

Newfoundland and Labrador - Unique Selling Points



Newfoundland and Labrador is a deeply colourful place, slightly off-kilter with the rest of the world. And these days, it's easier to find yourself here - only 3 hours from Toronto, 5 hours from London, and exactly where you want to be.

COASTLINE. Get a great ocean view from 29,000 kilometres (18,000 miles) of coastline. Perfect for coastal drives. Stop in historic towns and fishing villages nestled around fjords, inlets, coves, guts, bays, and tickles along the way.

GEOGRAPHIC SIZE. Newfoundland and Labrador is 405,720 square kilometres (156,649 square miles), about the same geographic size as Japan, and more than 3 times the size of the Maritime provinces.

LABRADOR. One of the world's last great frontiers and home to ancient cultures. 'The Big Land' has more than 300,000 square kilometres (115,830 square miles) of pristine wilderness, including Torngat Mountains National Park, and the oldest known burial mound in North America.

ICEBERGS. Find plenty of fresh sea air along Iceberg Alley, where a sparkling spring parade of towering bergs unfolds every year, in a beautiful clutter of pristine white and azure blue.

Four UNESCO World Heritage Sites

GROS MORNE NATIONAL PARK.

It took 485 million years for Mother Nature to create Gros Morne, a place unlike any other on Earth. Hike along the Earth's mantle, or climb to life-changing summits. Travel through fjords carved by glaciers millennia ago, leaving behind towering cliffs and thunderous waterfalls.

L'ANSE AUX MEADOWS NATIONAL HISTORIC SITE.

The only authenticated Norse site in North America. Visit the Viking encampment, and talk to characters bringing the Viking history to life.

WORLD'S LARGEST CONCENTRATION OF HUMPBACK WHALES. When 10,000-year-old icebergs drift south while humpback whales migrate north, they're bound to cross paths. Meet 29 varieties of marine mammals. You'll find more species, more often, in more places around here than anywhere else in North America.

SEABIRD CAPITAL. We're home to some of the world's largest and most accessible seabird colonies in North America. More than 35 million seabirds gather here every year. See northern gannets, kittiwakes, murres, Atlantic puffins, osprey, falcons, hawks, storm petrels, razorbills, and bald eagles at 6 ecological reserves, including the magnificent Cape St. Mary's Ecological Reserve.

MOST ACCESSIBLE WILDLIFE IN NORTH AMERICA.

The most concentrated moose population on the planet, an abundance of black bear (some topping the scales at 600 pounds), and polar bears can be seen in Labrador.

RED BAY NATIONAL HISTORIC SITE.

Located on the Labrador Coastal Drive, Red Bay was the 16th-century capital of the Basque whaling industry in North America. Today, you can explore the former whaling town and immerse yourself in the traditional life of a Basque whaler.

MISTAKEN POINT ECOLOGICAL RESERVE.

See fossils of creatures that lived more than 550 million years ago, when all life was in the sea. This is the best place on Earth to witness evidence of the planet's earliest multicellular life.

PUFFINS. Visit North America's largest Atlantic puffin sanctuary at the Witless Bay Ecological Reserve.

HISTORY. Immerse yourself in history at 10 National Historic Sites, 9 Provincial Historic Sites, 3 Provincial Museums, and more than 150 community museums.

MOST EASTERLY POINT IN NORTH AMERICA. Cape Spear Lighthouse National Historic Site is where you can see the sun rise before anyone else and be the first on the continent to ring in the New Year.

EARTH'S GEOLOGICAL SHOWCASE. The Johnson Geo Centre tells the intriguing life story of our planet and people, and Gros Morne National Park unravels the mystery of the Earth's tectonic upheaval.

ARCHAEOLOGICAL SITES. Go back 9,000 years (before the Egyptian pyramids) to the Maritime Archaic people, and the more recent Palaeo-Eskimo and Beothuk.

BOTANICAL GARDENS. Our 6 botanical reserves protect a rich and rare variety of arctic and alpine plants. North America's most eastern botanical garden at Memorial University showcases 110 acres of specialized species, a premier rock garden, and a nature reserve.

OUTDOOR ODYSSEY. Hike along ancient footpaths to deep fjords, towering cliffs and sub-arctic barrens, through lush inland forests, and over the Earth's mantle. These diverse trails and the fresh sea air will rejuvenate mind, body, and spirit. Take a sea kayak to caves, inlets, and secluded beaches along routes protected by offshore islands, and view the land from the sea.

200 ATLANTIC SALMON RIVERS. Reel 'em in with world-class angling and trophy brook trout fishing.

GOLF. Spend a day on the greens. Play more than 20 courses sculpted against the backdrop of our spectacular seacoast, waterfalls, tree-lined fairways, and surrounding hills.

BEST SKIING IN ATLANTIC CANADA. Marble Mountain also offers multi-adventure packages including dogsledding, cat-skiing, snowboarding, and snowmobiling.

ARTS AND MUSIC. We're renowned for poetry, humour, song, art, and craftsmanship. Visit galleries, bookstores, and music stores. Or take in one of our internationally acclaimed festivals of film, literature, music, or pageants set amidst our cultural, creative, and welcoming cheer.

NIGHTLIFE. When the sun goes down, the place goes up. Experience the nightlife of St. John's, one of North America's oldest port settlements. This city by the sea also boasts exceptional fine dining, shopping, luxury spas, and distinctive architecture.

AUTHENTIC CUISINE. Sample our dishes from land and sea — cod tongues, cod cheeks, caribou, snow crab, salmon, moose, bakeapples, wild berries, tea and lassy buns, toutons, salt fish and brewis.

INTERNATIONAL CRUISE DESTINATION. Newfoundland and Labrador has 39 ports of call serving special interest, expedition, circumnavigation, transatlantic, and North American itineraries.

INCENTIVE TRAVEL. From executive retreats to city sophistication, we combine soft-adventure activities and creative cuisine with our unique cultural tapestry. Planners, meet your new destination.

TIME ZONE. Newfoundland has its own time zone. 'Newfoundland Time' is 1.5 hours ahead of Eastern Time.

LATITUDE. St. John's, our capital city, is located at the same latitude as Seattle, USA, and Paris, France.

DELIGHTFUL DIALECTS. We speak more dialects of English here than any other place in the world. And we have also penned our very own Dictionary of Newfoundland English.

CLOSER THAN YOU THINK. Fly from Toronto in 3 hours or London in 5 hours.

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