

NEWFOUNDLAND AND LABRADOR - NEW ADVERTISING CAMPAIGN LAUNCHED



According to tourism minister, Terry French, tourism industry in both Labrador and Newfoundland is on its way to being a billion-dollar industry. He said this as he officially launched the new national tourism campaign of the province in 2013.

The Irish inherited musical traditional is presented in one of the two new advertisements on television. The advertisements are to urge on the Find Yourself Campaign which is an award-winning provincial government's initiative that began in the year 2006.

The tourism minister explained that the new advertisements presented both the 15th and 16th chapters of the province's story. The campaign presentation is like that of a book's chapters where each of the two ads tell a unique story about Labrador and Newfoundland.

To add dimension and depth to the campaign stories, 4 online videos which were unveiled on the same day. There were visible significant results which were influenced by the national television campaign which was being enhanced by social media advertising, in-flight, digital marketing, newspapers and online videos.

According to tourism expenditure data of 2010, the province spent about 878.6 million dollars a figure that is expected to rise with time. Since the campaign started in 2006 the tourism industry has registered increased annual non-resident visitation and expenditure.

In the year 2012 there was about 1.5 million visits represented as 30% visitation to the provincial website. It was also noted that the ads posted on Twitter attracted attention within the first hours of being online.

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