

Marketing Activities and Partnership Opportunities 2008

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



Strategic Compass	4	Visiting Friends & Relatives Market	16
The Accidental Tourist	5	In-Province Resident Market	16
Barriers & Opportunities.....	5	Activity Markets	18
Marketing Objectives.....	5	Meetings, Conventions & Incentive Travel Market.....	19
Marketing Strategy.....	5	Outdoor Adventure Market	20
Target Markets	6	Winter Market	21
Brand Positioning	6	Hunting & Fishing Market	21
Brand Personality.....	7	All Markets	25
How Will The World Recognize Us?	7	Tourism Information	26
Touring & Explorer Market	8	Internet Strategy And NewfoundlandLabador.com	27
All Canadian Markets	9	Traveller's Guide 2009	29
Ontario Market	9	Travel Media Program.....	29
Maritime Market.....	10	Travel Trade Program	31
Québec Market	11	Picture Newfoundland & Labrador	33
Calgary Market.....	11	Tourism "Open Mic" Program.....	33
United States Market	11	Partnership Programs Guidelines.....	34
International Market	14	Acronyms.....	34



Table of Contents

A Message from the Minister

As Minister of Tourism, Culture and Recreation, I am pleased to present the 2008 Marketing Plan and Partnership Opportunities Guide.

This directory is designed to help you, as tourism operators, participate in marketing initiatives that best suit your business needs. The department is committed to working with tourism industry partners to market all of the exciting travel opportunities and experiences that exist throughout Newfoundland and Labrador.

The Provincial Government's 2007 tourism marketing campaign has received many industry accolades, including the national Tourism Industry Association of Canada (TIAC) Marketer of the Year honours and the Canadian e-Tourism Council award for Best Public Sector Website. With the success of last year's campaign, and a tourism marketing budget that has doubled from \$6 million to \$12 million since 2003, it is our hope that we can work together to build on the current momentum and further strengthen the tourism industry in Newfoundland and Labrador.

I take this opportunity to thank the Newfoundland and Labrador Tourism Marketing Council for their continued enthusiasm and leadership. I look forward to the year ahead and encourage operators to take advantage of the opportunities outlined in this guide.

Sincerely,



Clyde Jackman

Minister of Tourism, Culture and Recreation

A Message from the Chair

2007 was an excellent year for national recognition of our tourism marketing and advertising efforts. In my role as Chair of the Tourism Marketing Council I am encouraged by the progress that our industry has made over the past few years.

Since the launch of the Tourism website, unique visitors have nearly doubled to NewfoundlandLabrador.com. The Internet marketing strategy continues to be a primary marketing focus for the provincial tourism marketing plan, and this year new e-marketing opportunities and plans for user-generated content are in the works. The Internet serves as a vital marketing tool for every tourism operator and I encourage you to continue to maximize your online presence in 2008.

My council colleagues, in partnership with the Department, are focused on the future success of the tourism industry. I encourage you to take a closer look at the Marketing Plan, and to work with us to promote Newfoundland and Labrador.

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 lifecycle. 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 lay 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 – has 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 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, the Hunting and Fishing market, the Hiking market and partnerships in Outdoor Adventure and Cruise markets.

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 Tourism 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 and 30-second tv ads on specialty stations. (January to July)

Magazine Campaign

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

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, travel-specific websites including Air Canada, Expedia, Travelocity, iExplore, & Yahoo and interest/activity websites including Birdwatcher Digest, Backpacking Light and eNature. (January to June)

Ontario Market

Television Campaign

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

Outdoor Campaign

Clothesline superboard displayed in strategic locations in Toronto and Ottawa. (June to July)

Newspaper Campaign

A combination of full-page ads and 4-colour preprinted inserts

and contesting in The Globe and Mail, Toronto Star, and Ottawa Citizen. (January to May)

Online Campaign

A series of online advertising including leaderboards, big-box, skyscrapers, and banners on location-specific websites such as The Weather Network, Toronto Star, and Air Canada. (January to August)

Radio Campaign

Sponsorship of weather and air quality reports on selected radio stations in Toronto and Ottawa. (June to July)

Consumer/Trade Shows And Marketplaces

Toronto's Ultimate Travel Show

Toronto, ON - April 11-13, 2008

www.totravelshow.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 Marketplace & Conference (OMCA)

Toronto, ON - October 19-22, 2008

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 \$835.00 (based on 2007 rates).

For information contact Cathy Anderson 709-729-5633

cathyanderson@gov.nl.ca

Maritime Market

Television Campaign

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

Consumer Show

Saltscapes Eastcoast Expo – A Lifestyle Celebration

Halifax, NS - April 25-27, 2008

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

Québec Market

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

Consumer/Trade Show And Marketplace

Bienvenue Québec Trade Show And Marketplace

Montreal, QC - October 28-30, 2008

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.

Cost: Membership: Associates \$420.00; marketplace registration \$1,295.00 (based on 2007 rates).

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

Calgary Market

Following research conducted in 2007, Newfoundland and Labrador Tourism is expanding our geographic target markets to include Calgary for the 2008 campaign.

Television Campaign

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

Newspaper Campaign

Full-page, 4-colour ads in the the Calgary Herald.
(January and February)

Online Campaign

A series of online advertising including leaderboards, big-box, skyscrapers, and banners on location-specific websites such as The Weather Network, iExplore, CBC.ca, and Yahoo.
(January to May)

United States Market

The New England region of the United States is the primary international market for Newfoundland and Labrador. These travellers are seeking adventure and cultural experiences in new destinations. To maximize our efforts, Newfoundland and Labrador works cooperatively 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, Harpers, National Geographic Traveller, and Smithsonian. (January to May)

Online Campaign

A series of online advertising including leaderboards, big-box, skyscrapers, and banners on websites such as Audubon, Smithsonian, Yahoo, Google, Travelsource and activity websites such as Backpacking Light.
(January to June)

Consumer/Trade Shows And Marketplaces

American Bus Association Marketplace (ABA)

Virginia Beach, VA - February 2-7, 2008

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 \$500.00 US per year; delegate fee \$1,150.00 US (based on 2007 rates).

Future dates: January 7-12, 2009, Charlotte, NC

For information contact Cathy Anderson 709-729-5633

cathyanderson@gov.nl.ca

Educational Travel Conference & Trade Show

Baltimore, MD - February 3-7, 2008

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 and 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 2008

Foxborough, MA - March 7-9, 2008

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 10-13, 2008

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 8, 2008, \$895.00 US (after February 9 - \$995.00 US), full conference pass for exhibitors \$695.00 US, booth \$3,640.00 US (10' x 10').
For information contact Cathy Anderson 709-729-5633
cathyanderson@gov.nl.ca

Atlantic Canada Showcase (ACS)

Moncton, NB - October 7-9, 2008

www.atlanticcanadashowcase.com

Held in Atlantic Canada biannually for North American tour operators. Meetings are one-to-one pre-scheduled appointments.

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

Cost: Registration fee TBA.

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

National Tour Association Annual Convention (NTA)

Pittsburgh, PA - November 15-19, 2008

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: 2008 membership, one-time initiation fee \$350.00 US; annual dues \$625.00 US; delegate fee \$1,090.00 US (based on 2007 rates).

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

USTOA 2008

United States Tour Operator Association

Palm Springs, CA - December 3-5, 2008

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).

Future dates: December 8-10, 2009, Banff, AB

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

Life@50+

Washington, DC - September 4-6, 2008

www.aarp.org/events

American Association of Retired Persons' (AARP) national event & expo. Annual event offering three days of information, education, and fun while giving sponsors and exhibitors unprecedented access to the 50+ audience. Plan to join 30,000+ estimated attendees and 500 estimated exhibitors.

Who should attend: Receptive operators, major accommodation operators, major attractions and events, RTAs, and DMOs.

Cost: Booth - \$1,050.00-\$2,400.00 US including six event registrations.

For information contact Cathy Anderson 709-729-5633
cathyanderson@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. 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 activities include travel trade partnerships, familiarization tours, trade shows, media relations, and joint

marketing with the Canadian Tourism Commission (CTC). For 2008, the CTC and its industry partners have launched a new global advertising campaign in the UK, Germany, and France. ACTP is a partner in this program to build more consumer awareness of the region.

The strategy is experience-based – showcasing unique experiences designed to enhance perceptions of what Canada, and Atlantic Canada has to offer. The experiential street-level campaign in London was launched in January with the opening of a life-size 'Canada Dome' at Canary Wharf complete with subway posters, inserts in key supplements, and online activity. The German campaign has similar tactics including giant posters, inserts in national papers, and online advertising. The France campaign will launch in March. ACTP's new Atlantic Canada brand logo will figure prominently in the campaign materials along with photography from each of the four provinces. For information on the international market contact Kathleen Crotty 709-729-6150 kcrotty@gov.nl.ca

Trade Show and Marketplaces

CMT

Stuttgart, Germany - January 12-20, 2008

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

ITB Berlin

Berlin, Germany - March 5-9, 2008

www.ITB-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: Standard booth \$9,780.00 + VAT (19%); enhanced booth \$12,950.00 + 19% VAT. Includes booth fee and directory listing, CTC German market briefing, evening networking functions, and gala embassy event.

Spotlight Canada

London, England - March 10-12, 2008

www.spotlightcanada.co.uk

Individual pre-scheduled appointments between UK/European tour operators/travel 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: Standard booth \$4,000.00, includes registration, booth fee and directory listing, trade reception, CTC UK market briefing, networking functions, and gala event.

Rendez-Vous Canada (RVC)

Vancouver, BC - May 24-28, 2008

www.rendezvouscanada.ca

Tour operators and travel 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 annual rotation to major centres throughout the country.

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

Cost: Half booth: \$1,065.00 + \$185.00 concurrent appointment schedule; full booth: \$2,085.00 (TIAC members receive a discount). Delegate fee (from registered organizations only) regular: \$910.00, TIAC member: \$810.00, one day: \$315.00. 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 host hotel and RVC venue(s).

Top Resa

Paris, France - September 16-19, 2008

www.topresa.com

Travel trade marketplace designed to foster relations between international tourism and European tour operators, travel agents, travel media, group travel planners, incentive and meeting planners. Participation is in partnership with ACTP and under sponsorship of the CTC Paris.

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

Cost: Standard booth \$9,600.00, and includes registration fee, delegate fee, CTC market briefing, networking functions.

World Travel Market

London, UK - November 10-12, 2008

www.wtmlondon.com

International travel trade/consumer marketplace held annually in London, UK. It is designed as a forum to facilitate travel industry meetings, networking opportunities, and contract negotiations between travel professionals and global tourism providers.

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

Cost: Work station (Trade Only): \$4,000.00. Standard booth

(Trade and Consumer): \$14,000.00. Includes registration fees - booth & delegate, marketplace directory listing, CTC market briefing, networking opportunities.

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 continue 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 2008 Direct-Mail Campaign

Direct-mail brochures featuring industry partner value packages mailed to every household in the province and also promoted online. The direct-mail and online components are supported by a general awareness campaign using traditional media such as radio and print. Participants in this program are also listed in the Packages section of the consumer website NewfoundlandLabrador.com

Spring, Summer, And Fall 2008 Direct-Mail Campaign

The direct-mail campaign will also include an online package component and will be supported by a general awareness campaign using traditional media such as radio, print, and television. Participants in this package are also listed in the Packages section of the consumer website NewfoundlandLabrador.com. The details of the 2008 in-province resident program will be communicated to industry partners as they are finalized.

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



Activity 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, 2008

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 2007 to secure space.

Trailblazers Incentive Marketplace

Québec City, QC - July 25-28, 2008

www.trailblazers-info.com

Five-country partnership in a three-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 19-20, 2008

www.meetingscanada.com

Premier two-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**

Vancouver, BC - October 2-4, 2008

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)**

Cancun, Mexico - November 9-13, 2008

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 shows.

Consumer Shows

The Outdoor Adventure Show

Toronto, ON - February 22-24, 2008

www.nationalevent.com

Canada's premiere outdoor adventure travel show with over 25,000 attendees in 2007. 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 Outdoor Adventure Show

Calgary, AB – April 5-6, 2008
www.nationalevent.com

Outdoor adventure travel show with over 15,000 attendees in 2007.

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, and email to reach Maritimers and Newfoundlanders & Labradorians.

Television Campaign

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

Newspaper Campaign

Maritimes: Halifax Herald

Newfoundland and Labrador: The Telegram (season pass promotion)

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 17-19, 2008
www.torontosnowmobileshow.com

This show attracts tens of thousands of snowmobile enthusiasts from all over Ontario, Québec, 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.

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 Guide to Hunting and Fishing Outfitters is a biannual publication developed in co-operation with the Newfoundland and Labrador Outfitters. 50,000 copies are produced as free fulfillment to inquiries about hunting and fishing in our province. Preparations will be undertaken in 2008 for the production of a new edition in 2009.

Distribution Date.....January 2009
 Free Listing Information.....May 31, 2008
 Advertising Booking.....September 26, 2008
 Material & Payment.....September 26, 2008

Cost/Size Specifications:

1/6-Page (Full-Colour).....\$680.00
 (Black & White + One-Colour).....\$360.00

For information contact Andrea Peddle

709-729-2831 apeddle@gov.nl.ca

For advertising information contact Brett Thornhill

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

Magazine Campaign

For brand awareness, Newfoundland and Labrador Tourism advertises in North American Hunter, American Hunter, Outdoor Life, Bowhunter, Bear Hunting Magazine, Peterson’s Hunting, Fly Fisherman Magazine, and Atlantic Salmon Journal. 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 2008, the North American Hunter will appear in the February/March version of the magazine. The 2009 co-op opportunity will be finalized in October 2008. For information on 2009 contact Brett Thornhill 709-729-2806 brettthornhill@gov.nl.ca

Direct Mail Campaign

Targeted to a qualified hunting & fishing database (over 1/2 million recipients) in the United States. Historically, direct mail provides the greatest number of inquiries/responses for the lowest cost-per-inquiry. (January/February)

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. Online inquiries continue to increase. This vehicle can easily track, monitor, and measure inquiries. (January to July)

Media Tours

Opportunities to co-host hunting & fishing media assignments at your business provide first-hand experience and media coverage. Send a direct description of your hunting and/or fishing experiences to potential readers and viewers who want to hunt or fish. 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. Last year's hunting & fishing media tours resulted in Newfoundland and Labrador being featured in several magazines: Atlantic Salmon Journal, In-Fisherman Magazine & TV Show, Northwoods Sporting Journal, Bear Hunting, Pêche à la Mouche Destinations, North American Hunter, Eastern Woods & Waters, Canadian Fly Fisher, Bear Hunter, Outdoor Life, Upland Almanac, and such TV shows as: The Fishing Musicians, Knight's Born to Hunt, Fish, Hunt Travel, TLC's Game Trails, The Outfitter, Remember the Hunt, OLN's We Live Outdoors and Woods & Waters, The Men's Channel, Outdoor Channel, Sportsman

Channel, Realtree.ca, and Realtree.com.

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

Consumer Shows

Safari Club International Convention

Reno, NV – January 23-26, 2008

www.showsci.com

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

Who should attend: Big game 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 18 -20, 2008

www.flyfishingshoweast.com

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 25-27, 2008

www.flyfishingshoweast.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 7-10, 2008

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

Louisville, KY - May 16-18, 2008

www.nra.org

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

Who should attend: Hunting outfitters and DMOs.

Cost: Booth space \$840.00 US (10' x 10'); corner booth extra \$175.00 US.

Hunters Extravaganza

Fort Worth, TX - August 15-17, 2008

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

Tourism Information

Tourism Destination Management System (TDMS)

Your tourism operator information is housed in a comprehensive tourism database known as TDMS. This database is the primary reference source used by the tourism call centre and visitor information centre staff. Information from TDMS is also accessible to our visitors through NewfoundlandLabrador.com and the information is also used to produce the Traveller's Guide and Guide to Hunting & Fishing Outfitters.

Using the TDMS web update tool to manage your tourism listing information for NewfoundlandLabrador.com is one of the most profitable marketing decisions you can make. The web update has easy step-by-step instructions for filling out and submitting the online forms. Once registered, you can update your tourism listing any time you wish. Once approved, updates to your listings will be immediately reflected on the Newfoundland and Labrador website.

If you have not used the TDMS web update and require a user ID and password, please contact the TDMS Team at tdms@gov.nl.ca or call 709-729-5599 for help with your login ID and temporary password. Tourism operators who used the web update last year can still use the permanent login ID and password they created at that time (but if you have forgotten it, just email or give us a call).

Please note: to have your information included in the Traveller's Guide, the deadline is May 31. 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 <https://tdmsupdate.gov.nl.ca>

For information contact the TDMS team

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

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

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 continues to be the key component of the Internet Marketing Strategy (paid and unpaid) in 2008. Additional permission marketing techniques (such as electronic newsletters) as well as limited viral marketing techniques encourage users to spread the news about the site. One of the primary objectives of the 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, and Yahoo.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 and facebook.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

E-newsletters will present editorial, suggested touring information, exciting local activities, and links to the tourism website. 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: E-news (4 advertising placements available): \$300 each.

E-Blasts (2 advertising placements available): \$500 each.

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 website. 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 instructions on the Reciprocal Link Program visit
NewfoundlandLabrador.com/linking.

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

Listings

Tourism operators can enter and manage their information listings on NewfoundlandLabrador.com through the Tourism Destination Management System (TDMS) - a province-wide database of tourism services. Registered users can update their listing at anytime for the website by visiting <https://tdmsupdate.gov.nl.ca>. For further information on updating your TDMS listing, also see the Tourism Information section in this publication (page 26).

Cost: No charge.

Packages

The new online package program provides operators with the opportunity to feature their vacation packages to visitors. Your special offers/packages will be featured on NewfoundlandLabrador.com in the Packages section. Focus on core experience packages may be featured in other marketing communications developed for 2008. Certain criteria apply. Details and cost to participate will be communicated to industry partners as they are finalized.

Cost: To be determined.

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

Traveller's Guide 2009

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 2009

Deadlines:

Free Listing Information May 31, 2008

Advertising Booking September 5, 2008

Material & Payment September 12, 2008

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

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 Globe and Mail, Canadian Geographic, and TV's Canada AM, National Geographic, and Condé Nast Traveller, 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 and Press Trips

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

Halifax, NS - February 15-19, 2008

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

Los Angeles, CA - April 7-9, 2008

www.canadamediainmarket.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 Gomedia Canada Marketplace

Québec City, QC - July 2-6, 2008

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

Houston, TX - October 17-22, 2008

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 9-16).

Joint Marketing Agreements (JMA'S)

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 Partner Support

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 partners 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 and 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 co-operatively 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 Group Travel Planner 2009

The Atlantic Canada Group Travel 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 2008

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

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 Québec 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@gov.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

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 "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, 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 advertising 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

P.O. Box 8700

St. John's, NL, Canada A1B 4J6

Tel: 709-729-2831

Fax: 709-729-0057

Email: tcrinfo@gov.nl.ca

Web: www.gov.nl.ca/tcr

NewfoundlandLabrador.com

