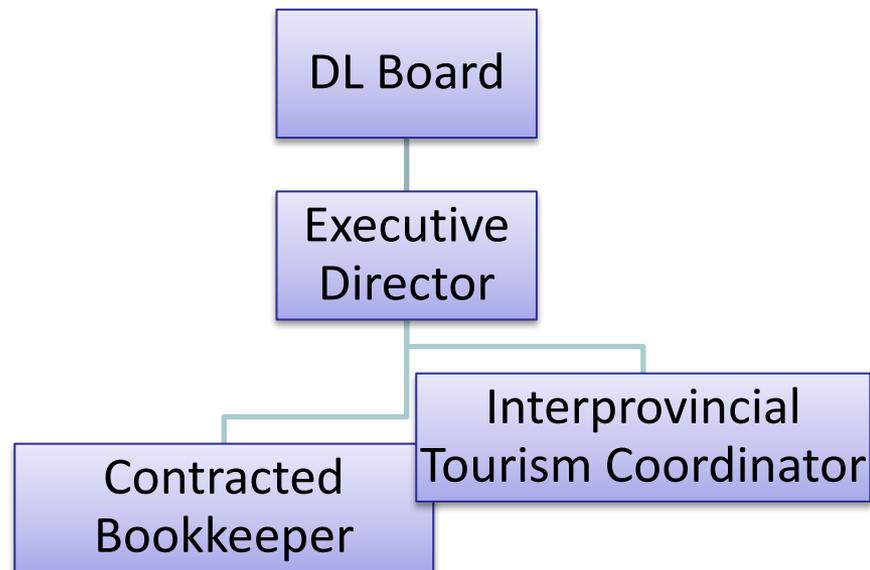
Ernie McLean, Treasurer, Labrador Heritage Museum, North West River, NL

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

Charlene Penney, Penney's Suites, Port Hope Simpson, NL

Carol Burden, Alexis Hotel, Port Hope Simpson, NL

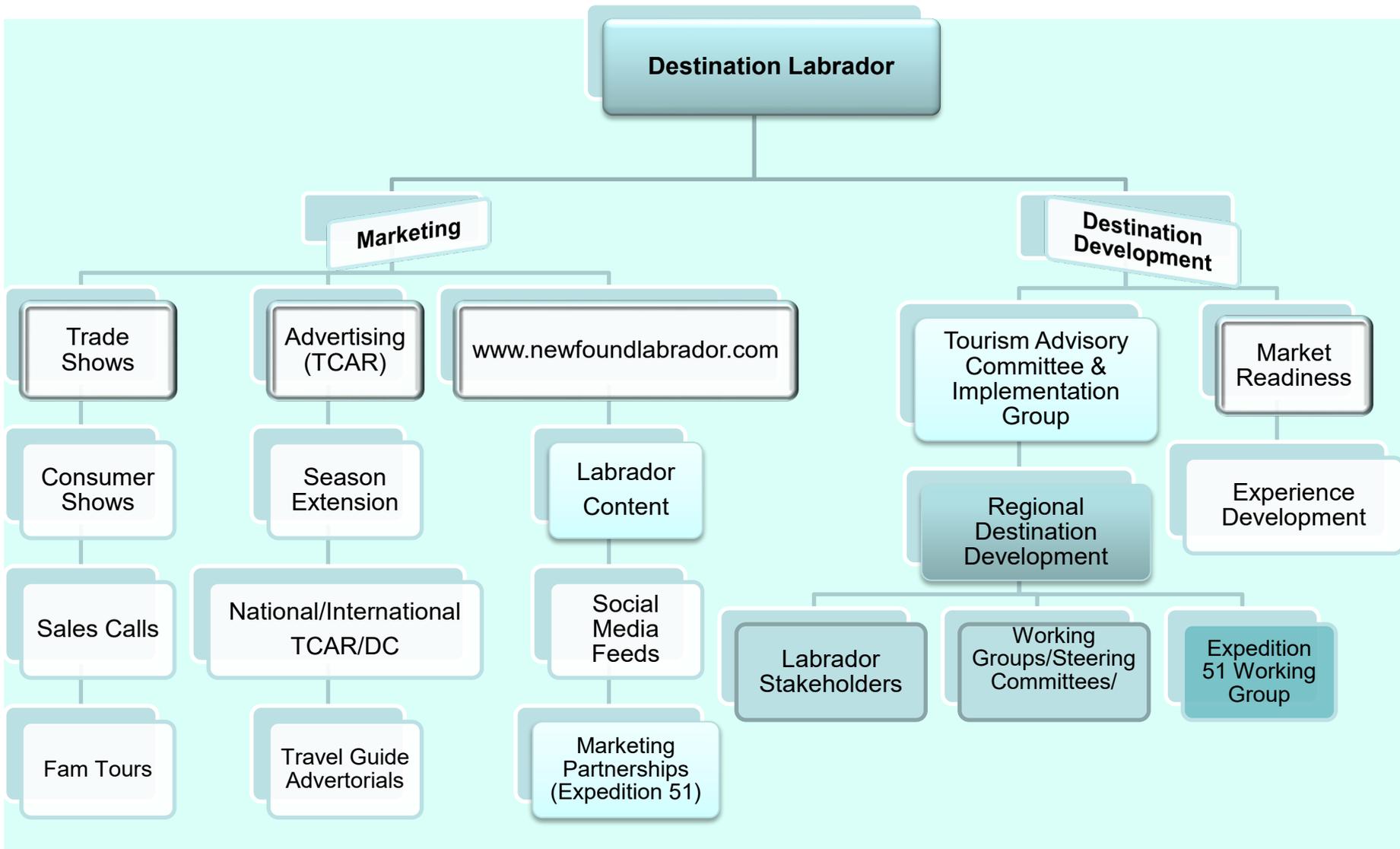
Greg Wheeler, Grand River Snowmobile Club, Goose Bay, NL



Staff

- Randy Letto, Executive Director
- Fernanda Romero, Interprovincial Tourism Coordinator

Our Business Focus



Our Business Plan

Marketing, Market Readiness and Product Development

Responsible for Labrador content on www.NewfoundlandLabrador.com

All Labrador Tourism Operators should have:

- ✓ their Tourism Operator Profiles complete along with refreshed content and images ready for 2026
- ✓ Updated Travel Offers for winter and summer 2026
All offers are a free advertising opportunity! Ask for help anytime
- ✓ It's Free to advertise on NewfoundlandLabrador.com

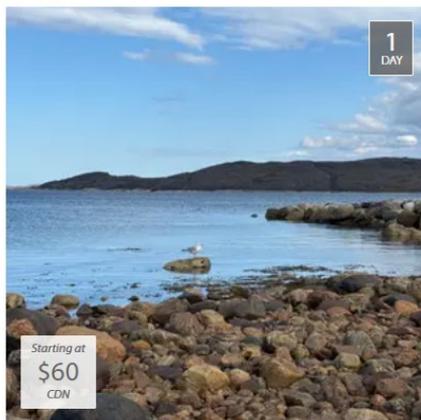


Starting at
\$100
Per Person

Dec 01, 2025 - Apr 30, 2026

Rose's Run

Northern Lights Dog Sledding

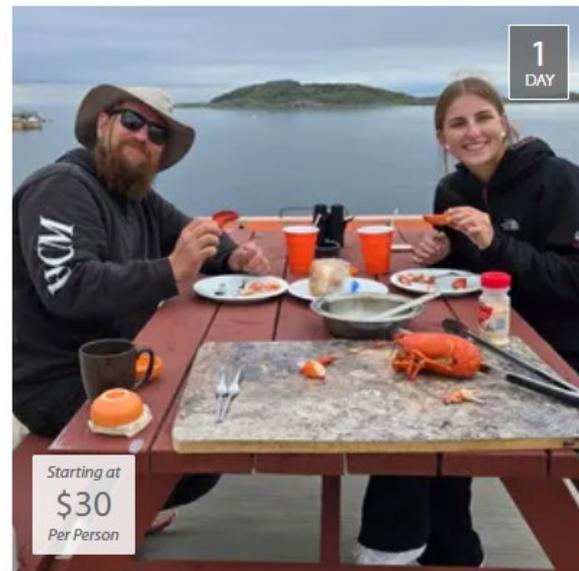


Starting at
\$60
CDN

Jun 15, 2026 - Oct 15, 2026

Picnic with Sea View

Amaguk Hotel



1
DAY

Starting at
\$30
Per Person

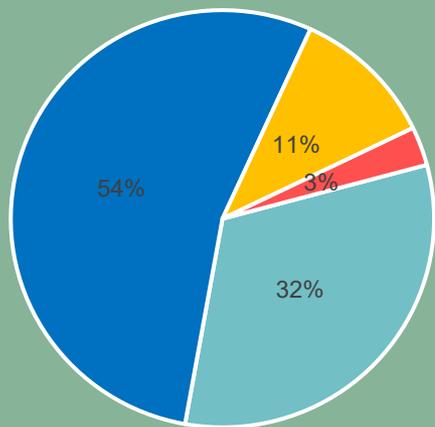
May 01, 2026 - Oct 01, 2026

Dockside Seafood Boil-Up in Red Bay

Whaler's Quest Ocean Adventures

Budget and Financing

% of Fund, 3-Yr Budget (2024-2027)



■ ACOA
 ■ TCAR
 ■ IET
 ■ Destination Labrador

Budget Summary 2024-2027

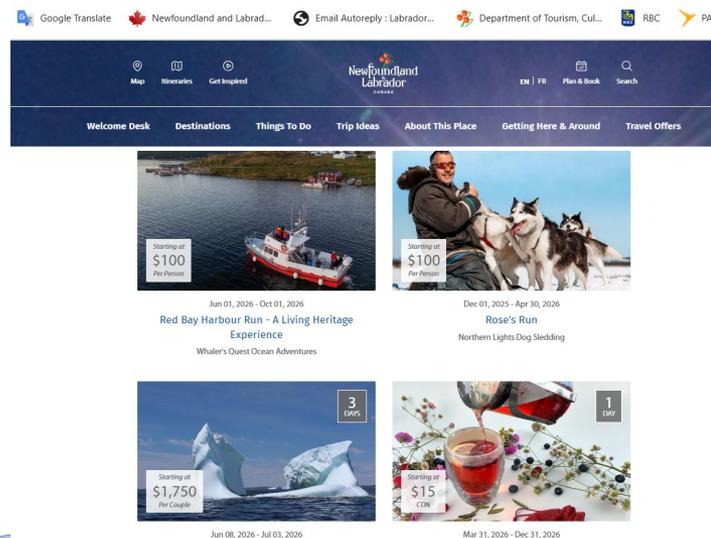
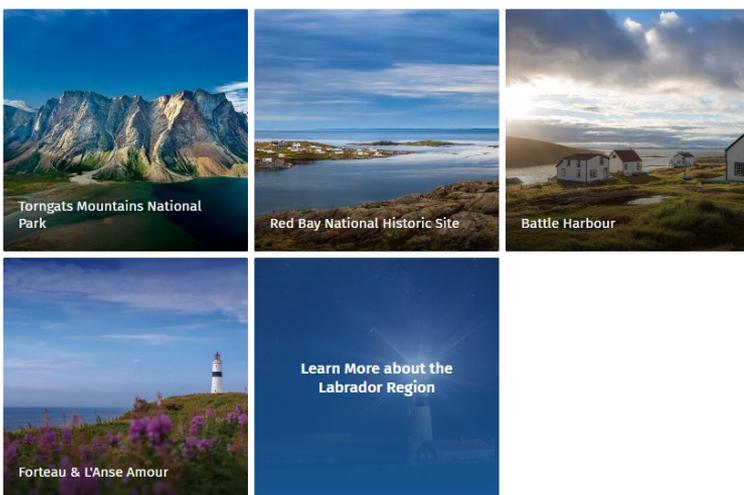
	Projected Costs
HR/ADMIN	\$487,092
Marketing	\$215,000
Travel	\$100,000
Product Development	\$60,000
Total	\$862,092



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
 - www.gov.nl.ca/tcar
 - Tourism Operator Portal www.nltourismoperatorportal.ca

Popular Places in Labrador



Marketing to Tour Operators and Travel Media

- Major Fam Tour Itineraries
 - 3 UNESCOs (Western Newfoundland to Southern Labrador)
 - Expedition 51⁰ Quebec-Labrador Highway
 - Torngat Mountains National Park
- Travel Media/Trade Companies
 - Journalists, Travel Guides, Magazines, Newspapers, Editors, Photojournalists
 - Travel Influencers like bloggers, photographers, content providers)
 - Group Tour Operators (Owners, Product Managers, Sales staff)
 - FIT (Receptives, Direct to Consumer Agencies/Tour Operators)



Marketing at Travel Shows

Existing Consumer/Trade Shows

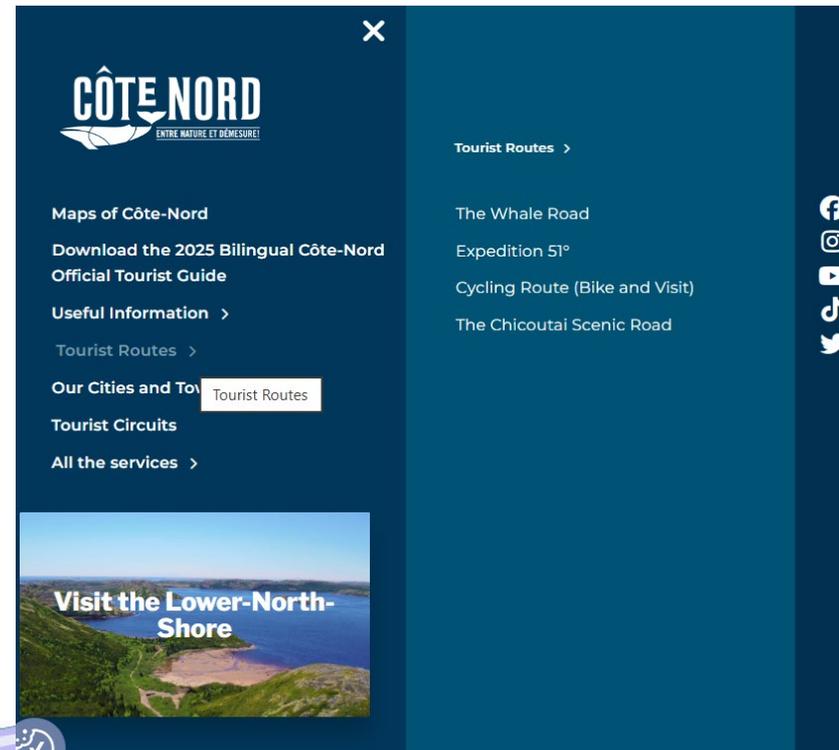
- Outdoor Adventure Shows (Toronto, Montréal)
- Travel and Leisure Show (Ottawa)
- Rendez-Vous Canada Marketplace
- Atlantic Canada Showcase
- Hospitality NL Tourism Conference and Tradeshow
- Bienvenue Québec (Group Tourism QC Market)

The Outdoor Adventure Show



Marketing to Consumers

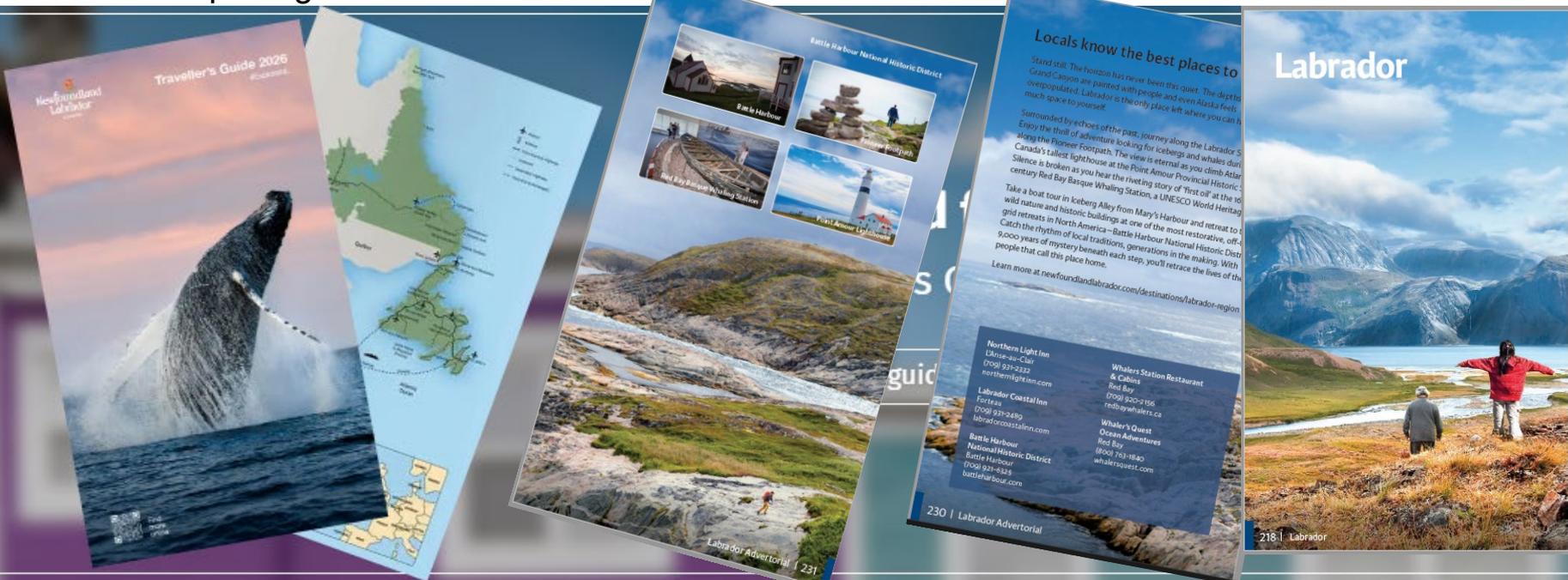
- Labrador Regional Pages on www.newfoundlandlabrador.com
 - Currently there are only 28 travel offers for all Labrador! 3 in Central, 2 North, 16 South, 7 provincial tour operators
 - Expedition 51 Partnership with Tourism Côte Nord focused on the Quebec (QC) market
 - www.expedition51.com
 - www.tourismecote-nord.com



Marketing to Consumers

Provincial Travel Guide Labrador Content

- Locals Know Best Advertorial
- Labrador Sea and Skies A big land with big adventures.
- Best Kept Secrets
- Itineraries
 - A big land with big adventures
 - Covering Untouched Ground
 - Exploring the North Coast



Labrador

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
- Register new tourism service (TOP) at <https://www.nltourismoperatorportal.ca/>
- We offer one-on-one coaching to curate images and content, assist operators to complete Tourism Operator Profiles and create travel offers
- Assisting HNL and other DMOS on a provincial strategy to support best practices to enhance and identify exceptional experiences.

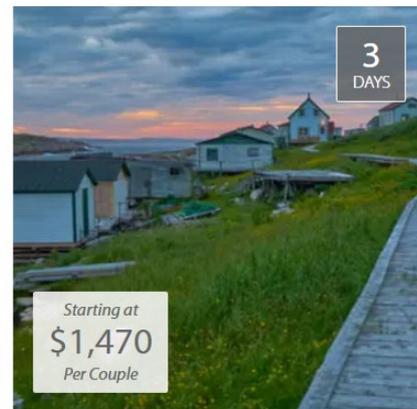
Exceptional
Experience
NEWFOUNDLAND & LABRADOR



Jun 01, 2026 - Oct 01, 2026

Ocean to Plate Experience – A Taste
of Labrador's Fishing Heritage

Whaler's Quest Ocean Adventures



Jun 08, 2026 - Sep 09, 2026

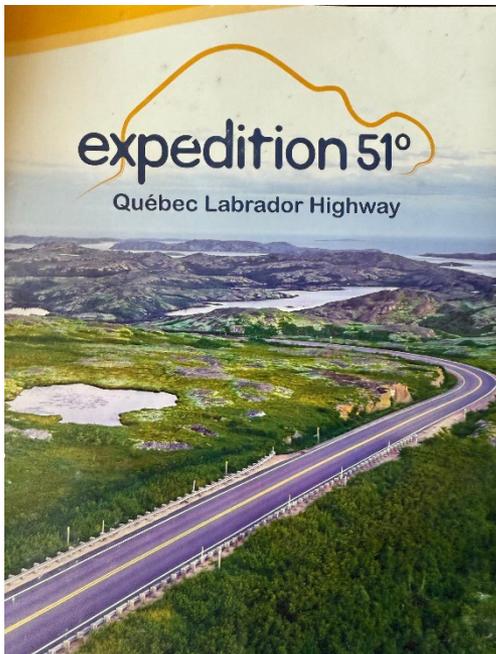
Forgotten in Time - Battle Harbour

Battle Harbour Historic Properties

Marketing Activities 2025

Consumer/Trade Shows

- Attended Rendez-Vous Canada Winnipeg (May 2025)
- Attended the Outdoor Adventure Shows (Toronto and Montreal)
- Montreal Show Stats: Visitation 16,800 (2025), 10 booths 2026
- Toronto Show Stats: Visitation 19,100 (2025), 21,100 (2026) 14 Booths
- Atlantic Canda Showcase Saint John, NB 2025



Through regional marketing, destination and market readiness initiatives, Destination Labrador supports key travel trade activities such as fam tours, sales calls and marketplace attendance to educate and facilitate the sale of Labrador travel experiences. On the northeast coast of Canada, Labrador offers a different kind of tourism experience. Untouched beauty and vast wilderness are the backdrops for scenic communities, indigenous cultures and diverse wildlife. Unique coastal touring routes, world-class fishing, adventure cruising and winter sport tourism speaks to the explorer in all of us.



DestinationLabrador



Destination.Labrador



people/onlylabrador

Visit us online (Consumer) NewfoundlandLabrador.com and (Trade) DestinationLabrador.com

Top Destinations

- Battle Harbour National Historic District
- Red Bay National Historic Site
- Point Amour Lighthouse Provincial Historic Site

What's New

- Mamattuk Restaurant Lounge and Patio
- Labrador Coastal Inn
- Gosling Lake Campground and RV Park

Top Attractions

- Red Bay UNESCO World Heritage Site
- Expedition 51° Québec-Labrador Highway
- Battle Harbour National Historic Site

Notable Destinations, Attractions and Events

- Cain's Quest-World's Largest Snowmobile Race
- Labrador Winter Games
- Torngat Mountains Base Camp & Research Station

What's New – Attractions

- Red Bay UNESCO World Heritage Site
 - New Saddle Island Interpretive Programs
 - New Visitor Centre and Exhibits
 - Right Whale Exhibit, Dr. James A. Tuck Memorial Waterfront Building
 - Whaler's Quest Ocean Adventures, Dr. James A. Tuck Memorial Waterfront Building



Marketing Activities 2025

Travel Trade and Media Fams

Delivered 5 fam tours

- Itineraries included all Labrador / Battle Harbour / Expedition 51⁰
- 5 fams, 21 participants; 1 Trade Tour Operator (Canadvac Travel) Fam, 10 travel media, 10 Travel Agents
- Other (TCAR, TCN, Parks Canada)



Marketing 2025

DL Website and Social Media

- Relaunched destinationlabrador.com (new content, new design)

- Launched Expedition 51.com
 - Fully bilingual webpage with links to digital content for maps, guides, itineraries and anchor attractions
 - Digital Expedition 51 Map, Online Google map for Expedition 51, 44-page Practical Guide, and 10-Day Itinerary

- Social Media: We follow you! We repost your content!
 - Instagram 1,412 Followers (up fm 1,223), following 103
 - Facebook 1,943 Followers, following 248 Tourism Stakeholders in Labrador
 - Posts 1,600



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



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

Marketing 2025

➤ Expedition 51 Partnership

- ✓ New Bilingual Wayfinding Maps - 25,000 copies 2024-25
- ✓ Decal Campaign (E51 Bumper Stickers for visitors)
- ✓ Launched Expedition51 Webpage
- ✓ Digital Expedition 51 Google Map
 - ✓ [Google Map](#)
- ✓ QC Consumer Shows
- ✓ Fam tours for QC market travel influencers



Marketing 2025

➤ Expedition 51 Partnership

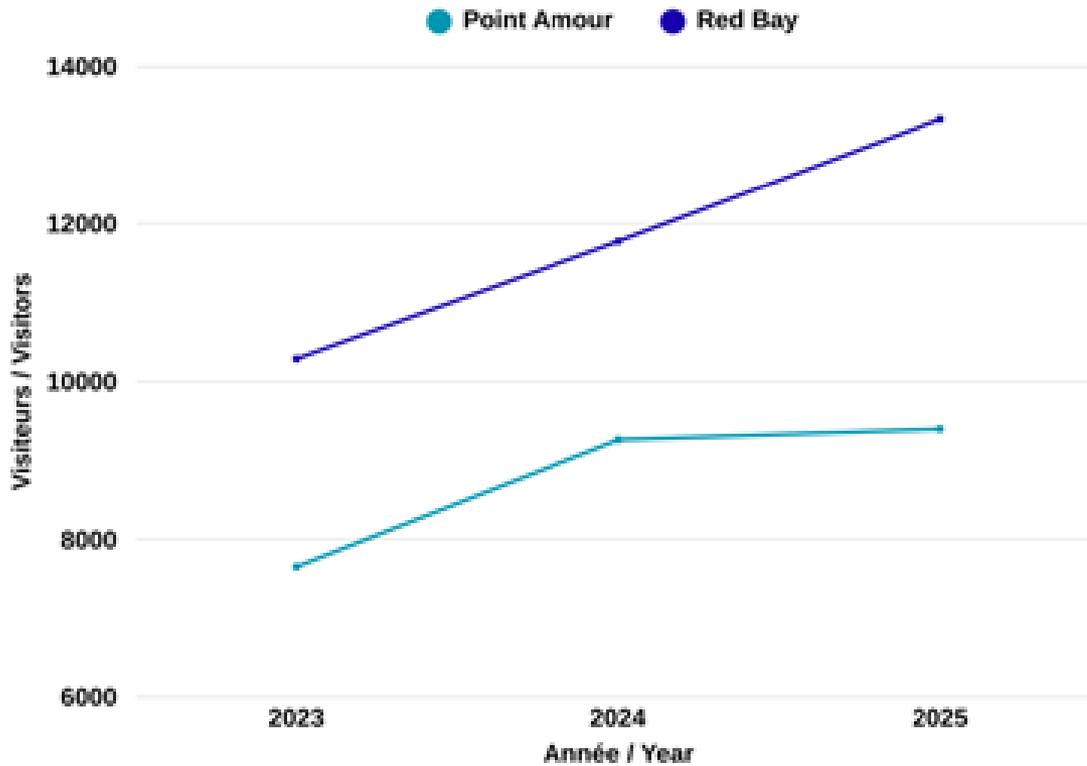
- ✓ Expedition51.com website visited more than 5,000 times.
- ✓ Expedition 51 | Road Trip online map. The map has been consulted more than 34,000 times since its creation
- ✓ Expedition 51 TV Ad video clip | Tourisme Côte-Nord's 2025-2027 marketing campaign “Let yourself be surprised!” Over 5,000 views.
- ✓ Expedition 51 workshops and information sessions – Baie Comeau, Wabush, Lower North Shore and Labrador Straits
- ✓ Tourisme Côte-Nord and Destination Labrador attending consumer and trade shows in Eastern Canada
- ✓ Media Fam Tours
 - ✓ • Go-Van - Labrador and Newfoundland.
 - ✓ • Québec en Vacances –Baie-Comeau to Vieux-Fort via Bella Desgagnés
 - ✓ • Association Vanlife Québec (AVQ) | Big loop of Expedition 51.



[video clip](#)

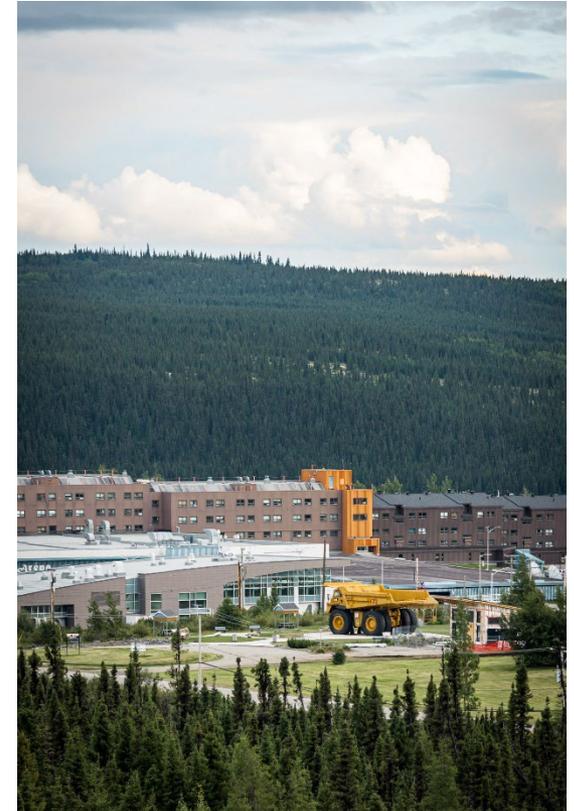
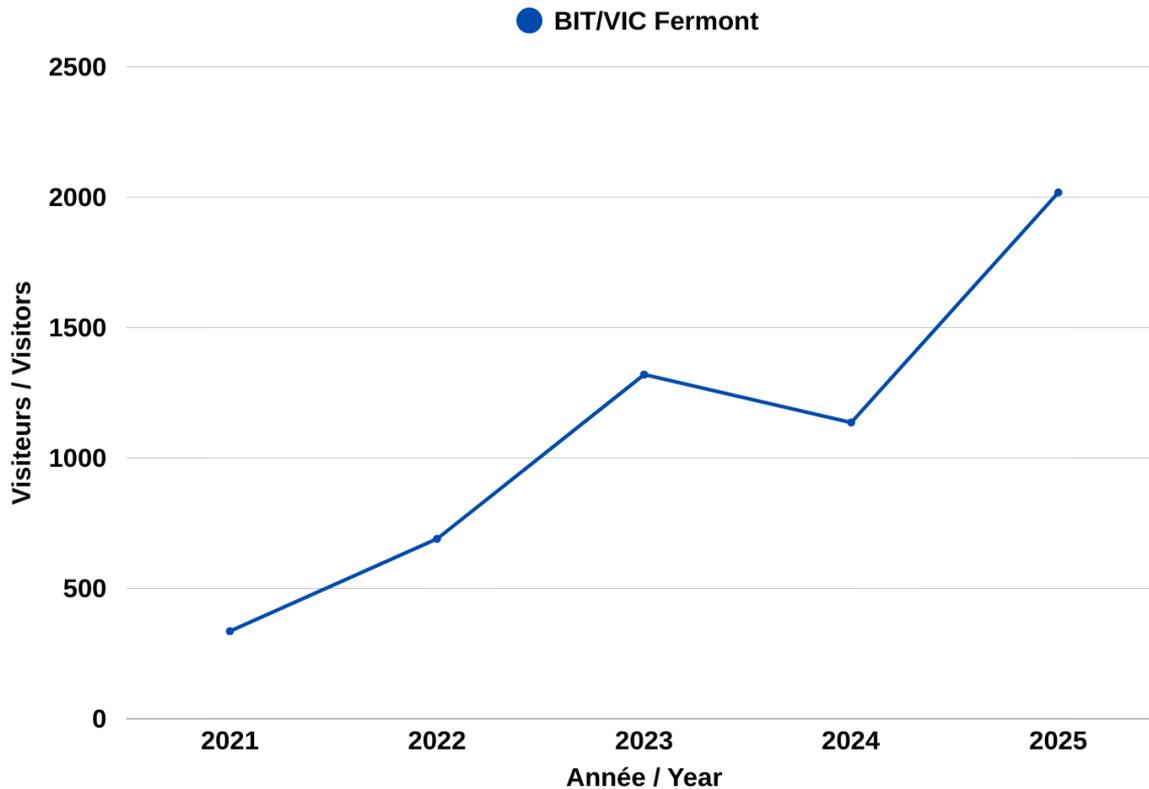
Marketing Results

-  Positive Feedback



Marketing Results

-  Positive Feedback



Destination Development 2025

- Expedition 51° Working Group and Management Committee (Baie Comeau, Wabush, Salmon Bay)
- Red Bay Town Council Waterfront Building Project
- Red Day UNESCO VEMP Steering Committee
- Labrador Winter Games
- Central Labrador Winter Tourism Initiative
- Labrador Straits Working Group
- Tourism Industry Advisory Group
- HNL and DMOs Exceptional Experiences



Serena Etheridge

Industry Engagement

- \$25,570 in project/partner revenue; Expedition 51 Partnership
- A focus on season extension strategies for Working Groups
- One-on-one sessions available to all stakeholders for help maximizing content and promotional opportunities on the provincial tourism website
- Economic Impact Survey Expedition 51
- Expect more engagement as we move forward on new initiatives:
 - Exceptional Experiences Program;
 - Regional Season Extension Planning;
 - New initiatives for the Expedition 51 Partnership 2026-28; and
 - Red Bay San Juan Legacy Project



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!

Any Qs?

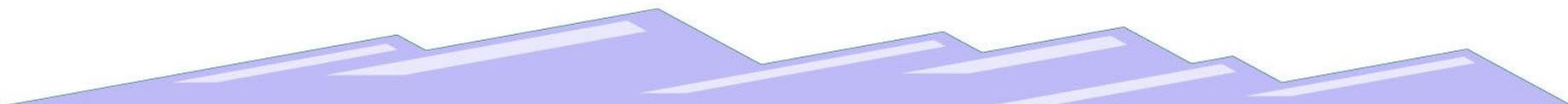


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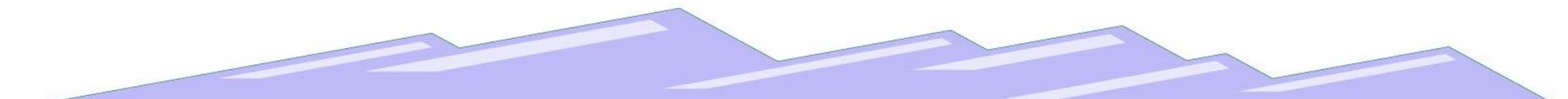


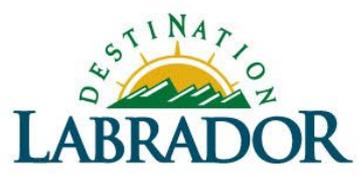
Nomination Report





Election of Directors





Adjournment

