

Marketing Activities and Partnership Opportunities 2007

A Directory of Newfoundland and Labrador Marketing Initiatives for Tourism Operators.




Newfoundland
Labrador

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A Message from the Minister

The 2007 Tourism Marketing Plan and Partnership Opportunities guide contains information on various marketing programs Newfoundland and Labrador Tourism has to offer. Designed as a marketing reference tool for tourism operators, it allows you to develop partnerships and gain exposure that further leverages your business.

In 2007, Newfoundland and Labrador Tourism unveiled its new website, an initiative directly related to the strategic priorities of the Newfoundland and Labrador Tourism Marketing Council. The Tourism website's user-directed focus allows visitors to connect to the information of their choice in a timely and relevant manner through their preferred distribution channel. Newfoundland and Labrador Tourism operators will be linked to this new website through the Tourism Destination Management System (TDMS). To ensure that you have the most up-to-date information on the website, I encourage you to use the new Tourism Destination Management System (TDMS) web update and update your listing on a regular basis.

As we embark on 2007, I encourage operators to take advantage of the opportunities outlined in this guide. As well, I would like to thank the Newfoundland and Labrador Tourism Marketing Council for their continued enthusiasm and leadership.

Sincerely,



Tom Hedderson
Minister of Tourism, Culture and Recreation

A Message from the Chair

In 2004, the Newfoundland and Labrador Tourism Marketing Council (NLTCM) released its 5-year Strategic Marketing Plan for Newfoundland and Labrador Tourism. This Plan defined the vision for tourism marketing, identifying the key strategic priorities for the future.

Last year, we saw the implementation of a new creative strategy, directly related to the strategic priorities outlined in the Strategic Marketing Plan. As we step into 2007, another exciting marketing initiative has begun to take shape. The new Newfoundland and Labrador Tourism website will enhance Newfoundland and Labrador's presence on the web and serve as a vital marketing tool for the Province as a tourism destination. This global online presence will provide Newfoundland and Labrador with a greater reach and, as a result, access to more potential travellers to the province.

On behalf of the NLTCM, I thank our industry colleagues for their efforts and I invite you to take a closer look at the Marketing Plan, and to work with us to promote Newfoundland and Labrador. We welcome your input, your partnership, and the opportunity to grow our industry.

Sincerely,



Judy Sparkes-Giannou
Chair Newfoundland and Labrador Tourism Marketing Council



Strategic Compass

The Accidental Tourist

“For Newfoundland and Labrador, there’s no such thing as an accidental tourist. It takes deliberate planning and determined effort to visit here, compelled by curiosity and the promise of what’s unique and different in our people, culture, lifestyle, and dramatic scenery.”

Barriers & Opportunities

Travel distance, access, and cost continue to be significant barriers for visitors, and a competitive disadvantage for the tourism industry in Newfoundland and Labrador. A short peak season, capacity constraints during peak season, and increasing problems and delays at border crossings and in airports make increasing tourism visitors and revenue even more difficult. Competing with well-known tourism destinations that are well-funded and heavily advertised makes the job even tougher.

Despite these barriers, there are opportunities open to Newfoundland and Labrador Tourism.

Baby boomers are entering the empty nest stage of the family life cycle. They have money, time, and keen interest to explore destinations that are off the beaten track, unusual, and unspoiled places where few have gone before. Places like Newfoundland and Labrador. Ontario, our largest non-resident market, still remains largely underdeveloped for Newfoundland and Labrador tourism. Our greatest opportunity may lie in the launch of the

new Tourism brand positioning and personality for Newfoundland and Labrador – and the creative strategy which we use to express it. Our coastline, rich history, unique culture, people, and natural environment remain our key strengths.

Marketing Objectives

The marketing objectives for Newfoundland and Labrador Tourism are to increase non-resident visitation and expenditures from our core markets, thereby increasing the tourism industry’s annual contribution to the economy.

The strategies and campaigns created to achieve these marketing objectives will also be guided by the desire of government and the Tourism Marketing Council to extend the tourism season beyond the core summer season in order to increase the economic benefit and the long-term viability of the industry.

Marketing Strategy

Newfoundland and Labrador Tourism will take a growth-strategy approach to marketing Newfoundland and Labrador as a tourism destination. Advertising will reach and persuade visitors to come to Newfoundland and Labrador, rather than to other destinations in their evoked set. Public and media relations will reinforce the key messages, delivering a consistent and relevant brand image of the province, while sales and online initiatives will “close the loop.”

The tourism product – in the form of attractions, experiences, and infrastructure – will have a larger role to play in increasing length of stay, amount of money spent per trip, and overall tourism revenues.

To be successful in attracting customers from competitors, it's essential that we focus and concentrate our resources on the best opportunity – and create programs and campaigns that are fully integrated.

Target Markets

Newfoundland and Labrador Tourism will focus and concentrate its resources against the target audiences and markets which offer the best opportunity and the highest return on investment. Research and industry experience is clear on the best opportunity for Newfoundland and Labrador. The priority target market for 2007 is the non-resident touring and explorer market in Ontario and the Maritimes. Secondary geographic markets include Western Canada, and the Northeast United States. Activity-based markets include Meetings, Convention and Incentive Travel Market, and the Hunting and Fishing market and partnerships with Outdoor Adventure, and Cruise.

Brand Positioning

Most tourism brands are positioned on tangible products and features. Not surprisingly, most advertising presents an inventory of 'products' – places to go, sights to see, and things to do.

But people don't buy 'products'; they buy benefits. The real benefit lies several layers below the tangible tourism 'product' – in the emotion of the brand, and the feelings it evokes.

Newfoundland and Labrador will stand for 'creativity'.

'Creativity' is true to the brand of Newfoundland and Labrador. Creativity – natural, spontaneous, and uncomplicated – defines who we are, what we do, and the place around us.

We express it in everything we do and say. It will differentiate the Newfoundland and Labrador brand and become our strongest unique selling point.

'Creativity', as the brand positioning, will be expressed and supported by three pillars:

- **People:** The very real character of our people, their attitude, and way of life. Real, genuine people – warm, friendly, welcoming, uncomplicated, witty, humorous, and fun-loving. All the more powerfully felt because of the historical undercurrent of an unrelenting and unforgiving environment, mastered only through a fierce independence, steeped in self-reliance, quiet pride, and creative ingenuity.
- **Culture:** Our history, heritage, music, art, language, architecture, folklore, traditions, values, and the vitality of colour and texture in everything we touch. It links our past with our present, and expresses our spiritual and creative and intellectual qualities.

- Natural Environment: This place of fierce beauty that lives by the sea. A rugged land with 29,000 kms of coastline, rich icons of whales and wildlife and icebergs, and a sensuous magic light that pours over the landscape and into the art and culture, and hearts of our people.

Brand Personality

A tourism brand personality is the feeling or image that people have about a place. Newfoundland and Labrador's brand personality will personify the creativity of our people and our culture and guide all marketing programs.

The Newfoundland and Labrador brand personality is the natural and spontaneous expression of who we are:

- Natural and uncomplicated.
- Warm and friendly.
- Genuine and authentic.
- Quietly and proudly independent.
- Spontaneous, rather than practiced or self-conscious.
- Witty and funny, with a natural spontaneity.
- Creative – not only in art and culture, but in our natural ingenuity and inventiveness.
- Comfortable in our own skin.

How Will The World Recognize Us?

They will recognize us by a symbol that represents our natural beauty, humanity, and the strength of our collective character. One that has adapted to this place over generations, survived everything the world has thrown at it, and thrived. It's a symbol of our creativity, of our way of looking at things differently, of our belief that there really is no place on earth quite like this place. The pitcher plant. At once both simple and amazing. Possessed of a fierce determination. Standing proud in both sun and storm, head to the wind. And always growing. It's a symbol of who we are, and what we're made of. One symbol, one voice. And by it, the world will recognize and know us from now on.

Permission for use should be obtained from:

Brand Development, Department of Business
Government of Newfoundland and Labrador
6th Floor, East Block, Confederation Building
P.O. Box 8700
St. John's, NL, Canada A1B 4J6
Tel: 709-729-3254
Fax: 709-729-3306
Email: brand@gov.nl.ca



Touring & Explorer Market

The touring and explorer group is a broad leisure market seeking sightseeing and soft-adventure experiences – from nature viewing to cultural experiences to hiking, birding, and whale-watching.

Demographically, research reveals them to be singles and couples in the pre- and post-full nest stage of the family life cycle (i.e., they have no children living at home). Not surprisingly, they tend to be in two age groups: 25 to 34, and (skewed) 45+ years of age.

They also tend to be well-educated and literate, with a higher than average proportion who are university educated. And have higher than average household incomes.

Psychographically, they see themselves as increasingly sophisticated and experienced travellers, seeking more unusual places and experiences ‘off the beaten track’. They are looking for an antidote to the stress and plastic composition of urban life and modern times. They’re interested in discovering and experiencing the unspoiled natural environment. They are curious people, more interested in unexpected and intriguing experiences than repeat trips to conventional ‘tourist’ destinations: “been there, done that.”

All Canadian Markets

Television Campaign – Specialty TV

A pool of 60-second, and 30-second tv ads on specialty stations. (January to May)

Magazine Campaign

A combination of double-page spreads, full pages, and inserts in national editions of Canadian Geographic and National Geographic. (January to June)

Online Campaign

A series of online advertising including leaderboards, big-box, skyscraper, and banners on a variety of business/news-related websites such as The Globe and Mail, CBC, and travel-specific websites including Air Canada, Expedia, Travelocity, iExplore, Yahoo & AOL. (January to June)

Ontario Market

Television Campaign

A pool of 60-second, and 30-second network tv ads. (January to May)

Newspaper Campaign

A combination of full-page, 4-colour banner ads and 4-colour preprinted inserts in the The Globe and Mail and the Toronto Star. (January to April)

Online Campaign

A series of online advertising including leaderboards, big-box, skyscraper, and banners on location specific websites such as the Weather Network, Toronto Star, Toronto Airport, and Flight Tracker. (January to August)

Consumer/Trade Shows And Marketplaces

Toronto Travel And Leisure Show

Toronto, ON - April 19-22, 2007

www.travelandleisureshow.com

Key Ontario consumer show including a trade evening and a 3-day consumer show.

Who should attend: Receptive operators, accommodations, attractions and events, transportation and DMOs.

Cost: Booth space \$1,450.00 (10' x 10'),

Furnishings: \$200.00

For information contact Sandy Hickman 709-729-5260

shickman@gov.nl.ca

Ontario Motorcoach Association Annual Conference And Marketplace (OMCA)

Ottawa, ON - November 11-14, 2007

www.omca.com

Meet with tour operators from Canada and the US, primarily from Ontario, in one-to-one pre-scheduled appointments.

Who should attend: Receptive operators, accommodations, attractions and events, transportation, and DMOs.

Cost: Initiation fee \$160.00, annual dues, DMOs \$360.00, hotels, tour services, attractions, food service retail \$315.00, registration fee \$795.00 (based on 2006 rates).

For information contact Cathy Anderson 709-729-5633

cathyanderson@gov.nl.ca

Maritime Market

Television Campaign – Specialty TV

A pool of 60-second and 30-second network tv ads. (April to May)

Direct-Mail Campaign

A direct-mail drop in the Halifax regional municipality in April.

Magazine Campaign

Full-page ads in Saltscapes Magazine.

Consumer Show

Saltscapes Eastcoast Expo – A Lifestyle Celebration

Halifax, Nova Scotia

April 27-29 2007

Who should attend: Receptive operators, accommodations, attractions and events, transportation, and DMOs.

Cost: \$1,200.00

For information contact Sandy Hickman 709-729-5260

shickman@gov.nl.ca

Quebec Market

Newfoundland and Labrador Tourism is testing the Quebec Market for its potential and will attend the following trade show.

Consumer/Trade Show And Marketplace

Bienvenue Quebec Trade Show And Marketplace

Saguenay-Lac-St-Jean Region, QC - October 22-24, 2007

www.apaq.qc.ca

Meet with US and Canadian tour operators in one-to-one pre-scheduled appointments.

Who should attend: Receptive operators, accommodations, attractions, events, transportation, and DMOs.

Costs: Membership: Associates \$420.00; trade show registration \$450.00; marketplace registration \$1,295.00 (based on 2006 rates).

For information contact Cathy Anderson 709-729-5633

cathyanderson@gov.nl.ca

United States Market

The New England region of the United States is the key international market for Newfoundland and Labrador, as these travellers are demanding adventure and cultural/heritage experiences in new destinations. To maximize our efforts, Newfoundland and Labrador works co-operatively with the Atlantic Canada Tourism Partnership (ACTP). ACTP is a nine-member, pan-Atlantic partnership comprising of the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four provincial departments responsible for tourism.

Magazine Campaign

Newfoundland and Labrador Tourism advertisements in Audubon, Natural History, and Smithsonian. (January to May)

Online Campaign

A series of online advertising including leaderboards, big-box, skyscraper, and banners on websites such as Audubon,

Natural History, Smithsonian, Yahoo, Google, and AOL Travel. (January to May)

Consumer/Trade Shows And Marketplaces

American Bus Association Marketplace (ABA)

Grapevine, TX - January 27 - February 1, 2007

www.buses.org

Meet with US and Canadian operators in one-to-one pre-scheduled appointments. Association membership required in advance of marketplace registration.

Who should attend: Receptive operators, accommodations, attractions and events, transportation, and DMOs.

Cost: Membership \$475.00 US per year; delegate fee \$1,095.00 US.

Future dates: February 2-7, 2008, Virginia Beach, VA

For information contact Cathy Anderson 709-729-5633

cathyanderson@gov.nl.ca

Educational Travel Conference & Trade Show

Baltimore, MD - February 20-23, 2007

www.travelearning.com

Meet with travel planners from alumni associations, continuing education departments, zoos, nature centres, conservation groups, museums, cultural institutions, and related organizations interested in enrichment travel and learning vacations.

Who should attend: Receptive operators & DMOs.

Cost: Registration fee \$1,275.00 US

For information contact Charlotte Jewczyk 709-729-0992

cjewczyk@gov.nl.ca

AAA Southern New England Travel Marketplace 2007

Foxborough, MA - March 2-4, 2007

www.aaa.com/aaa_travel/travel/travel.htm

Southern New England AAA members show. Three-day consumer show.

Who should attend: Receptive operators, major accommodation operators, major attraction and events, Regional Tourism Associations (RTAS), and DMOs.

Cost: Booth space \$1,300.00 US (8' x 10'); furnishings extra. For information contact Sandy Hickman 709-729-5260 shickman@gov.nl.ca

Seatrade Cruise Shipping Convention

Miami Beach, FL - March 12-15, 2007

www.cruiseshipping.net

The Cruise Association of Newfoundland and Labrador (CANAL) is the lead organization for this trade show and conference which Newfoundland and Labrador Tourism supports.

Who should attend: Receptive operators, port authorities, and DMOs.

Cost: Full conference pass before February 9, 2007, \$895.00 US (after February 9 - \$995.00 US), full conference pass for exhibitors \$695.00 US, booth \$3,500.00 US (10' x 10')

For information contact Cathy Anderson 709-729-5633 cathyanderson@gov.nl.ca

National Tour Association Annual Convention (NTA)

Kansas City, KS - November 2-6, 2007

www.ntaonline.com

Meet with US and Canadian tour operators in one-to-one pre-scheduled appointments. Association membership required in advance of marketplace registration.

Who should attend: Receptive operators, accommodations, attractions, events, transportation, and DMOs.

Cost: 2007 membership, one time initiation fee \$350.00 US; annual dues \$625.00 US; delegate fee \$1,060.00 US (based on 2006 rates).

For information contact Cathy Anderson 709-729-5633 cathyanderson@gov.nl.ca

USTOA 2007

United States Tour Operator Association

Scottsdale, AZ - December 7-11, 2007

www.ustoa.com

US and Canadian tour operators meeting in one-to-one pre-scheduled appointments. USTOA is a US-based organization of wholesale tour operators as well as associate and allied members. Association membership required in advance of marketplace registration.

Who should attend: Receptive operators, accommodations, attractions, events, transportation, and DMOs.

Cost: Membership \$750.00 US per year; registration fee \$700.00 US (plus membership fee) (based upon 2006 rates).

For information contact Charlotte Jewczyk 709-729-0992 cjewczyk@gov.nl.ca

International Market

The international market is developmental for Newfoundland and Labrador, with low penetration but with long-term potential and high-spend per visitor. It currently represents 8% of our total visits to the province. Newfoundland and Labrador Tourism will continue to pursue this market in partnership with its Atlantic Canada Partners (ACTP), with primary focus being on the United Kingdom, Germany, German-speaking countries, France, and Japan.

Marketing efforts are heavily weighted toward the travel trade and joint marketing partnerships with the CTC. Participation with the CTC includes e-marketing, television and print campaigns, a media relations program and educational training road shows in the UK, Germany, France, and Japan. The partnership also develops measurable co-ops, in-market opportunities with tour operators and non-traditional partners, and the production and distribution of foreign language publications to fulfill consumer and trade requests in Germany, France, and Japan.

For information on the international market, contact Kathleen Crotty at 709-729-6150; kcrotty@gov.nl.ca

Trade Chows and Marketplaces

CMT

Stuttgart, Germany - January 13-21, 2007

www.messe-stuttgart.de/cmt/2007/englisch

Participation with ACTP. Major consumer show based in one

of Germany's most affluent regions. Sponsored by the CTC.

Who should attend: Receptive operators, accommodations, major attractions, activities and events, transportation, and DMOs.

Cost: Registration fee \$2,950.00 includes delegate registration, booth and directory listing, networking function. Additional delegate registration fee is \$100.00.

LTB Berlin

Berlin, Germany - March 7-11, 2007

www.ltb-berlin.com

World's largest international tourism travel trade marketplace for tour operators, group travel planners, meeting and incentive travel planners, travel agents, and travel media. Participation is in partnership with ACTP and sponsored by the CTC.

Who should attend: Receptive operators, accommodations, major sites and attractions, activity providers, festivals and events, transportation providers, and DMOs.

Cost: Single-sided workstation \$4,500.00; double-sided workstation \$5,500.00; single-side booth \$7,500.00; double-sided booth \$10,500.00. Includes booth and directory listing, CTC German market update, evening networking functions, and gala embassy event.

Spotlight Canada

London, England - March 13-14, 2007

www.spotlightcanada.co.uk

Individual pre-scheduled appointments between UK tour

operators/media and Canadian tourism suppliers. Participation is in partnership with ACTP and sponsored by the CTC.

Who should attend: Receptive operators, accommodations, major attractions, activities, festivals and events, transportation, and DMOs.

Cost: Registration booth fee \$8,500.00, includes registration, booth and directory listing, trade reception, CTC UK market overview, networking functions, and gala evening.

Rendez-Vous Canada (RVC)

Quebec City, Quebec - April 28 – May 2, 2007

www.rendezvouscanada.ca

Tour operators and media from international markets, the United States and Canada meet in individual, pre-scheduled appointments over three and a half days. This international travel trade marketplace is hosted in Canada, with rotation to major centres throughout the country annually.

Who should attend: Receptive tour operators, resort operators, accommodations, major sites and attractions, festivals and events, transportation providers, and DMOs.

Cost: Seller registration \$910.00 (\$810.00 Tourism Industry Association of Canada members); \$305.00 one-day registration fee; booth fee: \$1,050.00 for half booth and \$175 concurrent appointment schedule; \$2,025.00 for full booth. DMO delegate fee \$910.00 (\$810 for TIAC members). Booth fee: \$1,050.00 half booth and \$175 concurrent appointment schedule; \$2,025 full booth. Fees include 8' x 10' booth, pipe and drape, table(s) and seating, marketplace appointment schedule,

luncheons, evening networking functions, marketplace security, and a shuttle service between hotel and RVC venue(s).

Visiting Friends & Relatives Market

Come Home Year Support Program

A program available to any committee organizing a reunion/ Come Home Year that is intended to attract visitation from outside the province. Support includes mail-out service (out-of-province only) and advisory service.

For information contact Sandy Hickman 709-729-5260

shickman@gov.nl.ca

In-Province Resident Market

Newfoundland and Labrador Tourism will initiate a season-extension program for the in-province market. The objectives for the program are:

- To increase resident in-province travel and expenditures by motivating residents to travel at home.
- To increase resident knowledge of activities and attractions that occurs during fall, spring, and winter seasons as well as the summer period.
- To increase frequency of travel by motivating residents to take additional and more frequent short trips during the shoulder seasons as well as their annual summer vacation. Increase focus on the shoulder seasons.
- To provide value-oriented advertising opportunities for tourism operators.

Winter 2007 Direct-Mail Campaign

Direct-mail brochures featuring industry partner value packages mailed to every household in the province and also promoted online.

Radio Campaign

A provincial general awareness radio campaign promoting the value packages.

For information, contact Brett Thornhill 709-729-2806
brettthornhill@gov.nl.ca

Spring, Summer, And Fall 2007

The details of the 2007 in-province resident program will be communicated to industry partners as the details are finalized.



Activities Markets

Meetings, Conventions & Incentive Travel Market

Newfoundland and Labrador Tourism provides consultation, materials support, and mailing assistance to international, national, and regional conference organizers hosting conventions and meetings in Newfoundland and Labrador.

Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize staff for increased levels of performance in support of organizational goals. Newfoundland and Labrador Tourism provides consultation, marketing, and product development support to industry suppliers in this lucrative market. Trade shows and marketplaces are available through partnership opportunities in North American markets.

For information on the meetings, conventions, and incentive travel markets contact Brenda Walsh 709-729-2777
bbwalsh@gov.nl.ca

Advertising Campaign

Conventions Meeting Canada

Published annually by Rogers Media, Conventions Meeting Canada is the official guide to meeting places and services in Canada. It is distributed to more than 10,400 meeting planners in Canada, primarily corporations, associations, and

governments. Newfoundland and Labrador Tourism prepares the introductory page and the editorial content for the Newfoundland and Labrador section. Consultation on listings is available. Advertising partnerships are welcomed.

Trade Shows And Marketplaces

Tête-a-tête

Ottawa, ON - February 13-15, 2007

Ottawa Chapter of the Canadian Society of Association Executives (CSAE) Chapter Showcase.

Who should attend: Convention Visitors Bureaus (CVB), DMOs, Destination Marketing Companies (DMCS), and hotels

Cost: Cost-shared among participants; booth approximately \$450.00. Tabletop displays.

Bookings made in Fall 2006 to secure space.

Trailblazers Incentive Marketplace

Dublin, Ireland, July 12-15, 2007

www.trailblazers-info.com

Five-country partnership in a 3-day marketplace with approximately 80 qualified buyers. Buyer-seller ratio 1:1.

Organized through CTC Chicago.

Who should attend: DMOs, DMCs, and hotels
(by application only, wait-list for new participants)

Cost: marketplace \$5,000.00 US

IncentiveWorks

Formerly the Canadian Meeting and Incentive Travel Trade Show and Symposium (CMITS)
Toronto, ON - August 20-22, 2007 www.meetingscanada.com
Premier 2-day corporate meeting and incentive travel symposium and trade show. National corporate and incentive market.

Who should attend: CVBs, DMOs, DMCs, and hotels

Cost: Symposium registration \$500.00; booth cost-shared among participants, each booth approximately \$2,000.00

Canadian Society of Association Executives (CSAE)

Conference and Trade Show

Hamilton, ON - October 18-20, 2007

www.csae.com

Premier association market trade show and conference.

Who should attend: CVBs, DMOs, DMCs, and hotels

Cost: Conference registration \$600.00; booth cost-shared among participants approximately \$1,500.00 per booth. NL has 3-4 booths.

Financial and Insurance Conference Planners and Trade Show (FICP)

Scottsdale, AZ - November 11-15, 2007

www.ficpnet.com

The FICP Annual Conference is a meeting designed by, and for, meeting planners of all levels of experience in the insurance and financial services industry.

Who should attend: CVBs, DMOs, DMCs

Cost: A CTC-sponsored partnership. Partnership costs \$16,000.00 USD per partner. FICP membership and CTC partnership agreement required to attend. Fall 2006 commitment.

Outdoor Adventure Market

Outdoor and nature activities such as birding, kayaking, and hiking are core to our tourism experiences. These experiences appeal to outdoor enthusiasts and have a broad appeal to our touring and explorer market. Newfoundland and Labrador Tourism partners with the Newfoundland and Labrador Adventure Tourism association at consumer and trade programs.

Guide To Adventures Marketing Partnership Program

A partnership program between Newfoundland and Labrador Tourism and the Adventure Tourism Association of Newfoundland and Labrador (ATANL). Certain criteria for participation exists. The program consists of:

- www.guidetoadventures.com website.
- Advertising of guidetoadventures.com in the Newfoundland and Labrador Traveller's Guide and in the destination advertising campaign undertaken by Newfoundland and Labrador Tourism in Canadian geographic.
- Market Readiness Program.

For information on the Guide to Adventures Marketing partnership contact Hospitality Newfoundland and Labrador 709-722-2000 info@hnl.ca www.hnl.ca

Consumer Shows

The Advil Outdoor Adventure Show

Toronto, ON - February 23-25, 2007

www.nationalevent.com

Canada's premiere outdoor adventure travel show with over 25,000 attendees in 2006. Canada's largest consumer show dedicated to outdoor adventure.

Who should attend: Receptive adventure operators, accommodations, major attractions and events, transportation and destination marketing organizations (DMOs).

Cost: Booth space \$925.00 (10' X 10'), seminar registration \$100.00

For information contact Sandy Hickman 709-729-5260

shickman@gov.nl.ca

The Advil Outdoor Adventure Show

Calgary, AB - March 31-April 1, 2007

www.nationalevent.com

Outdoor adventure travel show with over 15,000 attendees in 2006.

Who should attend: Receptive adventure operators, accommodations, major attractions and events, transportation, and DMOs.

Cost: Booth space \$950.00 (10' x 10'), seminar registration \$100.00

For information contact Sandy Hickman 709-729-5260

shickman@gov.nl.ca

Winter Market

Marble Mountain Campaign

The ski campaign is a co-op program with the Marble Mountain Development Corporation that utilizes television, newspaper, email, and special promotions to reach Maritimers and Newfoundlanders and Labradorians.

Television Campaign

Maritimes and in-province: 15-second TV ads. (December to March)

Newspaper Campaign

Maritimes: Halifax Herald

Newfoundland and Labrador: The Telegram

Radio Campaign

St. John's (season pass promotion)

For information contact Brett Thornhill 709-729-2806

brettthornhill@gov.nl.ca

Consumer Show

20th Annual Snowmobile, ATV & Powersport Show

Toronto, ON - October 12-14, 2007

www.torontosnowmobileshow.com

This show attracts tens of thousands of snowmobile enthusiasts from all over Ontario, Quebec, the Maritimes, New York, Michigan, Ohio, etc.

Who should attend: Receptive tour operators, outfitters, accommodations, DMOs, snowmobile-related services and providers.

Cost: Booth space \$1,000.00 (10' x 10')

For information contact Sandy Hickman 709-729-5260
shickman@gov.nl.ca

Hunting & Fishing Market

Newfoundland and Labrador offers hunters and sport fish enthusiasts some of the most amazing and rewarding outdoor recreation experiences in the world. Our big game moose population densities are higher than anywhere in North America and as high as anywhere in the world. We have the only huntable woodland caribou for non-residents. Our game fishing is the most prized in the world. The hunting and fishing market contributes a substantial economic impact to the Newfoundland and Labrador economy.

Newfoundland and Labrador Tourism partners with the Newfoundland and Labrador Outfitters Association (NLOA)

to develop a fully-integrated marketing program for the hunting and fishing market.

Guide to Hunting and Fishing Outfitters

The new Guide to Hunting and Fishing Outfitters is a publication developed in cooperation with the Newfoundland and Labrador Outfitters. 50,000 copies are produced as fulfilment to inquiries about hunting and fishing in our province.

Magazine Campaign

Newfoundland and Labrador Tourism advertises in North American Hunter, American Hunter, Outdoor Life, Bowhunter Magazine, Peterson's Hunting, and Fly Fisherman. Focused magazines continue to be used to build awareness and to leverage Internet presence and generate responses. (January to June)

Magazine Advertising Co-op Hunting

This annual advertising co-op provides outfitters the opportunity to reach Newfoundland and Labrador's key big game hunting market through a combination of editorial content and paid outfitter advertising. In 2007, the North American Hunter will appear in the February/March version of the magazine. The 2008 co-op opportunity will be finalized in October 2007. For information on 2008, contact Brett Thornhill 709-729-2806
brettthornhill@gov.nl.ca

Direct-Mail Campaign

Targeted to a qualified hunting & fishing database (1.2 Million recipients) in the United States and Canada. This advertising generated the greatest number of inquiries/responses for the lowest cost per inquiry. (January mailing)

Online Campaign

Targeted sites to drive users to Newfoundland and Labrador for hunting and fishing information. There is no limit to the extent of the marketplace. This vehicle can easily track, monitor and measure inquiries. (January to July)

Media Tours

Co-host media tours at your business so these qualified hunters and/or anglers can experience your hunting and/or fishing products first-hand and provide media coverage. You can participate by sharing costs and resources with Newfoundland and Labrador Tourism. The media program plays an integral role in maximizing consumer awareness of hunting and fishing in Newfoundland and Labrador through unpaid media coverage in key markets. From last year's hunting and fishing media tours, Newfoundland and Labrador was/will be featured in Atlantic Salmon Journal, The Hunting Report, Fish & Fly Magazine, American Hunter, Eastern Woods & Waters, Bear Hunting, and on Men's Channel, Outdoor Channel, The Sportsman Channel, and OLN.

For information contact Ed Best 709-729-0096
edbest@gov.nl.ca

Consumer Shows

Safari Club International Convention

Reno, NV – January 24-27, 2007

www.showsci.com

The premier hunting show in the United States for big game hunting enthusiasts, journalists, and agents.

Who should attend: Hunting outfitters and DMOs.

Cost: Booth space \$2,300.00 US (10' x 10' corner); annual membership \$55.00 US; minimum \$600.00 US cash donation required

The Fly Fishing Show

Marlborough, MA - January 19 -21, 2007

www.flyfishingshow.com

Fly-fishing enthusiasts, journalists and agents in the mid-Atlantic region of the United States.

Who should attend: Fishing outfitters and DMOs.

Cost: Corner booth space \$850.00 US (10' x 10'); corner booth extra \$95.00 US

The Fly Fishing Show

Somerset, NJ - January 26-28, 2007

www.flyfishingshow.com

Fishing enthusiasts, journalists, and agents in the tri-state area.
The world's largest fly fishing show.

Who should attend: Fishing outfitters and DMOs

Cost: Booth space \$1000.00 US (10' x 10'); corner booth extra \$135.00 US

Eastern Fishing and Outdoor Exposition

Worcester, MA - February 8-11, 2007

www.sportshows.com

Hunting and fishing enthusiasts, journalists and travel agents in the New England/Metro Boston area. New England Outdoor Writers Association holds its annual general meeting at the same time.

Who should attend: Hunting and fishing outfitters and DMOs

Cost: Booth space \$820.00 US (10' x 10')

National Rifle Association Convention

St. Louis, Missouri - April 13-15, 2007

www.nra.org

Hunting enthusiasts, journalists, and agents in the west and mid-west United States area.

Who should attend: Hunting outfitters and DMOs.

Cost: Booth space \$785.00 US (10' x 10'); corner booth extra \$150.00 US

Hunters Extravaganza

Fort Worth, TX - August 17-19, 2007

www.ttha.com

Trophy hunting enthusiasts, journalists, and outfitter agents in the Texas area. The largest hunting show in the south.

Who should attend: Hunting outfitters and DMOs

Cost: Booth space \$800.00 US (10' x 10'); corner booth \$900.00 US



All Markets

Internet Strategy And NewfoundlandLabrador.com

Internet and Website Objectives

The overriding goal for the Newfoundland and Labrador Tourism website is to assist travellers with their trip planning.

Specific objectives of the website include:

- Increase website traffic.
- Act as a complete tourism service portal for business-to-consumer and business-to-business marketing.
- Increase website conversions, i.e., encourage users to take predetermined actions and measure the results.
- Extend market reach/reach global markets.
- Build/strengthen customer relationships.
- Reinforce the brand positioning and personality.
- Improve cost efficiencies.
- Be responsive and relevant.

Markets and Audiences

The website will address all existing markets:

- Touring and Explorer
- Activity Markets
- Outdoor Adventure
- Hunting and Fishing
- Meeting Conventions and Incentive Travel

Internet Marketing

Search engine optimization is the key component of the Internet Marketing Strategy (paid and unpaid) in 2007. Additional permission marketing techniques (such as electronic newsletters and email coupon offers) as well as limited viral marketing techniques encourages users to spread the news about the site. One of the primary objectives of the 2007 Online Marketing Strategy is to expand the user database to allow future targeted direct marketing and encourage long-term business relationships and loyalty.

Online and offline marketing and advertising must work in close integration to maximize the total value of the marketing effort. Each component is an extension of the other. Collaborative marketing with associated sites in the travel industry such as Air Canada.com, Expedia.ca, Travelocity.ca, iExplore.ca, Yahoo.ca, and AOL.ca will be undertaken to leverage traffic from and to NewfoundlandLabrador.com.

With the emergence of Web 2.0, Social Network Marketing (sites such as myspace.com), user-generated content (blogs), collaborative content (real simple syndication - RSS) and an increase user upload of rich media (sites such as youtube.com and flickr.com) become very important. Additional tools and features to accommodate these functions will further add to the viral marketing of this site.

E-newsletter

The new e-newsletter will present editorial, suggested touring information, exciting local activities and links to the tourism website. The Editorial Board also welcomes suggestions for editorial content. Submissions do not automatically guarantee placement in a newsletter. There is limited advertising space available per newsletter. Partners for this initiative will be considered based on the relevance of their product to the editorial content/theme of each newsletter. Subscribe to the newsletter and refer it to your email list or promote tourism to this province by encouraging your guests and clients to subscribe to the e-newsletter.

Cost: To be determined.

For information contact Shelley Magnússon 709-729-5251
shelleymagnusson@gov.nl.ca

Reciprocal Link Program

Provide more information to your clients by including a link to the provincial tourism website (NewfoundlandLabrador.com) on your websites. There is lots of valuable information for travellers including what they can do to extend their stay.

Not only will you be providing your clients with more information on Newfoundland and Labrador, but you will be enhancing your own website listing on various search engines.

For information contact Shelley Magnússon 709-729-5251
shelleymagnusson@gov.nl.ca

Travel Media Program

The Travel Media Program plays an integral role in maximizing consumer and trade awareness of Newfoundland and Labrador through unpaid media coverage in key markets. Travel media includes freelance journalists, travel editors, broadcasters, producers, and travel trade media. Newfoundland and Labrador Tourism, along with our Canadian counterparts, estimates editorial value from travel stories is four times that of paid advertising. Last year, Newfoundland and Labrador received in excess of \$45 million in media coverage and was featured in the Toronto Star, the Globe and Mail, Reader's Digest, Fashion Magazine, Breakfast TV Ontario, the Boston Globe, the New York Times, and the LA Times, to name a few.

Who should participate: DMOs and RTAs with new tourism products or unique travel story ideas. Export-ready and commissionable suppliers such as accommodations, food and beverage operations, transportation, attractions.

For information contact Gillian Marx 709-729-2832
gmarx@gov.nl.ca

Editorial

Help us keep the media informed of what's new in Newfoundland and Labrador. Send us information about new travel products, events, personalities, folklore, and regional descriptions for unique travel story opportunities. The information you send

us is used to pitch unique story ideas to media and to initiate and plan media tours to Newfoundland and Labrador for qualified journalists. You can also submit articles on new tourism products and attractions for CTC and various media association newsletters.

Media Tours

Co-host travel media at your business as they tour Newfoundland and Labrador to experience our tourism products first-hand. You can participate by sharing costs or in-kind contributions with Newfoundland and Labrador Tourism for these tours.

Sales Activities

Media receptions, promotions, and sales calls in our key geographic markets are crucial elements in our travel media program. Many of these activities are done in partnership with CTC and ACTP.

Media Marketplaces

Travel Media Association of Canada

Annual General Meeting and Marketplace

London, ON - February 16-19, 2007.

www.travelmedia.ca

Meet with accredited Canadian travel media one-to-one in pre-scheduled appointments.

Who should attend: Major attractions, events, and DMOs

Cost: Membership \$160.00; initiation fee \$50.00; registration fee is approximately \$642.00 and includes marketplace appointments, networking functions, professional development, and some meals.

Annual Canadian Tourism Commission

Canada Media Marketplace

New York, New York - April 16-18, 2007

www.canadamediamarket.org

Meetings with primarily American travel media one-to-one in pre-scheduled appointments.

Who should attend: Major attractions, events, and DMOs.

Cost: Registration \$4,000.00 US, depending upon number of representatives. Includes marketplace appointments, networking functions, professional development, and some meals.

Canadian Tourism Commission Gomedica Canada Marketplace

Banff, AB - March 19-22, 2007

www.media.gomediacanada.com

Meetings with accredited Canadian travel media one-to-one in pre-scheduled appointments.

Who should attend: Major attractions, events and DMOs

Cost: \$2,600.00. Includes marketplace appointments, networking functions, professional development, and some meals.

Society Of American Travel Writers

Annual General Meeting And Media Marketplace

Manchester, UK - October 5-10, 2007

www.satw.org

Meetings with primarily American travel media in one-to-one appointments and networking sessions. Membership is required to attend.

Who should attend: Major attractions, events, and DMOs.

Cost: Application fees \$450.00 US; membership dues \$250.00 US; membership directory \$150.00 US; registration approximately \$1,400 US. Includes flight, accommodation, marketplace meeting, networking functions, professional development, and some meals.

Travel Trade Program

The Travel Trade Program plays an integral role in tourism marketing through programs designed to increase tourism revenues by introducing new products and developing targeted Joint Marketing Agreements (JMAS) with the travel trade. Newfoundland and Labrador Tourism works with tour operators and packaged travel companies including motorcoach, cruise, and Foreign/Fully-Independent Travellers (FIT) companies, conference and incentive travel planners, affinity/special interest groups such as enrichment travel, adventure tourism companies, and key travel influencers.

Trade Shows And Marketplaces

Detailed descriptions of shows and marketplaces can be found in the Touring and Explorer Market section (pages 9-15).

Joint Marketing Agreements (JMAS)

National and international tour companies are invited to submit proposals to the Manager of Market Development & Travel Trade to participate in Joint Marketing Agreements with Newfoundland and Labrador Tourism. Marketing proposals are reviewed on an individual company basis and may be submitted at any time.

Trade Support

Sales missions to both new and key accounts are ongoing. Training sessions for pre-qualified top-selling agencies and reservation staff of key tour operators in targeted markets are carried out annually. Commissionable export-ready suppliers and regional tourism associations may participate. A variety of promotional materials including lap maps, tour shells, postcards, posters, mini-lures, videos, DVDs, tent cards, and unique selling points profile sheets are available to travel trade to ensure consistent messaging and a competitive edge within the marketplace, keeping Newfoundland and Labrador as a top of mind destination within the travel trade network.

Travel Trade Planning Tools Online

Provincial trade partners are encouraged to provide information on new and enhanced products that can support the development of creative itineraries. Industry partners are invited to submit listings of new products and itinerary suggestions to assist in the update of the Newfoundland and Labrador Travel Trade section of our website and other marketing support initiatives. For information contact Cathy Anderson 709-729-5633 cathyanderson@gov.nl.ca

Educational Trips/Familiarization Tours

The Travel Trade team welcomes and encourages provincial partnership support in the provision and planning of educational trade and familiarization tours (FAM) for qualified trade professionals.

Travel trade staff familiarization tour – each year the Travel Trade Marketing team tours a part of Newfoundland and Labrador with the mandate to expand their product knowledge and provide an opportunity to meet tourism suppliers at their place of business. This introduces further partnerships, product delivery and networking opportunities.

Advertising Co-ops Campaign**Group Tour Magazine**

Distributed quarterly to 15,000 group travel professionals from the US and Canada. The distribution covers tour operator

members of ABA, NTA, OMCA, Québec Bus Owners Association (QBOA), USTOA, and independent tour operators.

Cost: Price pending, approximately \$2,100.00 US.

Deadline: Ongoing

Contact: Kevin Scully 508-539-1046/1-800-767-3489

www.grouptour.com

Canada Scope Trade Magazine

Newfoundland and Labrador Tourism negotiates a feature profile on the province and encourages tourism operators, receptives, DMOs, and specialty products to cooperatively advertise and submit editorial copy for print, email, and web promotion. Distribution quarterly to 8,000 national and international tours, receptive operators, travel planners and travel influencers, including CTC and international posts. Canada Scope also offers e-newsletter profile inserts and distribution service.

Cost: \$850.00 - \$4,500.00 (to be confirmed) for best rates use booking code “NNLCOOP07” – which identifies you as a partner of Newfoundland and Labrador Tourism

Deadline: Ongoing

Contact: Jim Smith 1-514-879-1711

www.canadascope.com

Atlantic Canada Tour Planner 2008

The Atlantic Canada Group Tour Planner combines group tour information for all of Atlantic Canada into one easy to use book volume. Distribution includes members of NTA, OMCA, QBOA,

ABA, Motorcoach Canada, and Glamer as well as international tour operators and travel agents.

Distribution: 8,000 copies.

Cost: Advertising rates: \$179.00 - \$5,740.00

Deadline: September 2007

Contact: Judy McNaughton 1-902-425-8255 ext 222
jmcnaughton@holidaymedia.ca www.grouptourplanner.com

The Travel Industry Guide To Canada

www.canadatravelguides.ca

Superior quality reference and resource guides distributed to USA (42,000 copies), Britain (21,000 copies), and Canada (13,000 copies), retail and corporate travel agencies, meeting planners, incentive houses, and tour operators. Published by Globelite Travel Marketing these guides offer co-op advertising magazine style and web-based promotion.

Cost: Print advertising \$495.00 - \$17,000.00, web promotion \$85.00 monthly

Deadline: November 2007

Contact: Atlantic rep: Wanda Cuff Young 709-834-7977

Team Canada

Team Canada is a member-driven organization that promotes its members to tour operators who are members of NTA and ABA in order to maximize product awareness and provide

opportunity for increased economic benefit. Members must either be members of NTA or ABA or have attended RVC, Bienvenue Quebec or OMCA within the last 2 years. Team Canada offers advertising opportunities to its members. To learn more, visit www.teamcanadatourism.ca. Membership is required to access.

Cost: Annual membership from \$375.00 for suppliers and DMOs with less than 250,000 population.

Contact: Shelley MacDonald, association manager 416-252-5336
www.teamcanadatourism.ca

Travel Trade information contact:

Touring & Cruise Market: Cathy Anderson
709-729-5633 cathyanderson@gov.nl.ca

International Markets: Kathleen Crotty
709-729-6150 kcrotty@gov.nl.ca

Outdoor & Leisure Markets: Sandy Hickman
709-729-5260 shickman@nl.ca

Meetings, Conventions & Incentive Travel Markets: Brenda Walsh
709-729-2777 bbwalsh@gov.nl.ca

Manager, Market Development & Travel Trade: Charlotte Jewczyk
709-729-0992 cjewczyk@gov.nl.ca

Traveller's Guide 2008

A comprehensive travel guide to Newfoundland and Labrador including attractions, adventures, accommodations, tours, excursions, shops, studios, galleries, festivals and events.

The Traveller's Guide is distributed to all inquiries for travel information in Canada, United States, and English-speaking Europe. The print run is 200,000 copies.

Distribution Date:..... January 2008

Deadlines:

Free Listing Information May 31, 2007

Advertising Booking September 7, 2007

Material & Payment September 14, 2007

Cost/Size Specifications:

Outside Back Cover \$8,925.00

Inside Back Cover \$8,500.00

Inside Front Cover \$8,500.00

Full-Page \$8,287.50

1/2-Page \$4,641.00

1/3-Page \$2,817.75

1/6-Page (Full-colour) \$1,408.88

(Black & White + One-Colour) \$986.21

(Black & White) \$701.89

For advertising information contact Brett Thornhill

709-729-2806 brettthornhill@gov.nl.ca

For listings information contact the Tourism Destination Management System (TDMS) Team

709-729-5599 tdms@gov.nl.ca

Picture Newfoundland And Labrador

Newfoundland and Labrador Tourism has an image database containing thousands of professional quality images, video, and film footage. This material is available to tourism-related enterprises for the development of advertising and marketing materials that promote Newfoundland and Labrador as a travel destination. Permission from the department is required for the use of this material, and partners must follow the department's image usage policy. Scanning and courier costs may apply.

For information contact Bern Brittain 709-738-5445

brittain@nf.aibn.com

Tourism Information

Tourism Destination Management System (TDMS)

TDMS is the tourism information database of Newfoundland and Labrador Tourism. The database contains tourism operator information for all accommodations, attractions, tours, festivals and events, shops and galleries, restaurants, and meeting facilities in Newfoundland and Labrador.

The information contained in Tourism Destination Management System (TDMS) is used by:

- The travel counsellors at the Newfoundland and Labrador Tourism contact centre and provincial information centres to counsel potential tourists to travel to or extend their stay in the province;
- The staff of the Tourism Marketing and Development Divisions within the Department of Tourism, Culture and Recreation to advise travel trade and media clients of the tourism products available in the province.

Most importantly, the information contained in TDMS is:

- Published free of charge on the Newfoundland and Labrador Tourism website (NewfoundlandLabradorTourism.com), with a hotlink to your website; and
- Printed in publications produced by Newfoundland and Labrador Tourism such as the Traveller's Guide and Hunting and Fishing Guide.

At any time, tourism operators can list or update your tourism operator profile in TDMS. (Please note: to have your information included in the Traveller's Guide, there is a mandatory May 31 deadline.) Information can be sent to us by any one of the following traditional methods:

Mail/Courier:

TDMS

Newfoundland and Labrador Tourism
Department of Tourism, Culture and Recreation
P.O. Box 8700
2nd Floor West Confederation Building
St. John's, NL, Canada A1B 4J6

Fax: 709-722-9501

Email: tdms@gov.nl.ca

Online: Tourism operators can update their own TDMS tourism operator profile online. Visit <http://tdmsupdate.gov.nl.ca>

For information contact the TDMS team

709-729-5599 tdms@gov.nl.ca

Contact Centre Travel Counsellors Training

Educate contact centre travel counsellors, from the toll-free tourism information line and website email, on your product or region by giving presentations and keeping them informed on events, new attractions or adventures – free to tourism operators.

For information contact Cindy King 888-693-2255

cindy.king@telelinkcallcentre.com

Literature Distribution

The Department of Tourism, Culture and Recreation operates a Tourism Literature Distribution Program which enables Newfoundland and Labrador Tourism groups/associations and private sector tourism business operators to have their literature distributed free of charge to provincial and regional visitor information centres. Please note that some regional centres will only take items from operators in their region and charge a fee for operators outside their region. Participants in this program are responsible for getting their literature to the distribution centre. Details are available on the website: www.tcr.gov.nl.ca/tcr/services_programs/literaturedist.htm
For information contact Nick Dawe
709-729-5228 ndawe@gov.nl.ca

Tourism “Open Mic” Program

Keep Newfoundland and Labrador Tourism informed of your tourism product offerings by making a presentation to marketing staff who are in contact with consumers, travel trade professionals, and travel media. Help us supply them with current information on new product information and story ideas. We invite tourism operators, regional tourism associations, and destination marketing organizations with export-ready products to participate. To participate, reserve the first Wednesday morning of any month to present your product to our marketing staff. You must reserve at least one

month prior. We can assist in reserving audio visual equipment. For information contact Shelley Magnússon
709-729-5251 shelleyagnusson@gov.nl.ca

Partnership Programs Guidelines

- Costs are in Canadian dollars unless indicated otherwise.
- Programs and costs are subject to change.
- Prices do not include applicable taxes.
- Costs for production of adverting material are not included.
- All programs are subject to change or cancellation.
- Program details are confirmed as of press time.
- Participation criteria exist for some programs.

Acronyms

ABA – America Bus Association
ACOA – Atlantic Canada Opportunities Agency
ACS – Atlantic Canada Showcase
ACTP – Atlantic Canada Tourism Partnership
CANAL – Cruise Association of Newfoundland and Labrador
ATANL – Adventure Tourism Association
of Newfoundland and Labrador
CSAE – Canadian Society of Association Executives
CTC – Canadian Tourism Commission
CVB – Convention Visitors Bureau
DMC – Destination Marketing Company
DMO – Destination Marketing Organization
FAM – Familiarization Tours
FIT – Foreign/Fully Independent Travellers
JMA – Joint Marketing Agreement
MC&IT – Meetings, Conventions And Incentive Travel
NLOA – Newfoundland And Labrador Outfitters Association
NLTMC – Newfoundland And Labrador Tourism Marketing Council
NRA – National Rifle Association
NTA – National Tour Association
OMCA – Ontario Motor Coach Association
QBOA – Québec Bus Owners Association
RTA – Regional Tourism Association
RVC – Rendez Vous Canada
USTOA – United States Tour Operator Association
VIC – Visitor Information Centre

Newfoundland and Labrador Tourism Marketing Council

P.O. Box 8700
St. John's, NL, Canada A1B 4J6
Tel: 709-729-2831
Fax: 709-729-0057
Email: tourismpartners@gov.nl.ca
Web: www.gov.nl.ca/nltmc

