



**Eastern Destination Management Organization Inc
Legendary Coasts of Eastern NL (LCEN)**

Annual Report 2015-2016

**Submitted to
Department of Business, Tourism, Culture Rural Development
Atlantic Canada Opportunities Agency**

**Submitted by
Board of Directors
Legendary Coasts of Eastern NL**

March 2016

Executive Summary

The Board of Directors of the Eastern Destination Management Organization Inc (EDMO), operating as Legendary Coasts of Eastern Newfoundland (LCEN), is pleased to submit its Final Report of activities for the period April 2015-March 2016. We have had a busy year with activities such as FAM Tours, Attendance at Consumer, Travel Trade and Media Shows, assisting with implementation of the Tourism Assurance Plan (TAP), networking with our members and tourism stakeholders, and implementation of the Destination Development Plan (DDP). We are very much looking forward to working with our partners, our members and stakeholders in developing our new 3-year (2017-2020) business plan based on the priorities for reaching the goals of Vision 2020. In 2016-2017 our work plan will incorporate, along with our marketing deliverables, our role in the DDP implementation and provide us with a much needed focused approach to product development for our destination. From its inception, our DMO has focussed on building partnerships as a means to achieving our goals and today our partnership base continues to grow. Partnership and sharing of resources will be more important than ever as we move forward with implementation of DDP priorities.

LCEN was the first region to take part in the DDP process and completed DDP report was released in July 2014. We are now in the implementation phase and are excited to report that several priority initiatives are moving forward in partnership with our operators and stakeholders to enhance our products and services, providing us with the tools and commitment to deliver on our brand promise and, together with our partners, reach the goal of Vision 2020.

We extend a sincere thank you to our members and stakeholders who have supported us by engaging in our activities and programs and who work tirelessly to deliver the products and services that our visitors seek. As well, we acknowledge our Tourism Board Partners and resource staff for their guidance and support in working with us to grow our organization and in providing us with the tools and resources to help grow the tourism industry in our region and the province.



LCEN BOARD OF DIRECTORS 2015-2016

Standing L-R- Carol Ann Devereau – Edge of Avalon Inn, Jerry Byrne – Doctor’s House Inn and Spa,
Rick Stanley – Ocean Quest Adventures, Brian Rose – Hotel Fortune,
Jane Whelan Hynes – Three Sisters Pub and Restaurant.

Sitting L-R – Peter Laracey – Cupids Legacy Centre, Marieke Gow – Artisan Inn & Twine Loft Restaurant,
Rick Rose – St. Pierre et Miquelon Ferry Office

Missing from Photo – Martha Nelson – HI Skerwink Hostel, Irene Hurley – Cashel’s Cove Crafts,
Brenda Stapleton – Marystown Hotel and Convention Centre

Staff

Kathi Stacey – Executive Director



Andrew Hiscock – Tourism Development Officer

Pauline Masters – Administrator/Membership Services





DMO Measurables and Deliverables

MARKETING

1. Online Package Program

21 Members participated in online packaging, 30 package placements sold

With the aid of the statistics supplied by the Department of BTRCD, we are encouraging members to participate in the Package Marketing Campaign. In 2015-2016, we increased numbers significantly over the previous year. This is due to an increased emphasis on the value of the program, clear and regular communications with membership, and packaging the package program with other marketing opportunities. A significant part of the increase is the promotion of packages in conjunction with the Downhome Expo 2016 – every participant in the 2016 Downhome Expo bought package placement to help promote specific experiences at the show. Prior to this, we have doubled members using the program (8 in 2014-2015). This increase can be considered very significant growth in light of the additional numbers added by participation in the Downhome Expo.

2. Feature Packages

To date, we have sold 2 featured packages placements. Where the package marketing program has seen an increase in number, with members seeing value in the program as part of their marketing efforts, we expect this number to grow. This will require continued diligence from staff to promote the value in feature package placement.

3. Regional Highlights

Regional Highlights have been offered as an additional perk for members when buying other marketing programs. To date, limited interest has been expressed in the regional highlights, with a couple “samplers” given to members in previous years – with no sales resulting after these efforts. LCEN monitors 2 regional highlight pages on NewfoundlandLabrador.com including the whole of the Eastern Region and the part of the Avalon Region (monitoring of this page is shared with Destination St. John’s). When regional highlight blocks are not sold, they are selected by LCEN, and normally focus on non-profit major provincial icons (provincial historic sites, for example), or blog posts that feature multiple LCEN members. We are continuing to feature the Discover NL video segments in the Regional Highlights, as well as broadening to some of the travel articles written about the region, taking advantage of successes in the travel media program. Also in the coming year, we will experiment with featuring packages as an additional perk or upsell to members.

4. Advertorials

After restructuring the Advertorial Program to promote three levels of buy-in, we saw massive growth in advertorials, garnering over 4 times as many participants for 2016’s Advertorials, and increasing our advertorial pages to 10 across 2 regions. Advertorials came in two varieties: regional (Trinity Bight, Burin, Rural Avalon), and thematic (150th anniversary of Heart’s Content cable laying and Eastern Newfoundland Geological Network). Participants included:

Burin	Heart's Content Anniversary
Cashel's Cove Crafts	Heart's Content Cable Station
Marystown Hotel and Convention Centre	Signal Hill
Hotel Fortune	Admiralty House
Grand Bank Regional Theatre	Bay Roberts Cable Building
Grande Meadows Golf Course	
Fortune Head Geology Centre	Geological Network
	Mistaken Point Ecological Reserve
Trinity Bight	Manuels River Experience
Rising Tide Theatre	The Rooms
Trinity Historical Society	Johnson Geo Centre
Cultural Craft	St. Lawrence Miner's Memorial Museum
Sea of Whales Adventures	Port Union National Historic District
Mirabella by Elizabeth Burry	Bell Island Community Museum and #2 Mine Tour
My Trinity Experience Heritage Inns	Fortune Head Geology Centre

Rural Avalon	
The Bayside B&B	
Stan Cook Sea Kayak Adventures	
Grates Cove Studios	
Cupids Legacy Centre	
Wooden Boat Museum	
Claddagh Inn	

5. Encourage Open Mic Sessions

The value of the open mic sessions is readily apparent, and it is a normal suggestion to our members, particularly when we consult new members, when current members are seeking new opportunities, when members are offering new programs and services, and in general, if they have not done so in the past.

Three members availed themselves of Open Mic Sessions:

- Coastal Connections
- Edge of Avalon Interpretation Centre
- Doctor's House Inn & Spa

6. Number of Operators Using Social Media

Encouraging members to embrace and use social media is a regular activity, with many regularly using it year-round, and especially in season. We promoted social media particularly in conjunction with the TAP process, as an easy and useful way to meet the web presence component of the Tourism Assurance Plan. Our own social media was used to leverage our members' efforts to help them find new followers/fans/etc. Currently we have 1231 followers. LCEN's twitter account is used to push out promotion of Eastern NL as well as the rest of the province. We engage with NLtweets and use the hashtag #ExploreNL.

7. Encourage Operators to Connect With TCR via Social Media

As we encourage operators to use social media, ensuring that TCR is part of the conversation is essential. We regularly notify our members how to engage with TCR's NL Brand platforms and how to best make use of the fantastic resources available to them.

8. Familiarization Tours (FAMS)

We increased our FAM tours this year moderately over 2014, in conjunction with the media relations team at the province, the other DMOs, and the City of St. John's. This increase was due in part to a variety of factors: better working relationships with all members of the provincial media relations team, attendance to media and travel trade marketplace events with these teams, working with the province on a major conference post-tour (Atlantic Canada Showcase), more active engagement of resident media, and ongoing efforts to build PR relationships with a variety of writers and travel trade professionals. LCEN, through our Tourism Development Officer, is involved heavily in the development of itineraries, connecting operators and monitoring the FAMS within our region.

FAM Tours this year included: 66

Names	Type	Publication or Business	Names	Type	Publication or Business
Robert Walsh & Richard Robinson	Media	Q Radio	Rick and Carol Pharr	Trade	CTN Travels
Mauro Camorani & Pier Vincenzo Zoli	Media	Latitudes Life & Polaris	Tim Johnson	Media	Just for Doctors
Liz Lunnon	Trade	Discover the World	Amy Watkins	Media	Daily Mail
Annabelle Leckenby	Trade	Canadian Affair	Kael Rebick	Media	Instagram
Laura Apps	Trade	Bell Pottinger	Mark Stanchiew	Media	Freelance
Paul Bignall	Media	The Independent	Eric Benson	Media	Hemispheres
Adrienne Wyper	Media	Good Housekeeping	Clayton Molstead	Trade	Discover Holidays
Patrick Purcell	Media	The Mirror	Eileen Penrose,	Trade	WestJet Ireland
Matt Quinton	Media	The Sun	Sarah McCormick	Trade	Travel Mood
Maggie Swinburne	Media	My Weekly	Gary Shannon	Trade	World Travel Centre
Miranda Thompson	Media	Women's Weekly	Alyson McIlroy	Trade	Oasis Travel
Angela Mollard	Media	Sunday Telegraph	Mary Jones	Trade	Lee Travel
Will McCloy & Dan Usher	Media	World Nomads	Laura Burke	Trade	Club Travel
Australian Trade - Nathan McLoughlin	Trade	Destination Canada, Australia	Jacinta McGlynn	Trade	Travelbiz
Australian Trade - Ed Smith	Trade	Canada & Alaska Specialist Holidays	Shane Coburn	Trade	Donabate Travel
Wandering Women (Large Group)	Media	Multiple	Marian Benton	Trade	Map Travel
Miguel Andrade	Media	Independent Portugal	Jodi Delong	Media	Saltscapes
Anne DesBrisbay	Media	Ottawa	Sara Kristen and Siya Zarrabi	Media	Hopscotch the World
Renee Suen	Media	Toronto Life	Sara Monika	Media	Freelance
Tamar Fleishman	Media	Baltimore Times	Shannon Brand	Trade	Anderson Vacations
Ivy Knight	Media	VICE	Amanda Dawn Clarke	Trade	Anderson Vacations
Sascha Chapman	Media	The Walrus	Eunice Annette Nagler	Trade	Anderson Vacations
Anne & Nicola Gordon	Media	Vancouver Sun	Sharon T. Bahadur	Trade	Anderson Vacations
David Wickers	Trade	Bridge and Wickers	Chris Johns	Media	Globe and Mail
Francesca Wickers	Media	Daily Mail	Elsbeth Callendar	Media	National Geographic Traveller
Frederique Sauvee	Media	Le Journal de Montreal	Rory Gibson	Media	Sunday Mail
Diana Lambdin	Media	Home and Away	Dylan Furst	Media	Instagram

Julia Howell	Media	Toque and Canoe	Ezgi Polat	Media	Instagram
Michelle Hopkins	Media	Vacay.ca	Dennis Flynn	Media	Downhome Magazine
Nigel Tinsdale	Media	Financial Times	Eastlink TV	Media	Eastlink TV
Arlene Stacey	Media	Zoomer	Val Howes	Media	Various
Jose Manuel Cerrud & Cori Wiesel	Trade	Voyages Terra Natura	Sundance Scout Trip	Media	Sundance Catalog
Lyn Hughs & Simon Chubbs	Media	Wanderlust	Sundance photo shoot	Media	Sundance Catalog

9. Consumer Shows

In the past year, in partnership with BTCRD and provincial DMOs, we participated in the following shows.

- Ottawa Travel and Vacation Show 2015 – LCEN took on the coordination and logistics for this show.
- Saltscapes Expo 2015 Halifax
- Boston Globe Travel Show 2016
- Downhome Expo 2015 - LCEN took on the coordination and logistics for this show. **14 Operators participated**

We participated in all hours for these shows, and ensured that our membership were well represented in product awareness and trip planning efforts when speaking to interested consumers who were in all phases of the path to purchase. When we attend these shows, we bring our members' brochures to distribute to interested parties, and tailor trip planning activities to include members' products, while at the same time promoting the province as a destination. We work together as a team with other DMOs and operators, bringing our expertise of our regions to potential visitors.

Of particular note is the Downhome Expo. In 2014, LCEN attended by itself with a single booth. In 2015, we brought an additional 14 members, occupying two full aisles of the secondary arena for the Expo. LCEN implemented a "Passport" system which encouraged attendees to visit every LCEN member booth in order to enter into a draw for a massive grand prize – to which most members donated an item. In total 684 passports were completed meaning each of the 14 operators participating met with 684 individuals providing an opportunity for them to sell their products and services. We encourage operators to attend this show for several reasons; it provides an opportunity to sell to the resident markets, operators learn how to work consumer shows, it instills a pride amongst our operators and provides an opportunity to learn about other products and services and builds partnerships.

Also, the Boston Globe Travel Show saw some new and beneficial changes. As opposed to previous years where the province went by itself with a delegation, in 2016 LCEN and NL delegates were part of a larger Destination Canada Pavilion, with logistics handled by TIAC. This arrangement subsidized costs for booth space and attracted much attention. We expect this arrangement to continue.

10. Trade Shows

In the past year, we attended, one trade-specific show: Rendezvous Canada 2015 in Niagara Falls.

At this show we meet a variety of travel trade professionals. In conjunction with the province, other DMOs, and individual businesses, we informed, enticed, and promoted our members' travel-trade ready products. Meetings are followed up after the shows by email and phone call, where business discussed in meetings is continued. As we work closely with BTCRD on travel trade outreach, much of this is done in conjunction and consultation with their travel trade team.

- **Rendezvous Canada Meetings:**

Name	Company
Teresa Bennett	The Natural Travel Collection
David McNabb	Air Canada
Kimberly MacAulay	Fresh Tracks (Canada) Inc.
Deepti Mehta	Thomas Cook (India) Ltd
Stephanie Dilling	Wells Gray Tours Ltd
Ted Davis	Baxter Travel Media
Rick Wendler	Ellison Travel & tours Ltd.
Valerie Saunders	GlobElite Travel Marketing Inc.
Maribel Fernandez	Air Canada Panama
Karl-Heinz Limberg	Destination Canada
Eric Lutey	Group Tour Media
Joshua Smith	Travcoa
Kevin Kramich	Collette Vacations
Leo Yamaguchi	JTB International (Canada) Ltd.
Nathan McLoughlin	Destination Canada
Ruth Drynan	Nagel Tours Ltd.
Justine Egan	Stella Travel UK (Travel 2 & Travelbag)
Émilie Gagnon	Groupe Voyages Québec
Victoria Pearson	Routes Adventures
Jacinthe Roy	Gate 1 Travel



Eastern Geological Network

11. Media Shows

In the past year, with the provincial team, we attended

- Canada Media Marketplace 2015 in New York
- GoMedia Marketplace 2015 in Penticton

In an effort to meet travel writers, editors, and television producers, pitch our new stories to them, and to properly place Eastern Newfoundland into the combined efforts of the province’s and the other DMOs media relations strategies.

- **Canada Media Marketplace Meetings:**

Robert Reid	National Geographic Traveler
Gary Arndt	Everything Everywhere
Roger Morris	The Daily Meal
Caitlin Walsh Miller	Air Canada's enRoute Magazine
Elaine Glusac	Virtuoso Life/Freelance writer
Ted Stedman	Freelance
Lena Katz	Freelance
Annika Hipple	Freelance
Alan Soloman	Freelance
Ian Livingstone	Johnny Jet
Margo Pfeiff	Freelance
Mark Lender	Living on Earth PRI
Zac Unger	Freelance
Cathy Brown	Matador Network
Rainer Jenss	Family Travel Association
Chris O'Toole	Freelance
Katie Hammel	Freelance
Amy Sherman	Cooking With Amy
Bret Love	Green Travel Media
Haley Shapely	Freelance
Bobbie Hasselbring	Freelance
Hilary Nangle	Freelance
Bruce Northam	Long Island Pulse



- **GoMedia 2015 Meetings:**

Thorsten Keller	Freelance
Alyssa Schwartz	Freelance
Catherine Marshall	Freelance
Robin Robinson	Toronto Sun
Necee Regis	Freelance
Aaron Kylie	Canadian Geographic
Brigitte Baudriller	Freelance
Becki Enright	Borders of Adventure
Darryl Leniuk	Freelance
Pierre Jean Come	Centre Presse
Ole Helmhausen	SPOZ
Mark Lysakowski	Amazing Race Canada
Jörg Pasemann	Breitengrad53
Darcy Rhyno	Freelance
Elisabeth Konstantinidis	Flying Media
Debra Corbeil	The Planet D
Barbara Sligl	Freelance
Kristin Kent	Freelance
Barbara Ackermann	DC, Germany
Donna Campbell	DC, Australia
Lanee Lee	Voyage Vixens
Birgit-Cathrin Duval	Freelance
Marie-Julie Gagnon	Freelance
Kim Gray	Toque and Canoe
Micki Kosman	Barefoot Nomad Travel Site
Domini Clark	Globe and Mail
Niamh Shields	Eat Like A Girl
Flavio Antunes	Mochilando
Rupert Parker	Freelance



Downhome Expo 2015

12. Facebook, Twitter, Webpage - Number of Operators using Social Media

All our members have Websites

118 are using Facebook (up from 99 last year)

66 have Twitter Accounts (up from 44 last year)

LCEN maintains a social media presence through Facebook and Twitter, in an effort to connect new followers and fans to our members' own social media pages. To date, our Facebook page has grown to 1,637 (up from 1,138 fans last year), with regular updates sent out 2-3 times weekly in the offseason and 2-3 times daily during the busy tourism season. Our Twitter account currently has 1,231 followers (up from 840 followers last year) and similar content updates are posted. With Twitter, we are able to connect on a more-internal basis than on Facebook. That is to say that networking sessions, news, etc. designed for members and not the general public are published on Twitter, but not on Facebook (which has organically become more of public page).

MARKET READINESS –PRODUCT DEVELOPMENT

13. Destination Development Plan

Beginning in 2013, LCEN was the first region to begin the process of working with Brain Trust Marketing and Tourism Café in the development of the provincial Destination Development Plan process. During 2013 we worked closely with our partners in engaging stakeholders in the process and our regional report was released in July 2014. Since April 2014 to the present, a significant portion of our Executive Director's time was focused on working with the DDP Implementation Team (BTCRD, HNL, ACOA) on our Regional Destination Development, Plan in preparation for the implementation of the priorities for our region. Over the course 2015-2016 our ED attended monthly and sometimes weekly Opportunity Management (OM) planning sessions with the implementation team.

We now have a Regional DDP Implementation Committee guiding the implementation of the DDP activities and work plan. The team consists of

- Kathi Stacey, Executive Director LCEN – Chair
- Gillian Skinner – BTCRD
- Scott Andrews – BTCRD – Product Development
- Ella Heneghan – BTCRD – Product Development
- Carol Ann Gilliard – BTCRD – Product Development
- Lynn Taylor – Tourism Board

- Craig Foley – HNL
- Andrea Peddle – BTCRD – Marketing
- Yvonne Hardy – ACOA
- Nancy Robbins – ACOA
- Paula Roberts – BTCRD

LCEN's Executive Director, Kathi Stacey, prepares agendas and notes for meetings, updates initiative charters, and schedules meetings.

DDP Priority Initiatives

Through the Opportunities Management process conducted with BTCRD our board, staff and stakeholders provided input into the priorities.

- Geological Treasures
- Program and People Based Businesses
- Craft in Tourism
- Food in Tourism
- Identifying Core Experiences
- Fishing Heritage
- Increasing Your Business's Competitive Edge

Updates

- **Geological Treasures**
 - **Goal: To connect the sites and locations with significant geological assets that create an ideal foundation on which to build theme-based experience categories, growing visitation, increasing economic benefit and sustainability.**

The first step in the process was the formation of the Eastern NL Geological Network (TASK Team). Bringing together 7 geology sites from the Eastern Region: Fortune Head Geology Centre, Johnson GEO CENTRE, Manuel's River Interpretation Centre, St. Lawrence Miner's Museum, Bell Island Miner's Museum, Mistaken Point Ecological Reserve, Port Union – Discovery Geo Park Project.



Eastern NL Geological Network Meeting

The purpose is to undertake cooperative efforts to ensure the sustainable development and promotion of the geological story for Eastern Newfoundland.

Working together the partners commit to driving innovative, educational and high quality products and experiences and delivering outstanding service levels that meet consumer expectations.

The partners jointly agree to

- Take a long term partnership approach to guide future priorities
- Build strong long term long term partnership at all levels with a unifying approach to support growth of tourism.
- Provide strong leadership that works collaboratively
- Share targets and focus efforts to increase visitation and expenditures
 - Visitors will aspire to visit our experiences collectively or individually many times
 - We will target markets that match our competitive strengths and deliver the best results.
- Coordinate efforts to build tourism
- We will focus on the consumer, and the experiences we offer that create lifelong memories.
- Our part of the Newfoundland and Labrador geology story are our points of difference, and this is what we will showcase.
- Deliver quality and educational services and innovations
- We will deliver authentic, quality and educational experiences with a local feel and high standard of service, showcasing the best of Newfoundland and Labrador.

The tactics and actions that Eastern NL Geological Network will jointly and collectively participate in include but not limited to:

- Cross promotion – Inform visitors of other like themed facilities in Eastern NL
- Best Practices – Opportunity to learn what works from others
- Sharing Resources ie Geologists

- Cross training of staff

The Network met 6 times throughout 2015. In August 2015 the group did a FAM tour of the Discovery Trail sites and attended a geology lecture at Port Union. A brochure was developed highlighting each of the sites for distribution in 2016 through our VIC, as well as for cross promotion at the sites. Martha Hickman Hild was contracted to write the geology story.

Harvey Sawler of IImagine was contracted to consult with each of the sites on branding and experience development. Reports were generated and we now have recommendations on each site regarding level of market readiness and suggested experiences to be developed.

- **Program and People Based Businesses**

- **Goal: Grow program and people based businesses in the Eastern DMO region to enrich the visitor experience, increase economic development and support the NL Brand.**

There is a need to build enriched visitor experiences through involvement of unique local characters and those in the arts community to become experience and program based providers. The destination will benefit from a richer inventory of program-based providers that can actively engage guests, deliver authentic, personalized experiences and command a higher price or value proposition while increasing the return on emotion (ROE).

Initially the Heritage Foundation NL was identified as the logical lead for this initiative; however, the organization is a crown corporation and ineligible for funding, should funding be required to carry out the goals of the initiative. A new lead partner will have to be identified. In the interim, LCEN with provincial lead Ella Heneghan will create an inventory of those operators and individual partnering with private operators in delivering on experiences. The inventory will be highlighted as best practices to educate and encourage to encourage other private operators to partner with local talent to create visitor experiences. A format for delivering workshops/seminars using the Experience Tool Kit developed by the province is currently being developed and will be implemented in 2016.

- **Craft in Tourism**

- **Goal: The goal is to help both the craftspeople and tourism sites increase their sales and enable them to become more sustainable enterprises.**

There is a wealth of culture, history and tangible artifacts in the Eastern region that can inspire the development of craft products and craft experiences, and connect with tourism product/sites/experiences.

The Craft Council of NL was approached to be the lead organization for this initiative. The Craft Council NL agreed to be the lead. A working committee was formed including Ella Heneghan BTCRD provincial lead, Janet Costigan, BTCRD, Brenda Stratton, BTCRD, Anne Manuel, Craft Council NL and Kathi Stacey, ED Legendary Coasts. The committee developed an action plan to do sub regional sessions to gather input from the craft industry for the development of a bigger action plan to address the initiative goals. Sub regional sessions were held in

- Bonavista – 32 attendees
- Ferryland – 16 attendees
- Carbonear – 30
- Boat Harbour, Burin Pen – 19

Attendees were asked to provide input on 4 questions

- a. What are the challenges of craft producers in your region?
- b. What are the strengths related to craft in your region?
- c. What supports are needed to help the craft industry grow in your region?
- d. How can we build tourism experiences and partnerships with the craft industry?

- **Food in Tourism**

- **Goal: Enhance and grow the food experiences for visitors in the Eastern DMO Region/Province**

An essential, social and enjoyable activity when travelling is eating! Beyond the survival requirement, experiencing the culinary delights of a region provides the destination a way to connect guests to the food traditions and tastes from the region. Culinary tourism is now an established movement within the tourism industry and many national, regional and local tourism jurisdictions have active culinary tourism development strategies in place to ensure the taste experience contributes to the memories of a traveller's journey.

The Food in Tourism initiative is being led by the Product Development Division of BTCRD as a provincial initiative. Three areas have been identified as high priority to begin working on solutions. They are **supply chain, service/quality and food experiences**.

LCEN will concentrate on working with BTCRD and operators to enhance food experiences. A TASK committee will be formed of those operators who currently offer quality food experiences. LCEN will work with those "star" experiences to ensure they have proper business listings and experiences are highlighted on the NL Tourism website. Three activities were identified:

- And inventory of current food experiences being offered in eastern



Craft in Tourism Session Bonavista

- An assessment of where gaps exist within the sub regions
- Food Tourism seminars highlighting best practices and how to develop quality food experiences

- **Identifying Core Experiences**

Experience categories, designed to connect travellers to the stories of the Eastern Region, align communities, profile iconic demand generators and encourage travel in the region can deliver on the provincial brand promise by creating the platform for collaboration, designed to appeal to certain traveller types, and raise the bar on visitor value. Partners must collaborate to compete by ‘coming to the table’ in support of regional development initiatives where there is a benefit to growing or enhancing the current offer. It is recognized that operators will come to the table with varying degrees of experience.

This initiative ranked low in priority by stakeholders and the LCEN Board. The thinking being that other themes will arise as we move through the other initiatives.

- **Fishing Heritage – Experience Category**

- **Goal - To connect the sites and locations with significant fishing heritage assets that create an ideal foundation on which to build theme-based experience categories, growing visitation, increasing economic benefit and sustainability.**

This initiative also ranked low in priority. It was decided by the regional team that the Fishing Heritage story can be included in the Program and People Based initiative.

- **Increasing Competitive Edge**

- **Goal: To increase the competitive position of the region by enhancing the product offering based upon new and existing research and best practice tools.**
- Hospitality NL is the lead partner in this initiative through their Skills and Knowledge Strategy. LCEN is part of the steering committee for the group and assists with encouraging operator’s participation in the various training programs. In November 2015 LCEN participated in the HNL Roadshow sessions in the Eastern Region.

14. Market Readiness

Market Readiness remains our focus in working with our operators. We continue to;

- Host Networking Sessions providing information on business listings, marketing opportunities, TAP
- Coaching one on one with operators on marketing, business listings, and TAP

- Increase the number of special offers on the NL Tourism Website
- Increase the number of participants in Advertorials in the Travel Guide
- Encourage operators to engage in training workshops and webinars
- Work with PD Division on experience development training and awareness

15. Best Practice Missions/GMIST/BICT

We are consistently encouraging our members and the industry in general to take part in Best Practice Missions offered by Atlantic Canada Tourism Partnership as well as courses offered by Gros Morne Institute for Sustainable Tourism. As these initiatives are led by our partners, it is difficult to know the exact level of participation. However, we continue to promote the programs offered by our partners and to partner where possible in getting the message out to industry. Several members of the Eastern NL Geology Network have and will participate in GMIST.

INDUSTRY ENGAGEMENT

16. Tourism Assurance Plan (TAP)

LCEN staff participated with our partners in the implementation of the new Tourism Assurance Plan. Staff monitored and assessed our membership and non-members for compliance with TAP. All LCEN members are TAP compliant. We continue to ensure that new members are TAP compliant, and that members are aware of TAP compliance when implementing new product.

17. Membership

Current Membership - 130

LCEN is consistently engaging on a daily basis with members, whether it's through our communications via social media, newsletters, information sessions, one on one or group meetings, phone calls, emails, seminars, or participation in our marketing programs.

We have been successful in retaining and growing our membership and engaging more and more operators and stakeholders in our activities.

18. Newsletters to Members - 28

In an effort to deliver more relevant and interesting information to our membership on a timely basis, significant efforts have been put into our newsletter strategy. We have moved from periodic e-blasts as our activities needed to a more regular, thorough, and comprehensive newsletter format, supported by the News section of our website. Newsletters go out regularly on Thursdays (occasionally biweekly), with

occasional special e-blasts on specific subjects that warrant particular attention from membership. In the past year this includes 28 newsletters sent to two lists: Members and Industry Contacts.

Our Members' List contains 161 email addresses with an average open rate of 38.6% and a click rate of 4.8%. Our Industry Contacts list (which includes many partners, resource people, etc) contains 67 email addresses and has a 48.5% open rate and 5.3% click rate.

All Newsletters are housed on our Members' Website. <http://www.legendarycoasts.com/News/Index/1>

19. Newsletters to Non-Members

We have stopped sending newsletters to non-member tourism operators in conjunction with Canadian Anti-Spam Legislation.

20. Networking and Regional Information Sessions

We continue to host Networking Information Sessions throughout our region. LCEN delivers a presentation at each session, including updates on DDP and market readiness, along with a guest speaker. Aside from the sub regional sessions associated with DDP we hosted 6 Tourism Breakfast Sessions;

Clarenville: 26

Hosted in partnership with Clarenville Inn – Guest presenter – John Norman – Bonavista Living

Harbour Grace (Wooden Boat Museum AGM): 62

Hosted in conjunction with the Wooden Boat Museum AGM. Guest presenters – Andrew Hiscock and Kathi Stacey

Grand Bank: 18

Hosted in partnership with Town of Grand Bank and Grand Bank Theatre – presenter Kathi Stacey

Placentia: 19

Hosted at Three Sisters Pub and Restaurant in partnership with Placentia and Area Chamber of Commerce – presenter Craig Foley, Hospitality NL



Lakeside at Thorburn: 26

Hosted at Lakeside at Thorburn – presenter Craig Foley HNL, Kathi Stacey LCEN

Carbonear: 39

Hosted in partnership with Town of Carbonear – presenters Ella Heneghan BTCRD – Andrew Hiscock LCEN

**21. Governance****• AGM – 70 Attendees**

LCEN held its Annual General Meeting November 17, 2015 at the Manuel's River Hibernia Interpretation Centre. A new board was elected;

- Marieke Gow – Artisan Inn and Twine Loft
- Jerry Byrne – The Doctor's House Inn and Spa
- Peter Laracy – Cupids Legacy Centre
- Irene Hurley – Cashel's Cove Crafts
- Jane Hynes – The Three Sister's Pub & Restaurant
- Rick Stanley – Ocean Quest Adventures
- Carol Ann Devereau – Edge of Avalon Inn
- Martha Nelson – HI Skerwink Hostel
- Rick Rose – SPM Ferry Office
- Brian Rose – Hotel Fortune
- Brenda Stapleton – Hotel Marystown

The board took part in an orientation for directors at their first meeting in November, including a review of the work plan, by laws and policies and procedures.

Board Meetings

LCEN holds 8 meetings annually 4 face to face and 4 teleconference.

Tourism Board Meetings

LCEN’s Chair, Marieke Gow represents the organization at meetings of the Tourism Board. And as well, our Executive Director attends meetings as part of the implementation team of resource staff. Meetings are held monthly. As well our Executive Director regularly attends regular meetings of the implementation team the day prior to the tourism board meetings.

WHSCC – Good Standing

CADO – Good Standing

CRA – Good Standing