

Newfoundland & Labrador Tourism Digital Marketing Opportunities





Our Strategy



Marketing and Advertising
Strategy & Objectives



Digital Marketing
Strategy & Objectives



Social Media
Strategy & Objectives



Focus on a select number of social sites to increase our overall web presence by selecting sites that fulfill our marketing objectives based on audience, relevance, and user engagement on those platforms.



Non-resident, touring & explorer market with concentration in Toronto, Ottawa, Calgary, Halifax and Montreal

Singles and couples aged 45+ (55+) with no children living at home

Educated, experienced, and curious travellers, not tourists – for whom travel is a form of self-expression and discovery





Instagram



Win a week-long trip for two.



Newfoundland & Labrador Tourism

Travel/Leisure

[Timeline](#)[About](#)[TV & Video](#)[The Latest](#)[More ▾](#)PEOPLE **93,770** likesABOUT 

-  Please share your comments, questions, photos and videos. Be advised that profanity, offensive or off-topic material will be removed.

**Newfoundland & Labrador Tourism**12 mins · 

Thank you for the comments on yesterday's Bacon Cove post. Here's Dennis to tell you his favourite theory of how Bacon Cove came by its name. Warning: you may want to grab a snack first.





TWEETS
6,464

FOLLOWING
24.2K

FOLLOWERS
31.2K

FAVORITES
228

LISTS
19

NewfoundlandLabrador

@NLtweets

Yarns, travel tips, and events from Newfoundland and Labrador Tourism, Canada. AF = Amy Fisher, EK = Ed Kirby.

📍 Newfoundland and Labrador, Can

Tweets

Tweets & replies

Photos & videos



Pinned Tweet



NewfoundlandLabrador @NLtweets · Apr 16

Win 1 of 4 trips for 2 in our “What’s in a Name?” contest and play our pict-o-puzzle game. [offilterplaces.ca](#)



Iceberg Finder

@IcebergTweets

Bringing you the facts, location and videos of icebergs as they travel through Iceberg Alley along Newfoundland and Labrador's northeast coast.

📍 Newfoundland & Labrador

TWEETS
1,966

FOLLOWING
8,532

FOLLOWERS
8,154

FAVORITES
12

Tweets

Tweets & replies

Photos & videos



Iceberg Finder @IcebergTweets · Apr 27

MT @seamap: After days of fog, first [#iceberg](#) spotted this morning near [#stjohns](#) [#newfoundland](#) (off [#flatrock](#)).

5,970 subscribers

3,614,401 views

Video Manager



Newfoundland & Labrador Tourism

View as: Yourself ▼

Home

Videos

Playlists

Channels

About



For returning subscribers

For new visitors

What to watch next



What's in a Name? – The Battery

by Newfoundland & Labrador Tourism
2,247 views 1 month ago



What's in a Name? – Blow M
by Newfoundland & Labrador Tourism
3,214 views 1 month ago

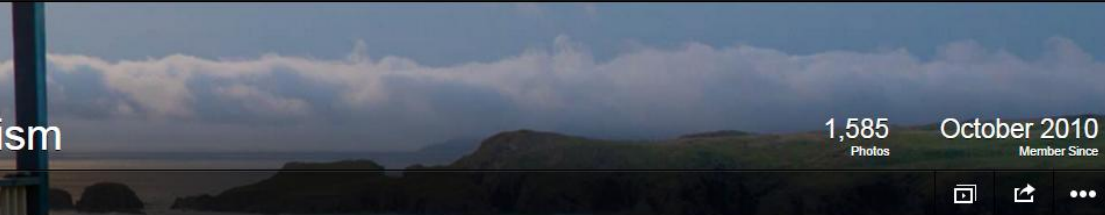


What's in a Name? – Cupids
by Newfoundland & Labrador Tourism
2,820 views 1 month ago



What's in a Name? – Garnish
by Newfoundland & Labrador Tourism
3,754 views 1 month ago

What's In a Name? – The Colourful Place Names of Newfoundland and Labrador





47 posts 3k followers 50 following

Edit Your Profile

Newfoundland Labrador Tourism

Around here, there are endless opportunities to capture everything from our natural wonders to music and culture. Tag #ExploreNL to share.

newfoundlandlabrador.com



newfoundlandlabrador

2w



♥ 620 likes

● newfoundlandlabrador "Italy has its Leaning Tower of Pisa. We have our leaning townhouses. Or do we?" Photo by @wraske99 #ExploreCanada #ExploreNL





How Operators Can Get Involved



- Provide content
 - Photos
 - Videos
 - Travel media stories
 - Packages
 - UGC vs. Produced
- Engage with us online - insert yourself in conversations on our channels



- Answer travel questions
- Follow other operators, travel writers and bloggers
- Monitor keywords (#ExploreNL)
- Engage with our current campaigns
 - Place Names
 - Whale Tales
 - IcebergFinder.com



Share Photos



Newfoundland & Labrador Tourism shared Trinity Eco-Tours's status.
Posted by Matt Tucker Target [?] · May 29

The puffins recently arrived at Bird Island in beautiful Elliston.

Post some more of these tomorrow but the Puffins are back at Elliston. Love these birds as I am sure they were never meant to fly! As you can see by the graceful landing.



13,288 people reached

Boost Post

Like · Comment · Share · Hootlet

434 11 3 Shares



NewfoundlandLabrador
@NLTweets



Following

The puffins have landed in Elliston! Bird Island is puffin colony accessible by land.
Thx @TrinityEcoTours



RETWEETS
40

FAVORITES
30



11:50 AM - 26 May 2014



Newfoundland & Labrador Tourism shared Iceberg Man Tours's photo.
May 27, 2013

It's a great time of year for iceberg viewing - this iceberg is 5 miles West of Crow Head, Twillingate. What are you waiting for?

<http://www.icebergfinder.com/>

This iceberg is located 5 miles West of Crow Head, Twillingate. At approximately 10,000 years old, this present day masterpiece is also an amazing historical artifact! Absolutely breathtaking!



8,048 people reached

Boost Post

Like · Comment · Share · Hootlet

492 27 349 Shares



Newfoundland & Labrador Tourism shared Northland Discovery Boat Tours's photo.
Posted by Amy Fisher (?) · July 3

There are currently over 100 icebergs between St. Anthony and L'Anse Aux Meadows National Historic Site. Don't miss your chance to see this beautiful archway!

July 2nd photo taken near St. Anthony of our guests enjoying a spectacular Iceberg. Don't miss this rare opportunity to see a massive iceberg with a archway through it with Northland Discovery Boat Tours.



10,704 people reached

Boost Post

Like · Comment · Share · Hootlet

532 9 1 Share



Newfoundland & Labrador Tourism

Posted by Amy Fisher [?] · June 4 · 🌐

What a high rise looks like in Newfoundland & Labrador. Spotted in Fogo Island and Salvage.



92,384 people reached

Boost Post

Like · Comment · Share · Hootlet

👍 1,863 💬 76 ➦ 1,234 Shares





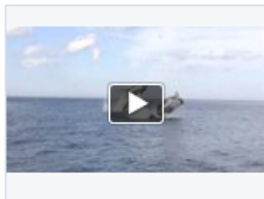
Share Videos



Newfoundland & Labrador Tourism shared a link via Jef Combdon.

Posted by Amy Fisher [?] · July 14

Wow! Some very lucky visitors witnessed a rare double whale breach on O'Brien's Whale and Bird Tours on Saturday and managed to catch it on video!



Video of rare double whale leap off Newfoundland

Watch the video Video of rare double whale leap off Newfoundland on Yahoo Yahoo. Some Newfoundland whale watchers were treated Saturday to a rare "double breach" – when two humpbacks leapt from the water simultaneously. Whale guide Joe O'Brien says it's the

359,936 people reached

Boosted

Like · Comment · Share · Hootlet

2,768 137 2,716 Shares



Newfoundland & Labrador Tourism shared a link.

July 10, 2013



What happens when you combine a boat tour, Festival 500 singers, and a pod of whales? A majestic showcase that can only be appreciated by watching this video captured yesterday on O'Brien's Whale and Bird Tours.

Festival 500 Sharing The Voices closes tonight with its Grand Finale at Mile One Centre in St. John's.



Choir sings for Whales

Whale watching tour at Bay Bulls with O'Brien's Whale and Bird Tours

34,336 people reached

Boost Post

Like · Comment · Share · Hootlet

307 26 444 Shares



Newfoundland & Labrador Tourism shared Ann Decker's video.

February 11

Sunday morning commute on Fogo Island. Looks like a bit of a traffic jam, wouldn't you say?

Sunday morning commute



16,824 people reached

Boost Post

Like · Comment · Share · Hootlet

526 70 27 Shares



Home

About This Place

Things to Do

Places to Go

Where to Stay

Plan Your Trip

The Latest

About This Place

Geography

Nature

Weather & Climate

People & Culture

Music & Performing Arts

History

Multimedia

Photos & Videos

Whale Watching, Newfoundland and Labrador



DRONE footage of
HUMPBACK...

> Watch Video



Extreme Overhead
Drone Wh...

> Watch Video



Whale Watching in
Newfoun...

> Watch Video



Playful humpback
whales

> Watch Video



Whale Watching with
Gathe...

> Watch Video



Beluga Encounter

> Watch Video



a BIG ORCA surprise!

> Watch Video



Killer Whales (Orcas)
and...

> Watch Video



Awesome aerial
footage of...

> Watch Video

Travel Questions?



Mon-Sat 11am-6pm (NST)

Other Playlists



Our YouTube
Favourites
(27 videos)

> Watch Videos



Participate in the Package Program





Newfoundland & Labrador Tourism

November 27, 2013

Let it snow! The snowmobiling season has begun in Central Newfoundland. This photo was shot on Monday November 25 by Riverfront Chalets & Rafting NL, who offer snowmobile rentals and tours.

<http://www.newfoundlandlabrador.com/ThingsToDo/Snowmobiling>



6,692 people reached

Boost Post

Like · Comment · Share · Hootlet

184 9 61 Shares



Newfoundland & Labrador Tourism

June 3, 2013

Now you can dine at the most easterly point in North America with Sunday evening dinner in the historic Cape Spear Lighthouse with Andrea Maunder of Bacalao Restaurant.

Follow the link for details: <http://nl.edining.ca/viewevent.asp?ID=444&thisdate=6%2F23%2F2013> — with Joanne Kelley.



27,904 people reached

Boost Post

Like · Comment · Share · Hootlet

514 32 254 Shares



Provincial Historic Sites - Newfoundland and Labrador Great picture of the Pt Amour Lighthouse Provincial Historic Site!!

Come see us - we are still open until October 5th.
September 25, 2012 at 1:30pm · Like · 1



Newfoundland & Labrador Tourism

Liked · September 25, 2012

Imagine a guided 2-day hike along ancient coastline with scenic plateaus and breathtaking views, while living the life of a light keeper at the Point Amour Lighthouse Station in Labrador...

Click here for all our Fall Packages & Offers
<http://bit.ly/nSPbCN> — with Swansetta Rumbolt, Warren Reinhardt, Michael Garcia and Patrick Roden.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

321 people like this.

141 shares

Chrissy Merrigan oh wow this would be awesome!
September 25, 2012 at 12:25pm · Like

Trevor Pike WWII shipwreck: just down the shore from the lighthouse. A few bits and pieces are all that remain on the beach. My grandfather salvaged an old wooden chair from when it happened and the chair sits in my uncle's house to this day. And if you're looking to sea you'll see lots of whales.
September 25, 2012 at 12:29pm · Like

Sandra Wong-Bates would like
September 25, 2012 at 12:31pm · Like

Norm Langille We just visited Labrador, from here to Lab city--last time I was in Happy Valley was in 1960--quite a change in things--ya got to get some porta potties going through to Goose Bay--
September 25, 2012 at 12:32pm · Like

Melanie Manzatiuk What a breathtaking view!! I miss this terribly!!!
September 25, 2012 at 12:37pm · Like

Sylvia Payne-gould We went there last summer, my Grandson loved it and we all want to go back.
September 25, 2012 at 12:47pm · Like

Marta Consuelo Storino My house !!!!!!!
September 25, 2012 at 1:16pm · Like

Write a comment...



Send Your Stories





Newfoundland & Labrador Tourism shared a link.

Posted by Hootsuite [?] · September 5

Over on Fogo Island, the folks enjoy their partridgeberries so much they've developed a Partridgeberry Harvest Festival. This fall National Geographic is recommending it as one of the best fall trips in 2014. Mark it down in your calendar: October 11-12.

http://travel.nationalgeographic.com/travel/best-fall-trips-2014/#/fogo-island-sunset_82961_600x450.jpg



Best Fall Trips 2014 -- National Geographic
travel.nationalgeographic.com

Whether you're up for adventure, relaxation, or something in between, check out our editors' list of 10 best fall trips for inspired ideas.

19,144 people reached

Boost Post

Like · Comment · Share · Hootlet

243 12 94 Shares



travelchannel.com

[SHOWS](#)

[VIDEO](#)

[SCHEDULE](#)

[DESTINATIONS](#)

[INTERES](#)



Alex Fradkin

Newfoundland

The annual Fogo Island Partridgeberry Harvest Festival, features local foods and crafts. For those with luxurious tastes in both accommodations and food, the [Fogo Island Inn](#) is hosting a special Thanksgiving event called "Chefs Come to the Edge." Executive chef Murray McDonald has invited 4 world-class chefs to join him, and guests will be able to see, pick, dig and sample local delicacies. All foods prepared and served will be from Newfoundland's northeastern coast. The 3-night weekend event includes a traditional Fogo Island boil-up, a 5-course gourmet supper prepared by the 5 chefs, a foraging outing and an afternoon at the festival.

Fogo Island Inn

210 Main St, Joe Batt's Arm, Newfoundland and Labrador A0G 2X0, Canada

[Get Directions](#)

Phone: +1 800-464-2040





Newfoundland & Labrador Tourism shared a link.

Posted by Amy Fisher Work [?] · November 12

Looking for a reason to visit Newfoundland & Labrador? Here are 5 according to USA TODAY.



5 reasons to visit Newfoundland

experience.usatoday.com

Newfoundland is for the intrepid, with remote inlets, quirky cities and lots of wildlife.

106,176 people reached

Boost Post

Unlike · Comment · Share · Hootlet

↗ 621 Shares

👍 Newfoundland & Labrador Tourism, Ernie Brake, Skeezy Smid, Ian Green and 531 others like this.

Top Comments ▾



Newfoundland & Labrador Tourism shared a link.

Posted by Amy Fisher [?] · September 29

The secret is out: Newfoundland & Labrador needs to be your next culinary travel destination.



Why Newfoundland Needs to Be Your Next Culinary Travel Destination

www.seriousseats.com

A new generation of Newfoundland chefs, fueled by renewed local pride and the island's growing economy, is bringing the lessons learned in their grandmothers' kitchens to St. John's restaurants. These restaurants are recreating—and sometimes reinventing—local ingredients and traditional meals in the...

47,712 people reached

Boost Post

Like · Comment · Share · Hootlet

543 25 267 Shares



Newfoundland & Labrador Tourism shared a link.

Posted by Amy Fisher [?] · October 29 · Edited

According to W Network Million Dollar Critic's Giles Coren, Newfoundland & Labrador is where the real food rockstars are.



Newfoundland: Real Food Rockstars

www.huffingtonpost.ca

If nothing had prepared me for Newfoundland then nothing could prepare anyone for Raymond's, a very refined restaurant in a handsome old high-ceilinged building (I think probably a former bank) which is not just the best restaurant in St John's but i...

55,488 people reached

Boost Post

Like · Comment · Share · Hootlet

413 8 322 Shares





Participate in Conversations





Newfoundland & Labrador Tourism shared Julian Earle's photo.

Posted by Amy Fisher [?] · November 14

Traveller Julian Earle describes this past summer as unforgettable, and we can't help but agree! Did you encounter any glacial giants this year?

"Unforgettable Summer"



13,512 people reached

Boost Post

Like · Comment · Share · Hootlet



Jess MacDonald, Kate Jewer, Josh Quinton and 854 others like this.

Top Comments ▾



Write a comment...



Mary Dempster OMGoodness , we had such a wonderful 2 week vacation in Newfoundland and Labrador ...will definitely be coming back . I now believe that Newfoundland and Labrador are Canada's best kept secrets ...we saw so many awesome things , tons of icebergs (pun intended) lol, and the friendliest people anywhere in Canada ! 😊

Unlike · Reply · 42 · November 14 at 3:53pm



Jim Sato Looking forward to my trip in August 2015. Air, hotel, and car booked. Now I just have to "fill in the details."

Unlike · Reply · 2 · November 4 at 1:46am



Newfoundland & Labrador Tourism Hi Jim, be sure to visit www.NewfoundlandLabrador.com for lots of trip planning information! - Amy



Newfoundland and Labrador, Canada
– Official Tourism Website

Newfoundlandlabrador.com is your online...

NEWFOUNDLANDLABRADOR.COM

Like · Remove Preview · 2 · Commented on by Amy Fisher (?) · November 4 at 8:36am



HockeyBroph

Feb 01, 5:32pm via Twitter for BlackBerry®

Every time I see a TV commercial promoting Newfoundland as a travel destination, I want to pack my bags and head to Newfoundland.



NLtweets

Feb 03, 10:35am via HootSuite

.@HockeyBroph Trust your instinct! We're here to help you plan your dream vacation :) ^AF



IceCapsAHL

Feb 03, 10:40am via Web

@NLtweets @HockeyBroph And don't forget, there's hockey here too. Just tell the boss it's for work!

Show Conversation



NLtweets

Jan 22, 5:31pm via Hootsuite

.@DonMartinCTV you bet! Will you be making a journey this way this year? :)

Show Conversation



NLtweets retweeted



DonMartinCTV

Jan 22, 5:00pm via TweetDeck

A sure sign of spring coming? Those super natural Newfoundland/Labrador tourism commercials are back on the airwaves.

21 retweets · 15 favorites



Joanie Woods Demontigny ▸ Newfoundland & Labrador Tourism

November 27 at 2:04pm · Thorold ·

We're staying for two weeks in July 2015, any information/links on affordable accommodations for 4?

Like · Comment · Share · Hootlet · 1



Write a comment...





tomcochrane

8:48am via Hootsuite

That feeling when you're hiking or snowshoeing and the trail opens up to the ocean. (Bottle Cove, NL) [#explorenl](#)



Retweeted by karenfurneaux66 and 23 others



shaunmajumder

Jan 28, 12:27pm via Twitter Web Client

Got your tix for the [@MidWinterBivver](#) Grand Falls NL Feb20-22? Goto [midwinterbivver.com](#) for details. [@CentralNL](#) [@ExploreNL](#) Gon B a Time!



Retweeted by NLtweets and 5 others



ParksCanadaNL

Jan 18, 10:28am via Twitter Web Client

The Battery is so beautiful this time of year. Photo: Adam Pearce Photography [#reddit](#) [#ExploreNL](#)



Retweeted by julcaballero and 97 others



AuntEdnasBandB

Jan 23, 7:53am via Twitter Web Client

Taken right from the Little Bay Islands ferry dock July 2014. What a year in Iceberg Alley Newfoundland. [#ExploreNL](#)



Retweeted by julcaballero and 8 others



Participate In Our Campaigns





- Place Names
 - Create a themed package
 - Share a unique Place Name story
 - Share and engage with our videos and contest
- Whale Tales
 - Share your whale tales
 - Whale sightings
- IcebergFinder.com
 - Be an ambassador
 - Share your sightings

And you thought the houses were
the only colourful things around here.

Scroll Down



Win a Trip for Two!

What's in a Name?

Play & Win 



Categories

- [Brook trout \(14\)](#)
- [Flies and tackle \(7\)](#)
- [Fly-Outs \(6\)](#)
- [Guest Bloggers \(8\)](#)
- [Guides Report \(7\)](#)
- [Jack and Lorraine \(6\)](#)
- [Minipi Ecosystem \(1\)](#)
- [Minipi waters \(20\)](#)
- [Minipi wildlife \(6\)](#)
- [Star Guests \(1\)](#)
- [Uncategorized \(4\)](#)

Home / Minipi Blog / Loverboy

Loverboy

When I was told that we were going to Loverboy to look for brook trout, I immediately had flash backs to my roller skating days in elementary school. Loverboy is not just a Canadian rock band from the 80's, but also the name for the narrows, which connect Anne Marie Lake and Burnt Lake in Labrador's Minipi watershed. Lee Wulff discovered the brook trout here while exploring the vast wilderness of this rugged land in a single-engine floatplane. Not only did he uncover the world's finest brook trout fishery, but he also sought to conserve it by promoting catch and release, a concept that was still in its infancy. Celebrated anglers, like Joan Wulff and Ed Jaworowski, have fished for and released colossal brook trout here.

On our first evening at Lake Anne Marie Lodge, Ray Best, one of the most entertaining guides that I have ever fished with and an icon around Minipi camps, arrived at the dock with a t-shirt that read 'Minipi: where the brook trout are measured in pounds, not inches'. This was one of those rare occasions when a t-shirt's tag line actually made me curious. As we putted the canoe across the uninhabited lake to Loverboy, the wind subsided and the green drakes began to pop. Ray stopped the canoe in the heart of the narrows next to 'Loverboy rock'. Legend has it that a love sick man was positioned on this celebrated stone to abandon his forlorn romance with Anne Marie and revel in the rising brookies that surrounded him.

Ray Best, one of the most entertaining guides that I have ever fished with and an icon around Minipi camps, arrived at the dock with a t-shirt that read 'Minipi: where the brook trout are measured in pounds, not inches'.

SHARE:



Iceberg Map

[Iceberg Map](#)
[Report a Berg](#)
[Iceberg Facts](#)
[Photo Gallery](#)
[How It Works](#)
[Iceberg Alerts](#)

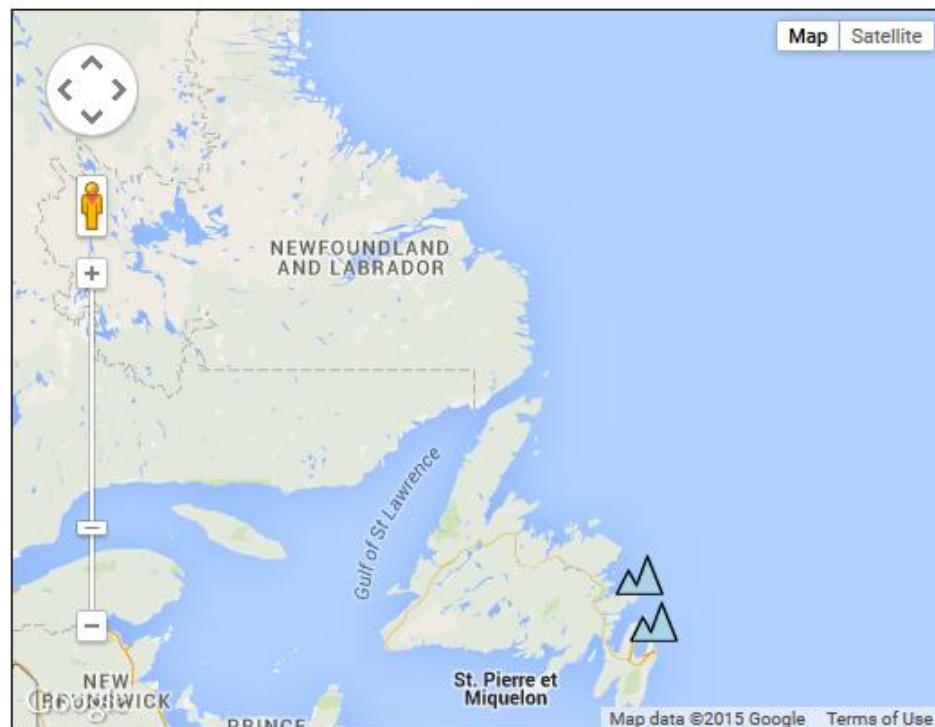
Tweets

[Follow](#)


Iceberg Finder 27 Apr

@IcebergTweets

MT @seamap: After days of fog, first #iceberg spotted this morning near #stjohns #newfoundland (off #flatrock).
pic.twitter.com/CtUEUx0D70



Active Icebergs

ID	Detected	Region
115951	4/28/2015	Eastern
115941	4/27/2015	Avalon



Iceberg (Ambassador Detection)



Distance from Iceberg





Tips for Operators

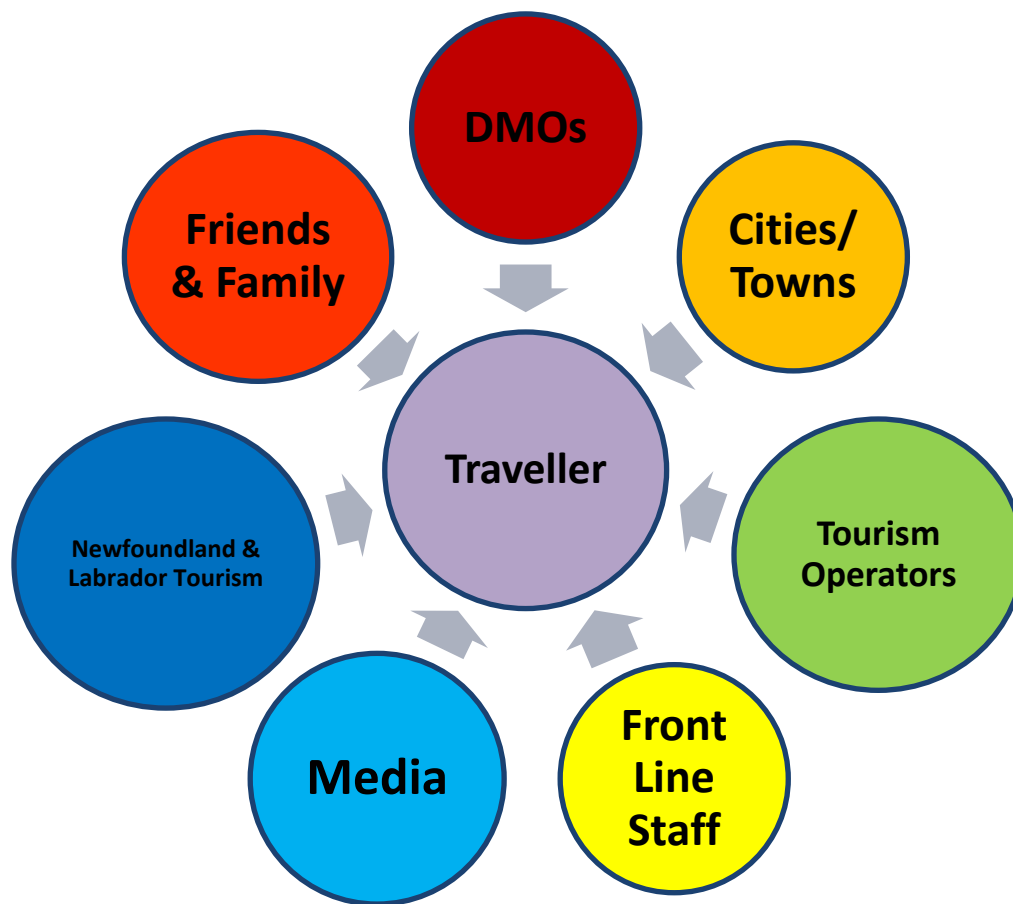


Tips

1. Monitor our channels
2. Participate in conversations (#ExploreNL, #travel, etc)
3. Use a business profile
4. Don't be too promotional – have a conversation
5. Share engaging content
6. Develop content based on research
7. Stay true to the NL Tourism brand



Speak with one brand voice in
everything that touches the consumer





Be natural, genuine and authentic

Comfortable in our own skin

Spontaneous

Creative and colourful

Uncomplicated

Witty

And of course

Courteous, professional and hospitable



Thanks.

NewfoundlandLabrador.com

Facebook.com/NewfoundlandLabradorTourism

Twitter.com/NLTweets