

Destination Labrador

2023-24 Annual General Meeting

Online via Zoom

Welcome





2023-24 Annual General Meeting, Wednesday, April 30, 2024

Via Zoom

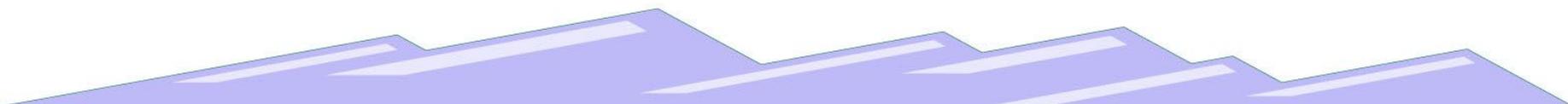
(All times are AST, +1/2hr in NST)

- | | |
|-----------------|--|
| 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 2022 – 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

- Presentation Overview
 - About DL, Our Business Plan and Budget
 - Marketing Plan and Marketing Activities 2023
 - Marketing and Destination Development 2023-24
 - Organizational and Governance
 - 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

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)

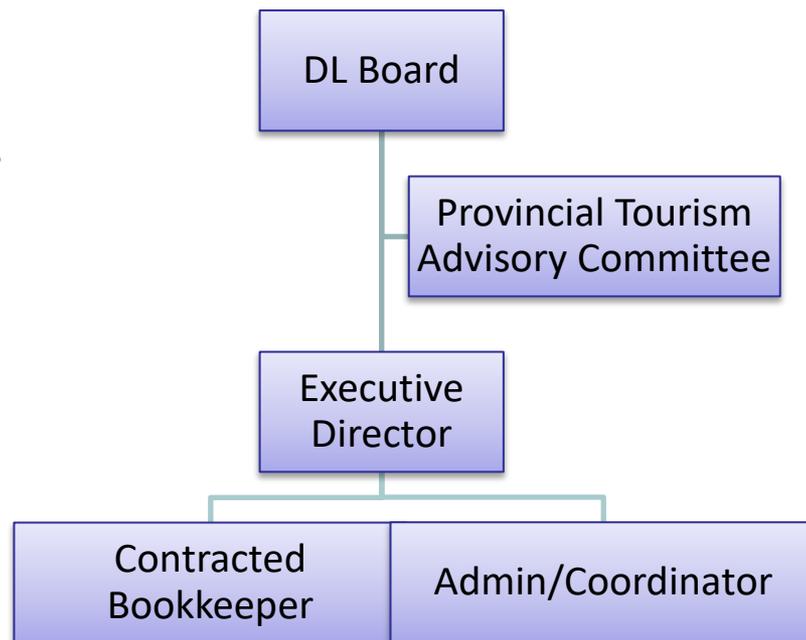
Gordon Rendell, Blue Spruce X, North West River, NL

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

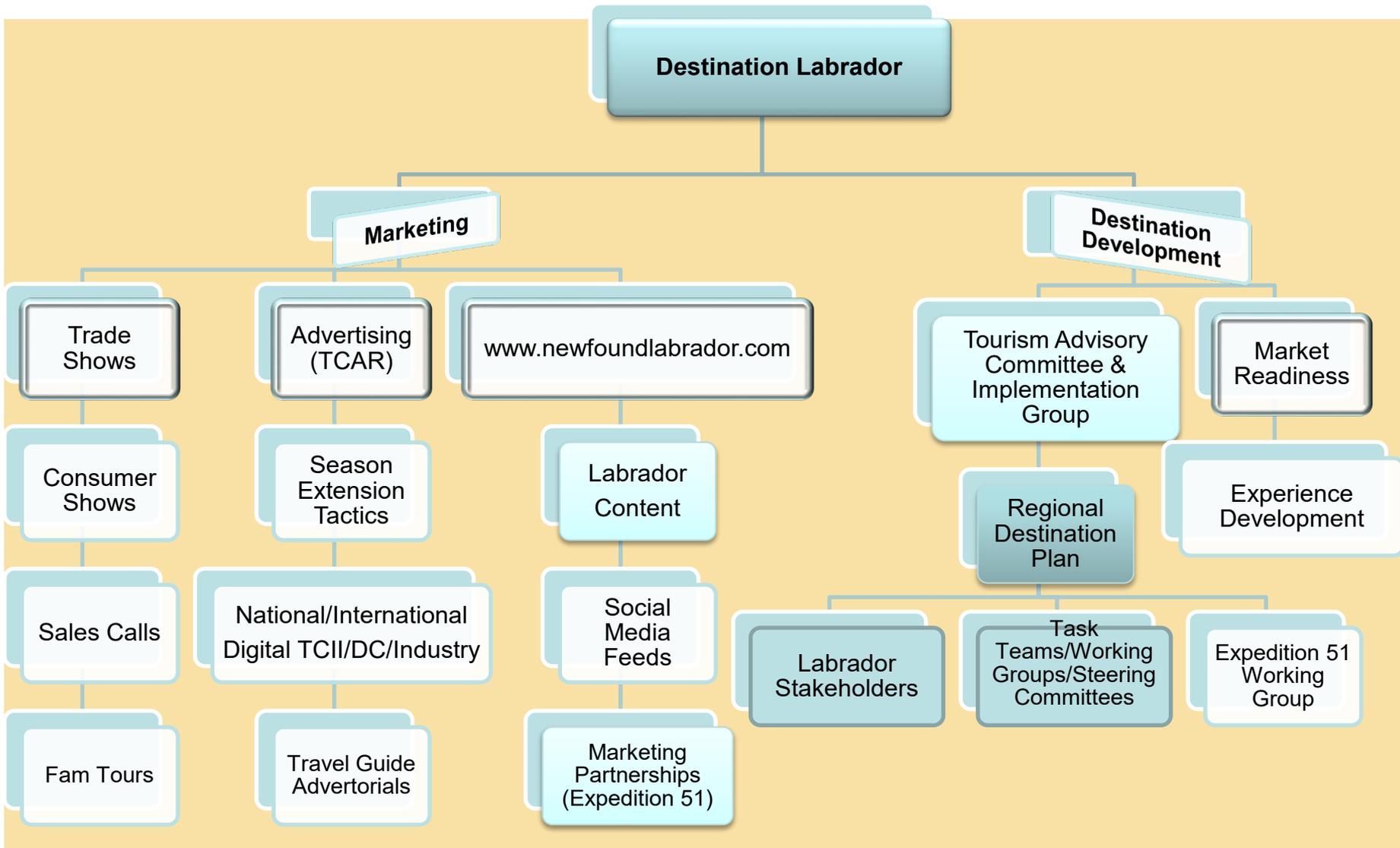
Greg Wheeler, Grand River Snowmobile Club, Goose Bay, NL



Staff

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

Our Business Focus



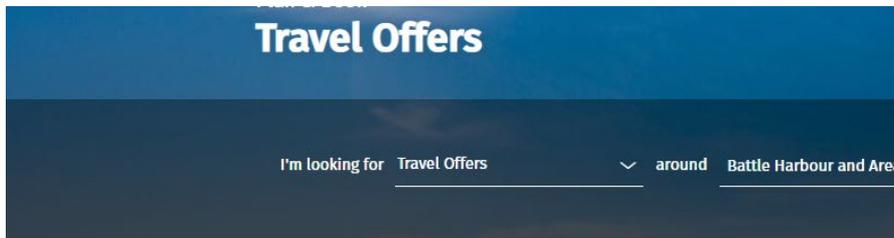
Our Business Plan

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 2024
- ✓ Updated Travel Offers for winter and summer 2024. All offers are a free advertising opportunity! Ask for help anytime
- ✓ It's Free to advertise on NewfoundlandLabrador.com

Labrador Region Offers - *Random Results*



Sunset Cruise

Whaler's Quest Ocean Adventures



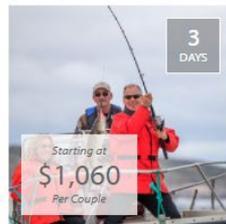
Get Away to a Place That Time Forgot - Battle Harbour

Battle Harbour Historic Properties



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

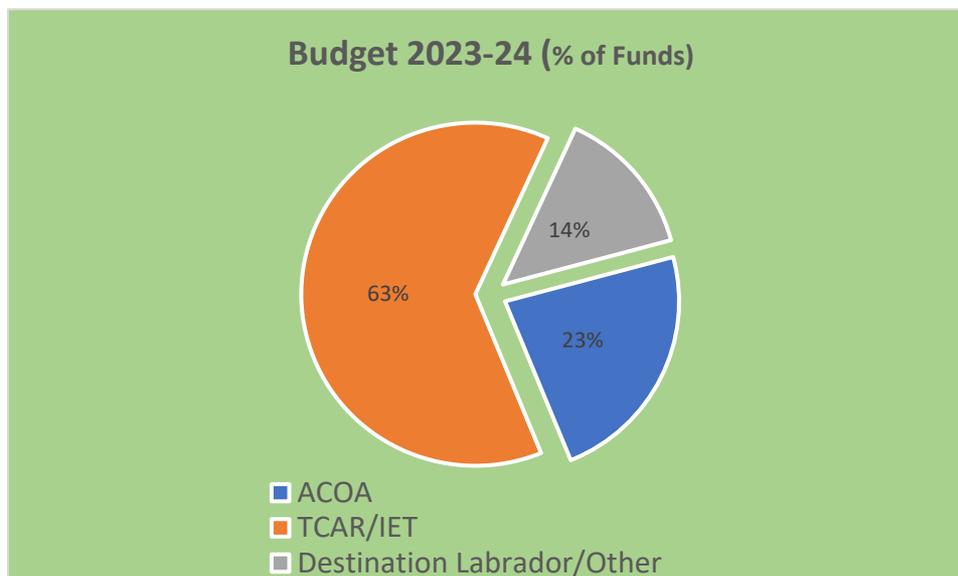
Battle Harbour Historic Trust



Labrador Songs Package

Battle Harbour Historic Properties

Budget and Financing



Budget Summary 2022-23

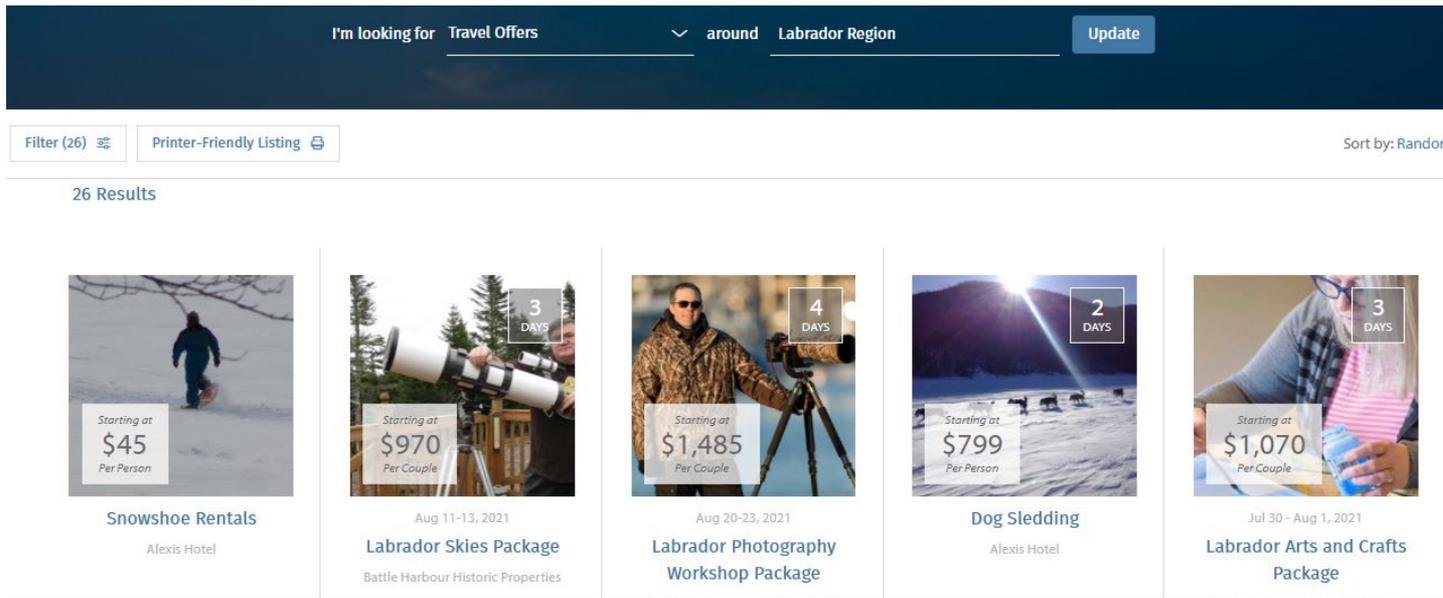
Office/Staff/Contracted Support
Marketing
Travel
Total

Projected Costs

176,063
62,533
30,690
269,286

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

A screenshot of the Destination Labrador website's travel offers page. The page has a dark blue header with the text "I'm looking for Travel Offers" and "around Labrador Region" with an "Update" button. Below the header, there are filters for "Filter (26)" and "Printer-Friendly Listing", and a "Sort by: Random" option. The main content area shows "26 Results" and a grid of five travel offers. Each offer includes a photo, a duration badge (e.g., "3 DAYS"), a starting price, and the provider's name.

Offer	Duration	Starting Price	Per	Provider
Snowshoe Rentals	3 DAYS	\$45	Per Person	Alexis Hotel
Labrador Skies Package	3 DAYS	\$970	Per Couple	Battle Harbour Historic Properties
Labrador Photography Workshop Package	4 DAYS	\$1,485	Per Couple	Battle Harbour Historic Properties
Dog Sledding	2 DAYS	\$799	Per Person	Alexis Hotel
Labrador Arts and Crafts Package	3 DAYS	\$1,070	Per Couple	Battle Harbour Historic Properties

Marketing to Travel Trade

- 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
 - TV shows (Dizi Films – TVA Sports, Rock Solid Builds)
 - Group Tour Operators (Owners, Product Managers, Sales staff)
 - FIT (Receptives, Direct to Consumer Agencies/Tour Operators)

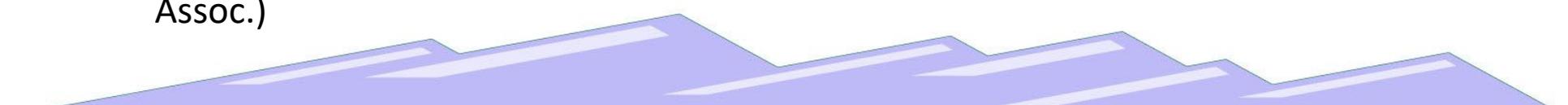


Marketing at Travel Shows

Existing Consumer/Trade Shows

- Outdoor Adventure Shows (Toronto, Montréal)
- Travel and Leisure Show (Ottawa)
- Hospitality NL Tourism Conference and Tradeshow
- Rendez-Vous Canada Marketplace
- Tourism Media Association of Canada (Fam Tour 2024)
- Atlantic Canada Showcase

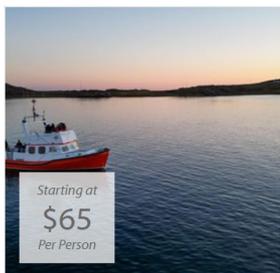
Potential Consumer/Trade Shows

- 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 to Consumers

Labrador Regional Pages on www.newfoundlandlabrador.com

- Majority of Labrador Travel Offers are from Labrador South region. Currently there are only 18 travel offers for all Labrador!
- New Partnership with Tourism Cote Nord focused on the Quebec (QC) market with support from MRC de Caniapiscau and MRC Golfe-Saint-Laurent
- Expect more marketing in QC as a result of the completion of paving to the Trans Labrador Highway and Expedition 51⁰ Marketing Partnership



Jun 1 - Oct 1, 2024

Sunset Cruise

Whaler's Quest Ocean Adventures



May 1 - Sep 30, 2024

Battle Harbour Discovery

Maxxim Vacations



Jun 10 - Sep 1, 2024

Get Away to a Place That Time

Forgot - Battle Harbour

Battle Harbour Historic Properties



Marketing to Consumers

Provincial Travel Guide Advertorials

- 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 purple and orange. Make time to appreciate Labrador's beauty from the sky when you can leave the road to go to the coast. Overlook the views of Labrador's past, from carefully Overhaul routes of exploration and trade to 19th-century British colonialism and join the local traditions generations in the making.

With 100 years of mystery beneath each step, it's time to reveal the history. Come of those that discovered the land. Visit the Labrador Coastline at 10 destinations, explore the rich and unique nature of full speed. Learn more at OxyLabrador.com

Locals Know - The Best Places to Visit!
Day 1: Visit Gargoyles in Labrador's 19th-century, a restored town of the century church, for information about the people and places locals know best. Climb the 123 steps of the Lullait Lighthouse in Akwes. Canada's oldest lighthouse. Enjoy the view from the top of the lighthouse. (HST Raleigh in Point Amour Lighthouse Provincial Historic Site. Optional: Watch for whales, seals, and otters along our shores and from numerous places along the coast. Overnight at the Northern Lights.

Day 2: Discover the unique 16th-century story of oil production for the lamps of Europe at Red Bay National Historic Site of Canada. Enjoy a picnic at Red Bay and walk on a ship. Discover the rich history of a renowned fishing village, on a tiny island in the Labrador Sea, at Bellefleur National Historic Site of Canada. Optional: Explore some of the best beaches and scenery along the coast for scenic views of the land and sea, and look at nature close up. Overnight at the Arctic Hotel.

Day 3: Hike the amazing Wonderlands, a 16-acre pristine sandy beach discovered by Vikings on our shores 1000 years ago near the Point of Contact. Optional: Explore some of the best beaches and scenery along the coast for scenic views of the land and sea, and look at nature close up. Overnight at the Carriage Hotel.

Advertisement Here!
Carriage Hotel
1-800-563-1188
CarriageHotel.com
www.carriagehotel.com

Destination Here!
Carriage Hotel
1-800-563-1188
L. Wilson@carriagehotel.com
www.carriagehotel.com

Experience Labrador
1-800-563-1188
www.experiencelabrador.com

Esperance Labrador

2023

Locals know the best places to visit.

Stand still. The horizon has never been this quiet. The depths of the Grand Canyon are painted with purple and orange. Make time to appreciate Labrador's beauty from the sky when you can leave the road to go to the coast. Overlook the views of Labrador's past, from carefully Overhaul routes of exploration and trade to 19th-century British colonialism and join the local traditions generations in the making.

With 100 years of mystery beneath each step, it's time to reveal the history. Come of those that discovered the land. Visit the Labrador Coastline at 10 destinations, explore the rich and unique nature of full speed. Learn more at OxyLabrador.com

Surrounded by echoes of the past, journey along the Labrador Strata. 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 "The Last" at the 19th-century Red Bay Boque 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 - Bellefleur National Historic District. Catch the rhythm of local traditions, generations in the making. With 1000 years of mystery beneath each step, you'll retreat the lives of the people that call this place home.

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

Northern Light Inn
1-800-563-1188
8000 563-3888
northernlightinn.com

Big Land Fishing Lodge
1-800-563-1188
West St. Modeste
1-800-563-1188
biglandfishinglodge.com

Whaler's Quest Ocean Adventures
1-800-563-1188
WhalerQuest.ca

The Placien Hotel
1-800-563-1188
1-800-563-1188
theplacienhotel.com

North Harbour National Historic District
1-800-563-1188
NorthHarbour.com

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2024



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
- We offer one-on-one coaching to curate images and content for TOP profiles and coach operators to complete profiles
- Assisting HNL and other DMOS on a provincial strategy to support best practices for tourism operators to enhance the market readiness of tourism experiences.
- New program expected soon to help develop a program that qualifies operators for additional benefits who achieve this special designation of offering an “exceptional” experience.



Jun 1 - Oct 1, 2024

Whaler's Quest

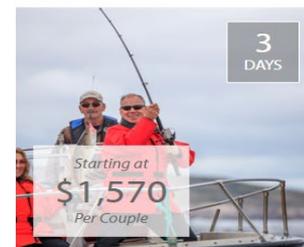
Whaler's Quest Ocean Adventures



Jun 10 - Sep 2, 2024

**Trans Labrador Highway
Motorcycle Special - Battle
Harbour**

Battle Harbour Historic Trust



Jul 27 - Sep 2, 2024

**Cod Fishing Package -
Battle Harbour, Labrador**

Battle Harbour Historic Properties

Marketing Activities 2023

Consumer/Trade Shows

- Attended Rendez-Vous Canada Quebec City (May 2023)
- 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 16,800, 9 Booths, 20 participants and over half of which were bilingual
- Most asked Qs – Expedition 51⁰ road condition, How to get here, icebergs, Best time to visit, TMNP, BH
- Partners and Labrador operators/ions were Battle Harbour, Alexis Hotel, Great Caribou Studio, Parks Canada, the Florian Hotel, Royal Inn&Suites



Marketing Activities 2023

Travel Trade and Media Fams

Delivered 11 fam tours

- Itineraries included all Labrador / Battle Harbour / Expedition 51⁰
- 9 fams, 14 participants; 1 Trade Tour Operator Fam, 8 travel media
- 2022 delivered 11 fams with 17 participants
- 2019 delivered 9 fams with 24 participants



Expédition 51 : l'ultime grand départ

Août 17, 2022 | Côte-Nord, Plein air

Marketing Activities 2023

- Travel Media Fams included
 - Dizi Films for TVA Sports, Isabelle Leclerc for Au Québ, Stephanie Wallcraft for Postmedia, Adrienne Friedlaender for Globetrotter, Ole Helmhausen for GEO Saison, MERIAN, Frankfurter Allgemeine, ZEIT, & Spiegel Online, Oliver Gerhard for Funke Media, Jennifer Baine for Bold Traveller and Zoomer Magazine
 - Freelance/travel influencers: Christopher Mitchell for @travelingmitch.com; Bri Mitchell for @brimitchelltravels; Mike and Anne Howard for Honeytrek.com.



Bold Traveller: Spring/Early Summer Edition 2024

POSTCARD FROM



ICEBERG ALLEY, NEWFOUNDLAND AND LABRADOR

The Rock is known for its iceberg-viewing adventures and has become one of the best places in the world to commune with these breathtaking glacial giants.

WORDS AND PHOTOGRAPHY BY JENNIFER BAIN

MY FIRST ICEBERG was a strange beauty that looked like the bottom half of a toothy grin. That was on a St. John's boat tour in 2017 and since then I've chased them across Newfoundland and Labrador and seen them in all shapes and sizes, and in colours that range from snow white and glacier grey to aquamarine.

I've gaped at these 10,000-year-old glacial giants from double-decker tour boats in Bay Bulls, Wildcat Bay, ferries to Bartlett Harbour, Zodiacs in Trinity and sea kayaks in Twillingate. I've spotted bergs from shore in Fogo Island, Bonavista, Elliston and Middle Cove.

Icebergs are edges of glaciers that have broken off and slipped into the sea. Ninety per cent of ours come from Greenland and the rest from Nunavut. Remember, only 10 per cent is visible so keep your distance in

case they roll and create dangerous waves. What the province calls "Iceberg Alley" stretches from the coast of Labrador to the southeast coast of the island of Newfoundland. I've seen Mother Nature's floating sculptures as early as April and as late as July, always melting as they drift south and die.

Diane Davis created Newfoundland and Labrador Iceberg Reports – a Facebook group with 75,000 members – so people can swap sightings in real time. "It's a pure obsession," admits the retired Gander teacher. "I also think it would be a sin for people to be in Newfoundland and not realize they're 15 minutes or an hour and a half away from an iceberg."

I love the hoopla almost as much as the thrill of the chase. Last year, photographer Ken Pretty from Dildo took viral drone shots

of a phallic-shaped iceberg in Conception Bay. You can't make this stuff up. Another shape-shifting beauty, straight out of central casting, once created traffic jams when it got stuck off picturesque Ferryland.

While an iceberg off Newfoundland sank the Titanic, they're sometimes harvested, melted and used to make beer and spirits. If you spot one on a boat tour, your captain will almost certainly scoop up some "berg bits" and gift them to you as ice cubes for a celebratory drink.



Post your best pictures on Instagram using #boldpics for the chance to be featured on this page in a future issue.

Marketing Activities 2023

Provincial Travel Guide Advertorials 2023-24

- 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 artefacts of D'Amore 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. Range 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-à-Chalk National Historic Site (p. 173)
5. Journey across and beyond with Park Toile, Francaville & Fyfe Towers (p. 179)
6. Stone and Shalework, D'Amore Meadows National Historic Site (p. 156)
7. Live the life of a Viking at Noistead, a Viking Port of Trade (p. 180)
8. Become an honorary VIKING, the Great Viking, east L'Anse-au-Loup (p. 125)
9. Cobblegs and whoops of Quispion Island Lighthouse (p. 94)
10. Leave artefacts 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 Brewsco, Point Amour Lighthouse (p. 49)

Gros Morne National Historic Site

D'Amore Meadows National Historic Site

Red Bay National Historic Site

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

Locals know the best places to visit.

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 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 off" 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) 263-3188
northernlightinn.com

Whaler's Quest
Ocean Adventures
Red Bay
(800) 712-8840
whalersquest.ca

Big Land Fishing Lodge & Tours Inc.
West St. Roberts
(709) 438-4679
biglandfishinglodge.com

The Florian Hotel
Forteau
(709) 818-8077
theflorianhotel.com

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

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Marketing 2023-24

DL Website and Social Media

- Updating to new Website in 2024
- Adding Visitor Services content on URLs for Expedition 51.com/.ca
- Digital webpage for downloading wayfinding maps, consumer show flatsheets, and support sense of arrival promos and ads)
- Join our E-Newsletter and follow us on Social Media.
- We follow you! We repost your content!

➤ Current Followers:

- Instagram 1,223 followers, following 91
- Facebook 1,800+ followers, Following 241 (Mutual 74) Tourism Stakeholders in Labrador;
- X (formerly Twitter) 1,939 followers; following 355



[@Labrador Tweets](#)



[/destination.Labrador](#)



[destinationlabrador](#)

Destination Development 2023-24

- New Marketing and Destination Development partnership with Tourisme Côte-Nord, QC MRCs (County Regional Municipalities; Golf Saint Laurent and Caniapiscau) and CEDEC
- Expedition 51° Working Group and Management Committee
- Red Bay Town Council/RB Right Whale Exhibit
- 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
- Labrador Data and Southern Labrador Development Assoc (SLDA) - Pioneer Footpath website development



Destination Development 2023-24

➤ Most active group currently is the Expedition 51 Working Group

■ Future partnerships are focused on

- ✓ Signage harmonization (Highway routes 389 – 500 – 510 – 138)
- ✓ New Bilingual Wayfinding Maps
- ✓ Sense of Arrival Qajaq W Ferry and TV Screen Advertisement
- ✓ Visitor Centre Bilingual Hubs
- ✓ Visitor Centre Stat Collection and Profiles
- ✓ Municipal Decal Campaign (E51 Bumper Stickers for visitors)
- ✓ QC Consumer Shows
- ✓ fam tours for travel resellers and influencers from QC market



➤ Strategic Plan and Vision for the province.



Organizational & Governance

- DL AGM was hosted online Nov 30, 2022 with 25 stakeholders in attendance.
- Donna Roberts retired Dec 1, 2022.
- Hired Inter-Provincial Tourism Coordinator Fernanda Romero Feb, 2024
- No new board members were appointed; one board member resigned Fall 2023
 - Special thanks to the volunteer board of Destination Labrador and our industry partners for their continue investment, engagement and leadership.



Industry Engagement

- \$35,770 in other project/partner revenue and Industry partners revenue in a limited number of partnership opportunities; namely consumer shows and fam tours.
- Expect more Industry consultation and communications as we move forward with the new Vision – Charting a Course Forward 2021-2026
- One-on-one sessions open anytime to book our help to maximize your content and promotional opportunities on the provincial tourism website
- Expect more industry investment opportunities as we move forward on marketing initiatives related to the Expedition 51 marketing Partnership.
- Planning Information Sessions in the Labrador Straits, Happy Valley-Goose Bay, Port Hope Simpson, and Baie Comeau to encourage regional identify and engagement in our tourism development strategies.



Thank you!

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

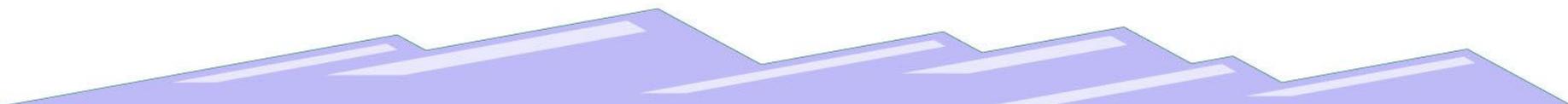
a special thanks to the Board of DL and all of our industry volunteers and champions!

Any Qs?





Nomination Report



Stakeholder Q&A

