

MARKETER NEWS

NEWFOUNDLAND AND LABRADOR OPENS NEW CHAPTER IN TOURISM CAMPAIGN

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The province of **Newfoundland and Labrador** launched three new national television spots this week, continuing the “Find Yourself Here” campaign that debuted in 2006.

The spots, created by St. John’s-based agency **Target Marketing and Communications**, highlight distinctive aspects of the province’s natural landscape and culture. In one, a group of young children explores the remnants of a 1,000-year-old Viking village—the oldest known European settlement in North America—at the L’Anse aux Meadows national heritage site. In another, a woman enjoys the view at Gros Morne national Park, while the third spot focuses on Newfoundland and Labrador’s vibrant, colourful architecture.

Clyde Jackman, Minister of Tourism and Recreation for Newfoundland and Labrador, said the ads paint a compelling and authentic picture of the province.

“We’re showcasing our creativity, our culture and our natural environment,” said Jackman. “What you’re seeing in these ads are not fabricated pieces—this is actually what you’ll see here when you get here.”

Newfoundland and Labrador has doubled its marketing budget to \$12 million annually over the past five years, and Jackman said the investment has been rewarded with an increase of visitors to the province.

“Our tourism numbers are up about 15% in the past five years,” he said. “We truly do believe that’s because of our marketing campaign.”

The new spots are airing on network television in Ontario, Montreal and Calgary, and nationally on specialty stations.

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